

FAENA

HOTEL BUENOS AIRES



F

**CULTURE IS A
POWERFUL AGENT
OF CHANGE.**

**THROUGH CULTURE
WE BECOME AWARE OF
WHAT WE ARE &
WHAT WE WANT TO BE.**



FAENA DISTRICT

FAENA DISTRICT is a new neighborhood in the City of Buenos Aires, born of the idea that all urban experiences should stimulate and positively influence people's quality of life.

Nestled between two mirrored bodies of water, FAENA DISTRICT encourages people to find quality in all things and discover the beauty of each moment. As a new focal point in the city, FAENA DISTRICT is a place where people can experience a different lifestyle and nurture a new consciousness of the here and now.



CONCEIVED BY ALAN FAENA
DESIGNED BY PHILIPPE STARCK

FAENA HOTEL

In days of old, weary travelers sought refuge in temples and castles that offered the food and shelter needed to restore their strength, as well as the leisure and good company to enjoy themselves before setting off again.

In that same spirit of hospitality, FAENA HOTEL BUENOS AIRES offers its guests the opportunity to experience spaces of striking beauty, creativity and informal luxury that will enhance their energies before embarking on their journeys once again.



RENAISSANCE

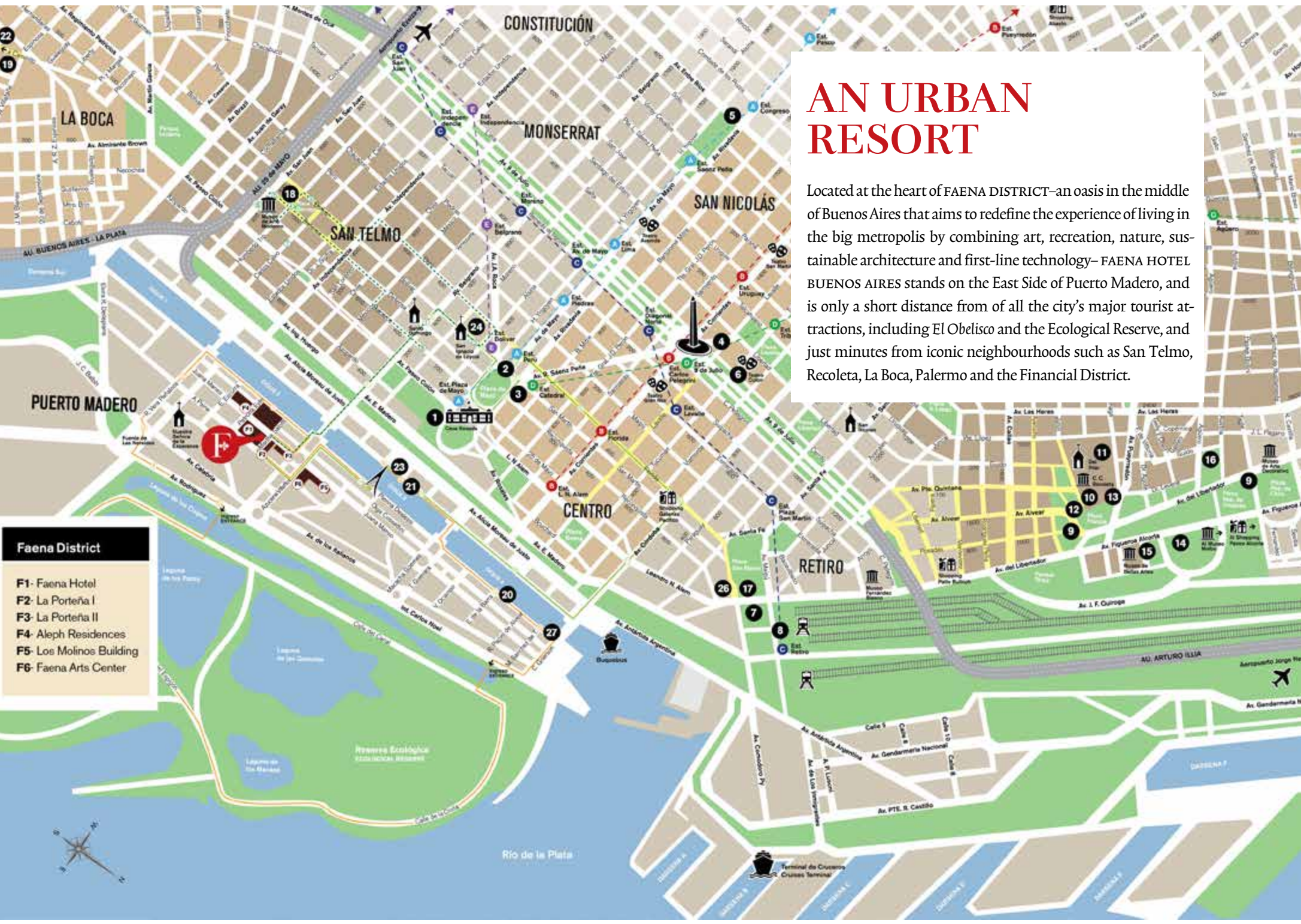
Through the transformation of the El Porteño building –an enormous silo built in 1902 that fed post-war Europe– FAENA HOTEL BUENOS AIRES evokes the fascinating “Belle Époque” grandeur that brought greatness to Buenos Aires at the turn of last century. Every one of its suites and public spaces offers a unique experience involving the most outstanding talents in the world of gastronomy, entertainment, culture, beauty and well-being.

The FAENA HOTEL is ornamented with traditional Buenos Aires *fileteado*, whose stylized forms of flowers, ribbons, leaves and birds combine phrases and images of popular characters. The space was entirely restored by master craftsmen using a plethora of armchairs, winged unicorns, engraved glass, Baccarat crystal and thick, red velvet drapery. San Telmo–the oldest neighbourhood in the city famous for its traditional architecture, antique shops and tango houses–adds a dose of fantasy and sensuality.

With a truly original mystique, red (faith and value), white (the impeccable) and gold (glory) run through the lounges and restaurants of El Mercado and Bistro Sur; The Library Lounge, Poolbar, The Cellar and El Cabaret; the Faena Spa; the three Business Rooms, La Catedral, and La Boutique, and the events room, The Ballroom.

AN URBAN RESORT

Located at the heart of FAENA DISTRICT—an oasis in the middle of Buenos Aires that aims to redefine the experience of living in the big metropolis by combining art, recreation, nature, sustainable architecture and first-line technology— FAENA HOTEL BUENOS AIRES stands on the East Side of Puerto Madero, and is only a short distance from of all the city’s major tourist attractions, including El Obelisco and the Ecological Reserve, and just minutes from iconic neighbourhoods such as San Telmo, Recoleta, La Boca, Palermo and the Financial District.



- Faena District**
- F1- Faena Hotel
 - F2- La Porteña I
 - F3- La Porteña II
 - F4- Aleph Residences
 - F5- Los Molinos Building
 - F6- Faena Arts Center



THE KEY TO BUENOS AIRES

EXPERIENCE MANAGERS

FAENA HOTEL BUENOS AIRES' employs a distinguished team of experienced managers. These personal guides, who assist each guest in planning his or her trip, from arrival to departure, will organize your entire agenda with the best kept secrets of Buenos Aires and Argentina.

LA CATEDRAL

THE BIG ENTRANCE

Our imposing 80m-long, 10m-high lobby is flanked by large, engraved windows and gold-velvet curtains. Welcoming guests and visitors alike, La Catedral invites you to discover the transformational experience brought to you by FAENA HOTEL BUENOS AIRES.



SUITES & VIEWS

PURE COMFORT IN 87 ROOMS

With exquisitely designed details and broad, bright spaces, each of the rooms in FAENA HOTEL BUENOS AIRES provides excellent services and the best technology to make our guests' stay an unforgettable one. Luxury amenities include home theatres and LCD screens, free wireless Internet, and Egyptian cotton linens. Huge windows invite you to enjoy the magnificent views of the Ecological Reserve, the parks, Río de la Plata and the quaysides of Puerto Madero.



SUITE PRESIDENCIAL



SUITE PRESIDENCIAL



PREMIER SKYLINE VIEW ROOM



SUITE IMPERIAL



PARK VIEW ROOM



SKYLINE VIEW ROOM



CORNER STUDIO



PORTEÑO SUITE



EL MERCADO

LOCAL TRADITIONS

A great culinary experience doesn't centre exclusively on food and wine. A truly great meal is an emotional experience – a trip of the senses – a celebration.

Inspired by the old fairs of Europe and the legendary *cantinas* of Buenos Aires, El Mercado provides an environment steeped in history and character, where guests can bask in the heat from the clay oven and savour the most delicious traditional Argentine food prepared with fresh natural products and seasonal fruits.

As in the traditional *estancias* of the Pampas, the typical open-pit *asado*, served in the courtyard on Sundays, is the stuff of legend. At long tables in front of the wood fire our *asador* (barbecue chef) will delight his dinner guests with a lifetime of recipes, inspired by campfires and long harvest nights. The leading Malbec labels in Argentina complete the ceremony.





THE LIBRARY LOUNGE

A COZY ATMOSPHERE

No other part of Buenos Aires is as lively as the FAENA HOTEL BUENOS AIRES. That *joie de vivre* is everywhere in this incredible space, which joins the eclectic and vibrant Bohemian tribe local to Buenos Aires, with the most cosmopolitan visitors from all over the world.

Like a living room in one of Argentina's big *estancias*, the comfortable, relaxed atmosphere of *The Library Lounge* invites you to enjoy a special moment at any time of the day, from a frugal breakfast or traditional afternoon tea to the bubbling social scene of the Buenos Aires night - where you can hear the greatest exponents of *Porteño* music every evening.





POOLBAR

THE SUN CEREMONY

A true oasis of peace amidst the bustling city, it's the perfect place to relax in the sun and rest, daydream or meet up with others.

A ritual of sun and water is played out daily in this huge outdoor space, where the calm waters of the swimming pool live side by side with the Poolbar. Visitors can enjoy exotic drinks and appetizers at any time of the day. Guests can also enjoy special treatments and massages from the comfort of their lounge chairs. In the evenings, the Poolbar transforms into a meeting point where guests enjoy cocktails and the best in music from live DJs.





BISTRO SUR

CUISINE FROM EL FIN DEL MUNDO

A combination of the tenement houses known as *conventillos* and the working class neighborhoods known as *arrabales*—with just a touch of Belle Epoque—*cocina criolla*, or Argentine cuisine, is known for the diverse ingredients of our fertile lands.

Our *Cocina del Fin del Mundo* is ripe with this history and local culinary traditions. Diners will be treated to a feast of flavors, aromas and textures, with fruits of our *Patagonia* region prepared according to the ancestral cooking techniques used in classic dishes from the *Andes*.

Christopher Carpentier, one of the most renowned chefs in Latin America, is the mastermind behind this true cultural exchange.

El Bistro pays homage to the seafood of the *Pacifico*, the sea salt of *Puerto Madryn*, the crabs of *Canal de Beagle*, the sweet *calafate* and *rosa mosqueta* fruits, the potatoes from the *Inca Empire*, the meats of *Patagonia*, the great treasures of the native peoples, the *Malbec* and the *Pachamama*, and the herbs and spices from *Rio de la Plata* and *La Pampa*.





THE CELLAR

ODE TO MALBEC

A genuine passion for Argentine wine and the spirit of its cultivation. Hidden in the depths of FAENA HOTEL BUENOS AIRES, *The Cellar* houses the most comprehensive wine collection in Argentina. More than four thousand bottles lie inside the brick walls of this elegant underground space, where diners can also enjoy intimate meals in candlelight.



EL CABARET

PASSION FOR TANGO

Welcome to the birthplace of the world's most elegant and sensual dance form. Tango is what best defines the spirit of Buenos Aires: wistful, yet fizzing with life.

Buenos Aires is the world capital of Tango, and FAENA HOTEL BUENOS AIRES lives and breathes it with the same intensity as its residents, through its music, dance, street culture, history, clothing and poetry.

Effervescent and ethereal, El Cabaret is the vibrant temple that prolongs the night and crowns the day to the rhythm of the award-winning show *Rojo Tango*. A dazzling live orchestra, great dancers, traditional Argentine cuisine, and a fine selection of local wines and cocktails all make this a must-see production.





FAENA SPA

ANCESTRAL HEALING RITUALS AND A WIDE
VARIETY OF EXCEPTIONAL THERAPIES

The true heart of FAENA HOTEL BUENOS AIRES, the Faena Spa is a serene oasis of spiritual and physical meditation and learning that offers a unique and caring series of treatments aiming to raise the spirit, calm the mind and rejuvenate the body.

Comfortable, spacious and equipped with state-of-the-art technology, the Fitness Center has been designed to encourage physical work in a warm and pleasant atmosphere. The Beauty Lounge is an intimate space that offers a complete menu of facial and body treatments for women and men.

To offer the best standards of purity and the most advanced scientific technology applied to beauty, Faena Spa partnered with the world-renowned French company Biologique Recherche to create a range of personalized treatments that promote deep states of relaxation with incredible results.

It is the only spa in Buenos Aires that can boast 'Leading Spas' luxury and quality certification, awarded by 'The Leading Hotels of the World', an organization that brings together the most prestigious hotels and resorts of the world.



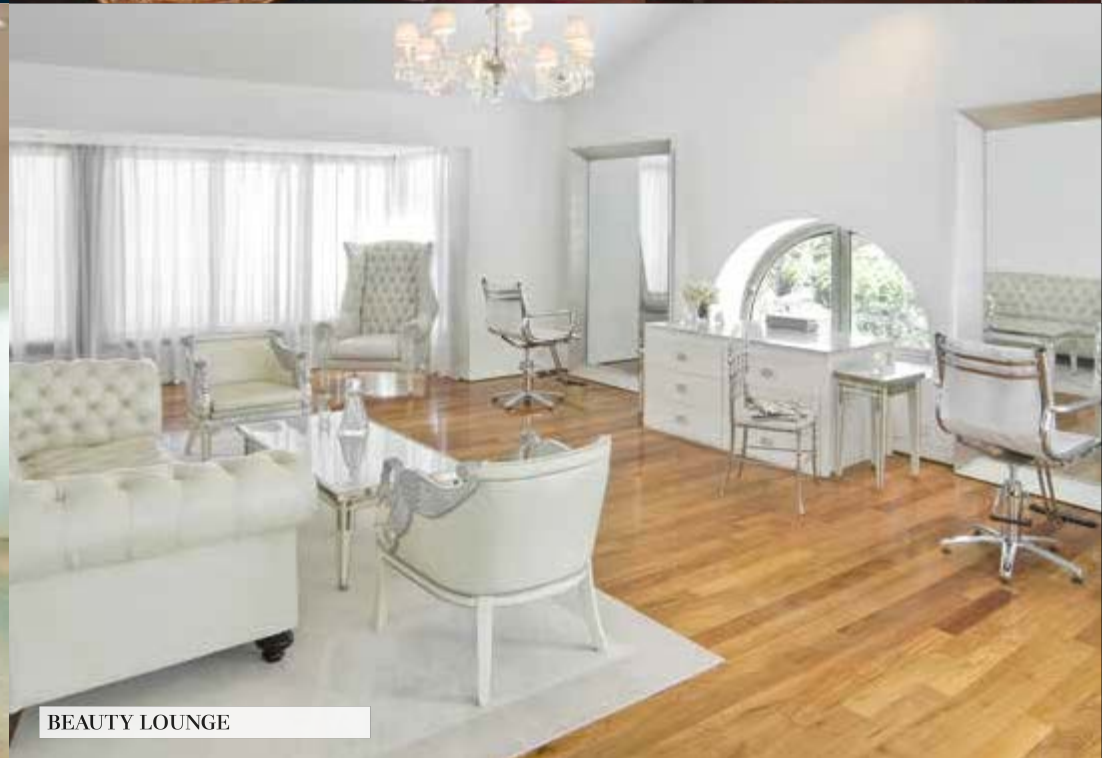
HAMMAM



RELAX ROOM



FAENA SPA GYM



BEAUTY LOUNGE



LA BOUTIQUE

THE COLLECTION

FAENA HOTEL BUENOS AIRES' *La Boutique* is a treasure trove where guests can find the best hand-picked products and crafts from Argentina: special collaborations, limited editions and the explosive fusion of local talent, in works that transcend convention.



ONE-NIGHT CELEBRATIONS

FAENA HOTEL BUENOS AIRES celebrates the tradition of the great literary salons of the Porteña Belle Époque: the cabarets of yesteryear, the burlesque, the tango and the most vibrant popular rhythms in every one of its live shows with the most respected artists from the local and international circuits.

THE SHOWS

Unique, effervescent and ethereal, FAENA HOTEL BUENOS AIRES'S shows draw out the days and crown the nights.

THE BALLROOM

Design, gastronomic excellence and state-of-the-art technology fuse together in this space for special events called *The Ballroom*; to create unforgettable corporate or private celebrations and meetings, tailor-made for every occasion.

BUSINESS ROOMS

Located on the first floor of FAENA HOTEL BUENOS AIRES, our three Business Rooms, each with a capacity for 15 people, are spaces ideal for corporate meetings, presentations or small events. They are fully equipped with Wi-Fi and the latest in audio and video technology.



BUSINESS CENTER



THE BALLROOM



BUSINESS CENTER



THE BALLROOM



FAENA ARTS CENTER

A SPACE FOR THE VANGUARDS

Born in Buenos Aires, from a desire to create and promote a constant interaction artistic experimentation and interdisciplinary research, FAENA ARTS CENTER is resolute in its mission to build a space with the best conditions to display art and the most free and daring forms of creativity.

Located at the heart of an old mill that once fed post-war Europe, today the FAENA ARTS CENTER nourishes the world through culture by bringing together artists, designers, and local and international filmmakers to plan *site-specific* works. These original pieces engage not only with the monumental architecture of the Los Molinos Building and its future visitors, but also with the history, culture and beauty of our time, from an unprecedented sensorial and intellectual perspective.

FAENA



FRANZ
ACKERMANN
NOVIEMBRE 2012



HSBC

A large vertical banner for the Franz Ackermann exhibition. The top half features a stylized, colorful geometric design with red, yellow, and green stripes. The bottom half is black with white text. Logos for Citroën and HSBC are visible at the top and bottom of the banner.

LABORATORIO
DE EXPERIMENTACION
ARTISTICA

FRANZ
ACKERMANN
NOVIEMBRE 2012

L.E.A.

FAENA

FAENA ARTS CENTER

MANUFACTURER MANUFACTURING



ERNESTO NETO



LOS CARPINTEROS



MANUEL AMEZTOY



FRANZ ACKERMANN

PRESS QUOTES



“ ”

... there is something compelling about the district where Faena has set to work, the way it builds on a history of global interchange and trade.

Edwin Heathcote, The Financial Times

“ ”

A place where culture — art, music, food, lifestyle, and design — blend effortlessly.

Katy Donoghue, Whitewall,



“ ”

The Faena District in Buenos Aires has indeed emerged as a global model for high quality, purpose built “lifestyle” living.

David Kaufman, How to Spend It

“ ”

The regnant beauty queen of hospitality, the Philippe Starck-designed Faena Hotel in Puerto Madero has helped transform a Dios-forsaken wasteland into the city's glamorous new high-rent district.

Horacio Silva, W Magazine



“ ”

Alan Faena planned to execute his vision of creating something of a utopian Medici's village, melding the past of Buenos Aires with the contemporary, and constructing establishments dedicated to the arts – architecture, design, fashion, literature, music as well as technology.

Karina Martinez Carter, BULLETT



The Faena Arts Center in the riverside Puerto Madero neighborhood of Buenos Aires, all high ceilings, white walls, and natural light flooding in, is just shy of turning one year old. Most recently, the Havana-based art collective *Los Carpinteros* occupied the main exhibition space upstairs with a site-specific show comprised of three installations, while the handwriting of Argentine artist Manuel Amaturo was on display below. In Amaturo's presentation, intricate scrolls on sheets of paper that drift long, cascading to the floor. The name of the show was "Paradise disappears," or "Top-Up Paradise."

The concept of a "pop-up paradise" is a fitting descriptor for the Faena Arts District in the docklands of Puerto Madero. In addition to the Arts Center, which once will put a large-scale mural from Franz Aehrensdorff on display that encompasses the city of Buenos Aires, the Faena Arts District includes the otherworldly Faena Hotel, largely regarded as one of Philippe Starck's finest works, as well as a series of residential buildings, including the far Norman Foster designed sustainable, luxury residences The Alight, recently inaugurated. All the structures are re-appropriated Belle-Epoque buildings situated along the River Plate that had fallen into a state of disrepair.



“ ”

(Alan) Faena is the unofficial mayor of all things cool, bohemian and chic here – a bit like an Argentine Tom Ford, with a dash of Sting and Trudie (devout-yogi-yet-totally-rock-star lifestyle).

Inge Theron, How to Spend It



WHERE NO MAN HAS GONE BEFORE: The Philippe Starck designed Faena Hotel and Universe is only the beginning for Argentine fashion magnate Alan Faena.

NIKOLAS KOENIG

It requires a special mix of vision and audacity to build a luxury hotel in a run-down neighborhood during a crippling economic crisis, and to call it not just a hotel but also a "universe." Yet that is precisely what Argentine fashion magnate Alan Faena did when he bought an abandoned warehouse in Buenos Aires' Puerto Madero district, convinced Philippe Starck to design the interior and, in 2005, opened the 10-meter-high doors of the Faena Hotel and Universe, set (\$4.11) 4010 0000. Impressively, he makes good on his out-of-the-world claim with lush and velvet interiors, spacious rooms (from around \$350), an award-winning cabaret, a wonderfully indulgent spa, two terrific restaurants and a welcoming bar. Almost any request, from tango lessons to football tickets, can be handled by the lovely "experience managers" (guests are assigned upon check-in, which takes place not at a reception desk (there is none) but in a soothing, modern hall that sets the tone for one's stay).

<http://www.time.com/time/magazine/article/0,9171,1211616,00.html>

“ ”

It requires a special mix of vision and audacity to build a luxury hotel in a run-down neighborhood during a crippling economic crisis. Yes that is precisely what Alan Faena did when he bought an abandoned warehouse in Buenos Aires' Puerto Madero district. A grand endeavor indeed, but Faena has already shown that he can create something special where others might see folly.

Phil Zabriskie, Time Magazine

AWARDS

BEST AMBIENCE AND DESIGN

Conde Nast Traveler

BEST BUSINESS HOTELS

Travel+Leisure

ONE OF THE TOP 500 HOTELS IN THE WORLD

Travel+Leisure

SOUTH AMERICA'S LEADING SUITE: FAENA SUITE

FIVE DIAMOND

The American Academy of Hospitality Sciences

BEST NEW HOTEL

Wallpaper Design Awards

ARGENTINA'S LEADING SUITE: FAENA SUITE

World Travel Awards

THIRD BEST HOTEL RESTAURANT IN THE WORLD: EL BISTRO

Hotels Magazine

BEST AMBIENCE AND DESIGN

Conde Nast Traveller UK's Gold List

AMONGST THE 10 MOST DRAMATIC DESIGNS IN THE WORLD

Vogue (Japan)

AMONGST THE COOLEST NEW HOTELS IN THE WORLD

Conde Nast Traveler

FIVE BEST: HIP HOTELS IN BUENOS AIRES

Independent (UK)



Puente del RIACHUELO



SANTO TOMAS



CASA ROSADA



TEATRO LOREN



MUJER



ALPIH



ALPIH HOTEL



FANGLO



PORTENA LYR



La Faena Arts Center



LAS NERLIDAS



La Faena Hotel



RESERVA NATURAL



Rio de la Plata



FAENA

HOTEL BUENOS AIRES

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