

MAMAKA

BY OVOLO

Introducing Mamaka by Ovolo

The design hotel collection will welcome Bali's urban resort in Kuta late 2020.



The expansion of contemporary hotel collection Ovolo Group is showing no signs of slowing down with the design-savvy company welcoming its first property in Indonesia. The first hotel outside of its Australian and Hong Kong offerings, the latest addition is Mamaka by Ovolo on the beachfront of Bali's bustling and rejuvenated Kuta.

Having purchased the Citadines Kuta Beach Bali late last year, Ovolo Group will transform the existing structure into an urban resort. The existing property will close early March and is expected to open late 2020 with 191 designer rooms and suites, innovative food and drink concepts, and unique experiences - the vibrant new addition to the burgeoning global brand has been designed in unison with ara design International and will play an integral role in the revitalisation of the Kuta precinct.

The project also marks a new design direction for the brand - Ovolo recently unveiled its new brand architecture alongside the Wonder. Full branding, the By Ovolo Collective - each hotel unique, each one special, the more guests explore, the more they'll find. Mamaka Kuta Beach joins this distinctive collection of hotels which includes Nishi Apartments Canberra Australia, Mojo Nomad Aberdeen Harbour Hong Kong and soon to launch The Sheung Wan Central Hong Kong, expected in April 2020.

The playful aesthetic of the Ovolo Group will again be prominent throughout the new development, though this time with an Indonesian twist. Mamaka by Ovolo was envisioned by the Ovolo team and realised by ara design International, the brand behind many international hotel and resort projects.

Heavily inspired by its island home, Mamaka by Ovolo has merged the global brand ethos of Ovolo - that of vibrant, dynamic spaces - with ancient Balinese culture. In fact, that's exactly what the name refers to - In ancient Pali language 'mamaka' refers to one who shows affection not only for one's self. In ode to Bali, the hotel's design has embraced vibrant colours and traditional Balinese textiles like kebaya baju,

alongside natural materials, ample weaving, bold patterns, and lantern effect lighting. Karlyn Cerdeña is apt in her description of the new Kuta haunt; "Vibrant. Dynamic. Playful Bali. Be. Here. Now."

In true Ovolo style, the food and drink experience will be innovative and bring a new culinary dynamic to the Kuta precinct. The first of its kind on the island is the highest rooftop pool club with 270-degree views of the Bali's western beaches from Jimbaran to Canggu and beyond. A dining destination in its own right, Mamaka by Ovolo's edible offerings will remain in line with Ovolo's existing focus on outstanding food and drink - expect the announcement of a Creative Culinary Partner to direct the Cocktail Bar and the Rooftop concept imminently.

In terms of amenities, the urban resort isn't lacking. Alongside the convenience of all-day bar and dining venues, utilising its position on Kuta's beachfront, home to the island's best surf break for beginners and recreational surfers, there will also be an in-house surf school. A fresh take on a wellness centre adds to the Mamaka experience boasting a horizontal climbing wall, circuit training-mechanical surfboard for core strength among other features. Those after a more leisurely experience can enjoy the innovative take on the unisex salon – think bubbles and blow, negroni and nails or barber and bourbon.

No rule book existed and adding to the continued rejuvenation of Kuta precinct is what drove Ovolo in the creation Mamaka explains Girish Jhunjhnuwala, Founder & CEO of Ovolo Group. "Convention was not considered, this is our take on a resort. It will be a playground for travellers through food and drink with attitude, wellness and activities, a surf school and shop, and a little self-indulgence – they won't want to leave!" he comments. "This urban resort will bring a killer experience to Kuta adding to its already and growing vibe."

As part of the Mamaka development, furnishings and kitchen items from 10 existing rooms have been donated to the local Bali non -profit charitable foundation Yayasan Solemen Indonesia ('Solemen') which provides direct support and funding for the disadvantaged. Solemen have received anything from sofas to cutlery and microwaves to mini bar fridges and much more which will be given directly to people in need or sold to assist the charity continue its important work in the community.

Mamaka by Ovolo will open its doors late 2020.

ENDS

Mamaka by Ovolo Bali

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About Ovolo Group

Ovolo Group was founded by entrepreneur Girish Jhunjhnuwala in 2010 and has quickly become one of Hong Kong's largest and most dynamic independent owner and operator of hospitality firms. The Group provides both business and leisure guests with the best in effortless living across numerous hotels and F&B outlets internationally.

A collection of contemporary hotels that keep you connected to the little luxuries you love, all effortlessly included. The company prides itself on being in touch with the modern traveller through award-winning interior designs, detail-driven comforts, complimentary value-added services like the mini bar, breakfast, Wi-Fi, and more, and cutting-edge technology - all done in signature Ovolo style. At the 2019 HM Awards, Ovolo Hotels were acknowledged for Hotel and Accommodation Excellence, receiving the accolade "Hotel Brand of the Year".

A proud Hong Kong brand, Ovolo Group remains a family-owned and privately-operated business operating four two and four restaurants in Hong Kong, and six hotels and five restaurants across Australia in Sydney, Melbourne, Canberra and Brisbane. Ovolo is also developing two new hotels in Melbourne, Australia (South Yarra and South Melbourne).

Ovolo also has the By Ovolo Collective within its portfolio of hotels, a distinctive collection of four hotels each one unique, each one special, the more guests explore, the more they'll find. These include Nishi Apartments in Canberra Australia, Mojo Nomad Aberdeen Harbour in Hong Kong, The Sheung Wan Hong

Kong launching April 2020 and Mamaka Kuta Beach Bali Indonesia launching late 2020.