

A R T COMMUNICATION + BRAND CONSULTANCY ANNOUNCES THE GLOBAL PR REPRESENTATION OF AVANT MAR, A BOUTIQUE HOTEL IN PAROS

Now open for the 2024 season, the new hotel with exclusive seaside views embodies the island's Cycladic charm, while introducing Nobu-style cuisine, **Matsuhisa Paros** for the first time.



May 13, 2024 (Paros, Greece) – **A R T Communication + Brand Consultancy** announces the global PR representation of **Avant Mar**, a new five-star boutique resort nestled in the picturesque island of **Paros, Greece**. A member of the **Leading Hotels of the World**, the property is situated amidst the serene landscape within the fishing town of Naoussa, emerging as a testament to inspired minimalist architecture seamlessly blending with the surrounding natural beauty. Directly translated as *'in front of the sea,'* Avant Mar is adorned on the shores of the Aegean Sea and stretches across the charming Piperi beach. The hotel brings the esteemed Nobu-style culinary experience to the Cycladic island for the very first time, introducing **Matsuhisa Paros** to the local gastro-scene.

The island of Paros is celebrated for its traditional allure and tranquility, embodying the essence of Greece with its abundant natural splendor, historic villages, scenic alleys adorned with bougainvillea, and vast stretches of golden beaches. Following the island's reputation as the quintessence of relaxed Greek living, the hotel is a harmonious fusion of the Aegean Island life, traditional Cycladic elements, and contemporary design aesthetics, incorporating clean lines, minimalist decor, and locally sourced materials. Located at a five-minute walking distance from the town of Naoussa and celebrating its local legacy and continued tradition, Avant Mar becomes the perfect blend of homegrown charm with elevated hospitality, with 38 meticulously designed rooms and suites, including seven suites with plunge pools and the Avant Mar Premium Suite with its pool.

Set across 6,100 square meters enriched with waterfront views, Avant Mar offers a variety of amenities, ensuring a truly immersive hospitality experience, including Thymes – an all-day restaurant, Figs – a Greek pastry shop, The Bridge – a G&T bar opening at the end of May 2024, a Wellness area with outdoor heated pool, Nikos Koulis Jewels Boutique and Chef Nobu's Matsuhisa Paros, a fine dining restaurant.



The island of Paros played a pivotal role in crafting the architectural identity of the Aegean Islands and has been known since ancient times for the Parian marble found in great sculptural masterpieces, such as the Venus de Milo and Winged Victory of Samothrace. Inspired by these renowned local elements, Avant Mar draws directly from Parian architecture including arches, geometric patterns, and imperfect shapes, seamlessly incorporating them into its contemporary design quality. Conceptualized by the Athens-based studio Tense Architecture Network, the hotel embodies a serene hospitality experience, with its sleek, curved surfaces and embossed elements, becoming the ideal Parian sanctuary.

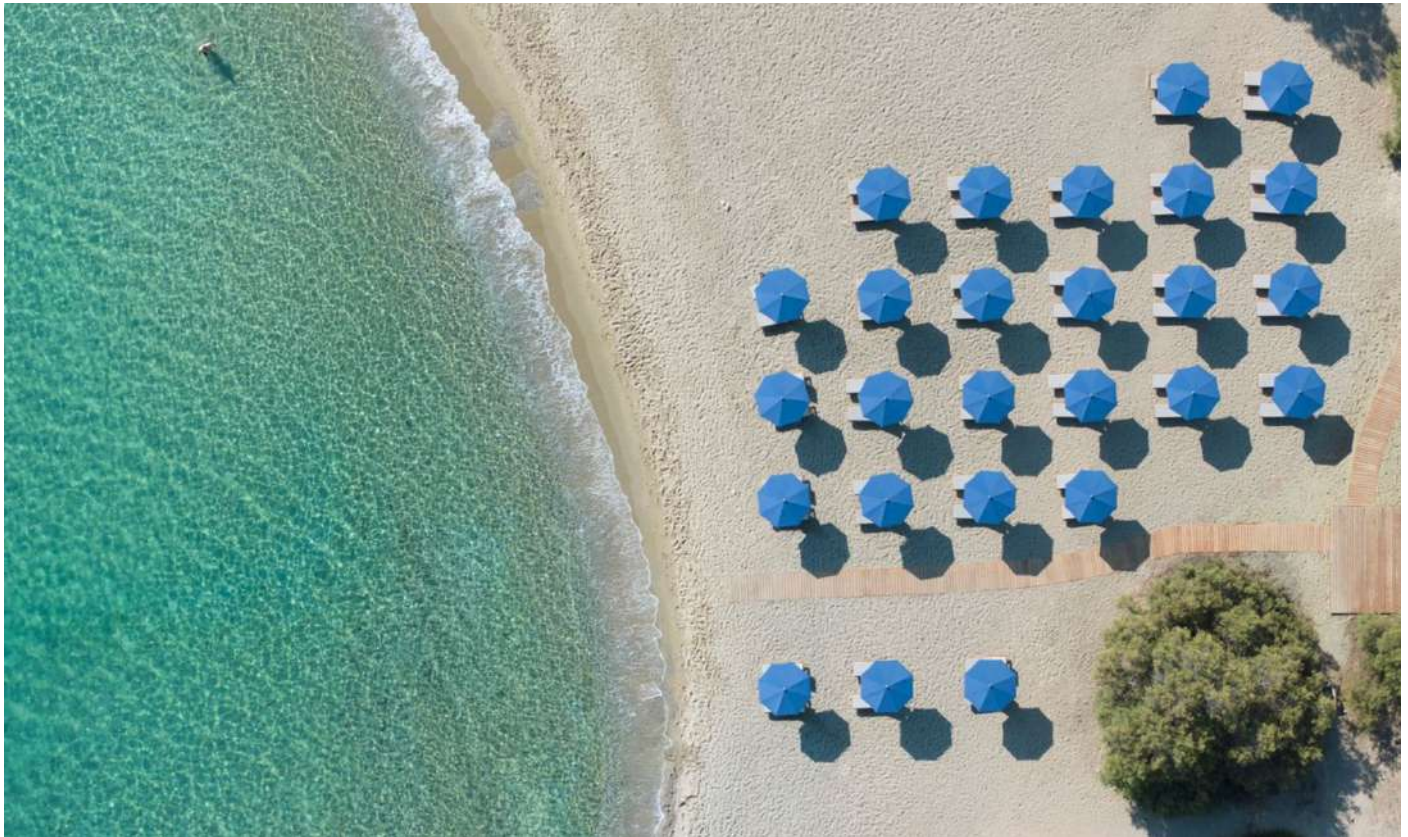
Honoring the island's splendor and legacy, white marble is a central aspect of the design, complemented by a palette of natural hues such as blue-green, Cycladic white and sandy tones and natural passages inviting an abundance of light, fostering a serene ambiance mirroring Naoussa's landscape. This style informs the interior design, created by Konstantinos Chadios, echoing local heritage in a contemporary fashion, with custom-made curved furniture, and horizontal and vertical surface reliefs. Consisting of various juxtapositions of cubic prisms, and circular volumes, the hotel harmonizes with the Piperi Beach and its lush surroundings. Every detail complements the island's essence, from the modern interpretation of traditional paving in the flooring, featuring asymmetrical white marble slabs with off-white joints, to the central 55-meter swimming pool, seamlessly blending with the nearby sea, forming a focal point of unity.

Further underlining the sense of peacefulness and serenity that Avant Mar's architecture springs, the dedicated wellness space is tucked away in a calm and protected part of the hotel, capturing the essence of the historic thermal baths of Asklepios, an homage to Asclepius, the deity associated with medicine and recovery. Drawing inspiration from the ancient Greek belief in the therapeutic properties of light, air, and water, the tranquil ambiance

of the hotel's semi-outdoor wellness area is crafted to ensure that guests can indulge in treatments amidst nature, while an outdoor theater hosts pilates sessions, embracing the holistic approach to well-being.

Home to Chef Nobu's latest restaurant, Matsuhisa Paros marks the debut of Nobu-style cuisine on the island, joining a network of 14 renowned locations worldwide. Featuring the celebrated culinary creations nestled amidst a Mediterranean garden overlooking the sea, the restaurant's modern Japanese design seamlessly integrates with its architectural surroundings, characterized by graceful curves and wooden frames.

Avant Mar is open for the 2024 season until October 14.



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Matsuhisa Paros

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Image credits:

1. Wellness Area at Avant Mar. Courtesy of Avant Mar.

2. Aerial View of Avant Mar. Courtesy of Avant Mar.

3. Aerial View of Piperi Beach and Avant Mar. Courtesy of Avant Mar.