

DOUGLAS WALLACE BRINGS RELAXING SEA AMBIENCE TO CLIFF HOUSE HOTEL

(April 2008) Douglas Wallace the leading Irish specialists in the creation and design of hotels and spas, has created a unique interior design based on signature oceanic features for boutique hideaway Cliff House Hotel, Ardmore, Co. Waterford.

The new Cliff House Hotel has been designed to offer a unique, 21st-century take on the intimate sea-side hotel of yesteryear with interiors by Garry Cohn for Douglas Wallace.

Steeped in history and carved into the Irish coastline at Ardmore fishing village, The Cliff House Hotel is a chic boutique hotel, full of personality and signature ocean features. It has evolved from the former Cliff House Hotel is now like no other hotel in Ireland. Encompassing 39 bedrooms, a restaurant and private dining room, 2 reception rooms and a bar, The Cliff House Hotel dramatically spans seven floors down to the shoreline.

The cleverly designed interiors of the Cliff House Hotel draw the landscape inwards using natural materials and warm and inviting furnishings which create an extremely relaxing and luxurious environment. A palette of deep marine blue, fuchsia, aubergine and sea green instantly evoke the surrounding coastline and countryside. The interior design and fit out of the Cliff House combines sophisticated details, natural materials, warm and inviting furnishings. With its imposing granite stone façade, the entrance to the hotel, also designed by Garry Cohn for Douglas Wallace, acts as a gateway to the breathtaking vista of Ardmore Bay, rolling out to the Irish Sea.

Due to the constraints of building a hotel on the edge of a cliff, the Douglas Wallace interior design team and architects, Coughlan DeKeyser Associates, had an acrobatic challenge building and creating a hotel which uniquely combines nature with design. This is evident with the collaboration of the exterior stone work of the building being carried throughout the building creating the feeling that the hotel was carved right out of the cliff.

Garry Cohn, Creative Director, Douglas Wallace, commented: "The hotel market in Ireland is well positioned to exploit the contribution of design to improve profitability and to attract patrons who value well designed hotels. Hotels that create an atmosphere which is memorable and unique for visitors will continue to be successful with referral and repeat business."

"Our experience with design focused projects has provided us with a comprehensive understanding of current society trends, needs and desires. This allows us to create design solutions for our clients that are essentially future proofed. Our design team constantly explores new concepts that challenge convention and the Cliff House Hotel is no exception to this."

ROOMS

The hotel's suites feature unique accents including a contemporary version of a cottage door and the spacious living area combines classic furniture with campaign antiques, upholstered in updated linens and tweeds. The bedrooms look onto oversized private terraces situated at the highest point of the hotel and disclose a spectacular view across Ardmore Bay. The en-suites are truly unique, with enclosed clear and frosted glass showers which extend out onto the balconies, allowing guests the option of showering under the stars!

All the rooms in the hotel promote the feeling of comfort and ease with oversized furniture, reading lamps and small individual pieces that are distinctly quaint and Irish. Guests get the sense that they are in their own Cliff House home with a personal view from the terrace overlooking the sea.

BAR

The Cliff House Bar, located just below the entrance lobby, features a 180° panoramic view over the watery seascape and visitors can pull up to the long, curved, nautical-shaped bar or sink into wing backed chairs in front of the fireplace. At the end of the bar is a spectacular backlit image of the former Cliff House Hotel as it looked for the previous 80 years.

RESTAURANT

The Cliff House Restaurant design is deliberately light and airy keeping the attention of the guests directed towards the outdoors. Hidden behind the main restaurant is an intimate dining room which takes its inspiration from the historical round tower located close by the hotel. A stunning 7 metres (21 feet) long oak table is the centrepiece of the room and there is also a fireplace in the wall, level with the top of the table. One side of the room also looks out on the Ardmore Bay.

SPA

The Cliff House Spa, also designed by Garry Cohn for Douglas Wallace, is defined with bright, airy colours of sea green and lavender with a backdrop of neutrals with light wood accents. Garry Cohn has taken inspiration from the coastline in the treatment rooms which give the perception of relaxing on the beach. The relaxation rooms are enclosed and raised up to present a clear view, through a glazed wall, straight out to the sea.

The serene setting of the pool also takes its inspiration from the Irish shoreline. The floor is made of smooth, soft beige pebble stones reminiscent of the Irish sandy pebbled cost-line and guests will experience the sensation of walking along a pebbled beach barefoot. There is a glass wall at one end of the room where the pool virtually disappears into the sea creating an illusion that the pool and sea are one.

Garry Cohn commented: "Designing a hotel is as complex a task as any designer can have because you have to imagine how the visitor will feel as they inhabit the space that you will create for them. With the Cliff House Hotel, what we wanted to achieve was to constantly 'bring back memories' for the guest, long after they have returned home. Guests want to 'escape to a real place' where they feel an authentic and uncontrived experience."

He adds: "It's about the comfort and coziness of being there. A combination of physical elements and the personal experiences of the overall ambience combined to such an extent that guests don't have to realise consciously that they are having an enjoyable time. However, they should feel it afterwards, having been uplifted by the entire experience."

Ends

www.thecliffhousehotel.com (024) 87800

www.douglaswallace.com

Interior Designer: Garry Cohn for Douglas Wallace

Architects: Coughlan Dekayser Associates

About Garry Cohn and Douglas Wallace

The Cliff House Hotel's interior design was conceived by Garry Cohn for Douglas Wallace, Ireland's leading specialists in the strategy and creation of hotels and spas. The practice is established for 27 years employing 157 staff in Belfast, Dublin, London and Galway.

Garry Cohn of Douglas Wallace has over 20 years of experience in hotels, retail, commercial, and residential design. He has had his own design company in New York City and was a design professor at the Fashion Institute of Technology. Prior to joining to Douglas Wallace, he was a Design Director and has lived and worked in New York City, Texas, the Caribbean, Paris France and now Dublin. He has a diverse background in design with multiple projects completed, providing for an interesting slant on all new projects.

About Ardmore

For outdoor activities few will be able to resist the lure of the sea that can be accessed directly from the hotel via a private pontoon, a first for an Irish hotel.

A gentle stroll on Ardmore Beach can be followed by the cliff walk or an exploration of the historical Round Tower and St Declans Well which mark Ardmore village as the oldest Christian settlement in Ireland.

Organised water activities can be arranged by the hotel including water-skiing, deep sea fishing, sea cruises, windsurfing, kayaking, scuba diving and sailing. Golf enthusiasts can be assured tee-times in nearby award winning courses such as Dungarvan Golf Club, Fota Island in Cork or The Old Head, Kinsale.

The Cliff House Hotel is a retreat for all seasons whether it is time spent in winter curled up by the fire as waves crash against the rugged coastline, or basking in the summer sunshine whilst sipping refreshments on the terrace.

The old Cliff House Hotel served the historic village of Ardmore for 80 years; the new Cliff House Hotel is as true to those roots. It is a complete hide-away where you can escape to your room where the only sound you will hear is the sea lapping at the shore.