



# Casa Cook

— EL GOUNA —

PRESS KIT



**INTRODUCING CASA COOK EL GOUNA**

## **DESERT LUXE**

This November, the latest manifestation of Casa Cook opens its doors on the shores of Egypt's Red Sea. Flanked by palms and perched amidst the desert dunes, the 100- room hideaway was custom-built on a spectacular beach with equal emphasis on cocoon-like spaces for private retreat and social areas that foster a sense of community.

Set against a backdrop of azure blue lagoons, sweeping vistas and rolling dunes, Casa Cook El Gouna is the perfect springboard to explore Egypt's vast natural landscapes or experience the world-class diving and kitesurfing on offer. A private beach offers ultimate seclusion, while the bustling city of El Gouna is only a short distance away.

Dwarfed by the majesty of the landscape, Casa Cook El Gouna is a remote modern oasis. A rugged desert escape and a breezy beachfront hideaway all in one - the perfect place to unplug with family and friends.



### CASA COOK EL GOUNA: CONCEPT & DESIGN

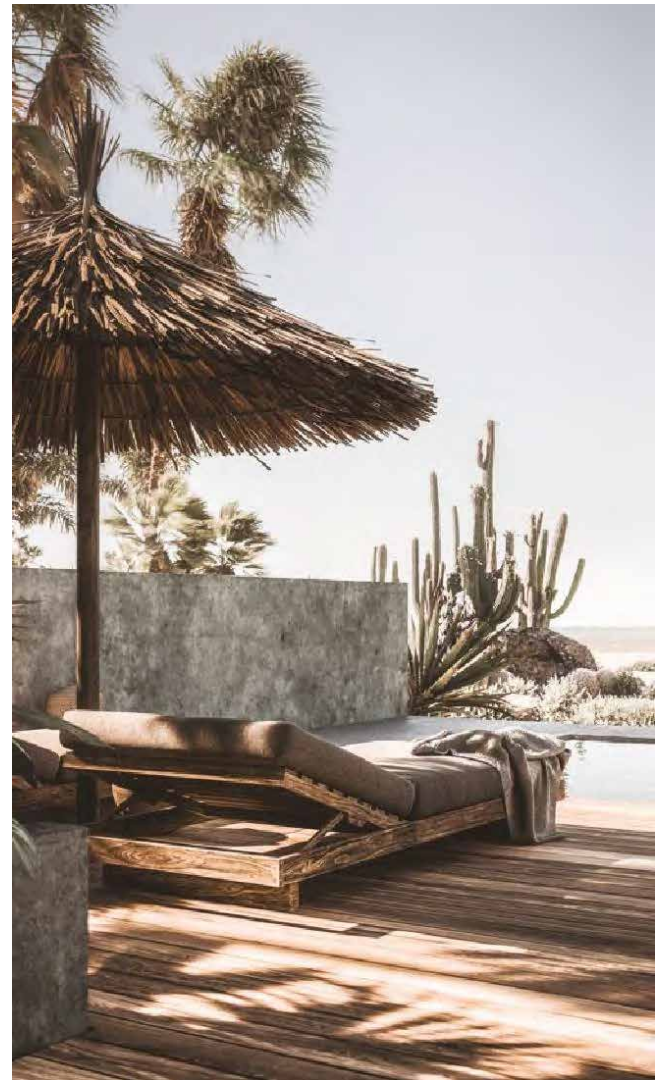
## A SECLUDED SETTLEMENT

On the fringes of the modern microcosm of El Gouna, the latest Casa Cook makes a bold debut. Using the vast desert setting as the building block, the rugged landscape is juxtaposed with contemporary Arabic architecture and tropical flora - its own secluded settlement.

The design ethos is simple and understated, without overlooking its roots. Regal Egyptian forms, striking rock formations and the dramatic play of light create an ethereal feel, simplifying the elements down into their bare essentials.

The desert-style Kitchen Club opens onto panoramic views of the lagoon, gently lapping the edge of the Red Sea. In the Beach Club and main pool area, guests are invited to spend long, drawn-out days in the sunshine to the soundtrack of the DJ's tunes - from before the sun rises till long after it sets.

A gym and yoga shala offer spacious settings for individual and group functional fitness classes and daily yoga lessons, while the spa - complete with a pool, two saunas, steam rooms, plunge pools and a hammam - eases guests into an oasis of relaxation. Here, our expert therapists draw on a mix of modern and ancient healing techniques to rejuvenate and pamper guests in privacy.





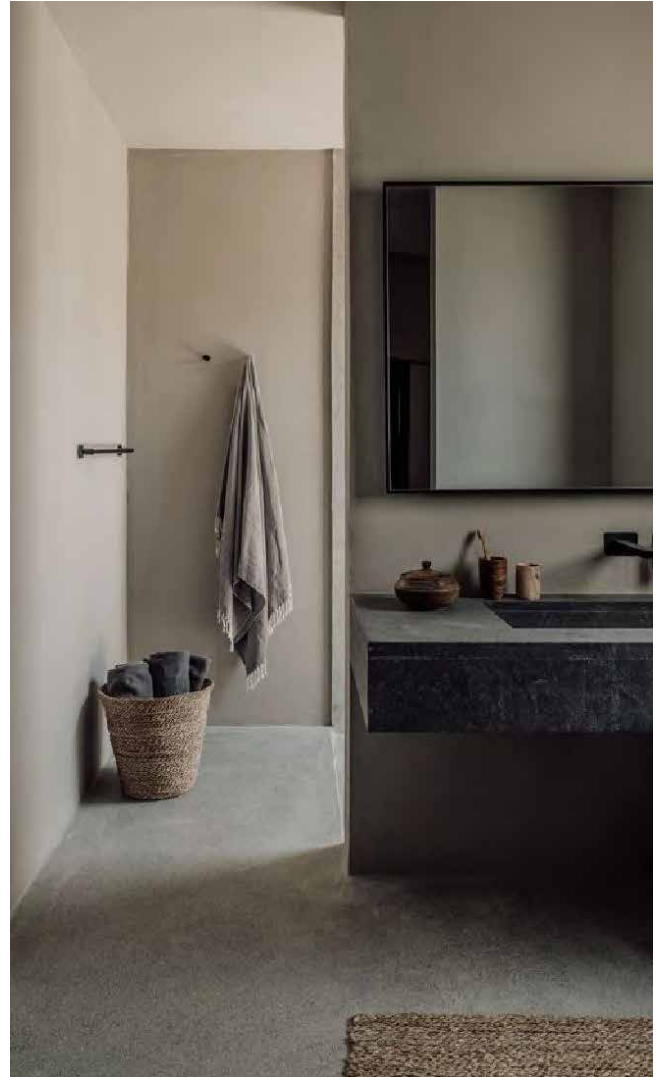
PRIVATE SANCTUARIES

# OTHER-WORLDLY ESCAPE

The rooms - ranging from Standard Rooms to Villas - feel earthy and private, like a home away from home. Designed as secluded retreats, each room combines sharp angles and warm hues with the open flow of indoor and outdoor spaces - a Casa Cook trademark.

Shades of orange and red offset the darker nuances of green and blue, while raw wooden furnishings and tarnished ceramics create a sense of pared-back luxury. Décor is simple and chic, complimented by rattan interiors, patterned cushions and neutral linens. Throughout the day, shadowed light creates a striking presence throughout the space, while the airy design allows for breeze to flow naturally throughout.

Each room features an own private terrace, while the Premium Roof Terrace rooms boast expansive sunset views. Junior Suites offer a shared pool, while Villas boast two bedrooms and their own private pool - perfect for families or groups of friends. Rooms are extendable and equipped with enough space for everyone, with comfortable double or twin beds, a natural rain shower and minibar.





**EGYPTIAN SOUL KITCHEN**

# **THE KITCHEN CLUB**

Designed with a sense of community and togetherness in mind, the Kitchen Club serves as your communal hub. The food concept celebrates the idea of enjoying meals together as one big, loving family, with small plates made to share.

The food concept spotlights an eclectic mix of recipes and flavors from around the world, with a palpable eastern-Mediterranean twist. The philosophy is simple: everyone should be able to try everything. Spend long, drawn-out meals at the long tables, mingling with old friends and meeting new ones, sampling the curated series of small plates and exotic dishes on offer. Created under the watchful gaze of leading local chefs, the menu features a wholesome taste of modern Arabian cooking.

The unique bar concept has been developed hand-in-hand with renowned bartenders, tailoring a drinks selection that features classics as well as new and innovative signature aperitifs. From herb-infused cocktails to freshly-made fruit juices, every palate has been catered for.



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**KITEBOARDING WITH DUOTONE**

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# **RIDE WITH THE WIND**

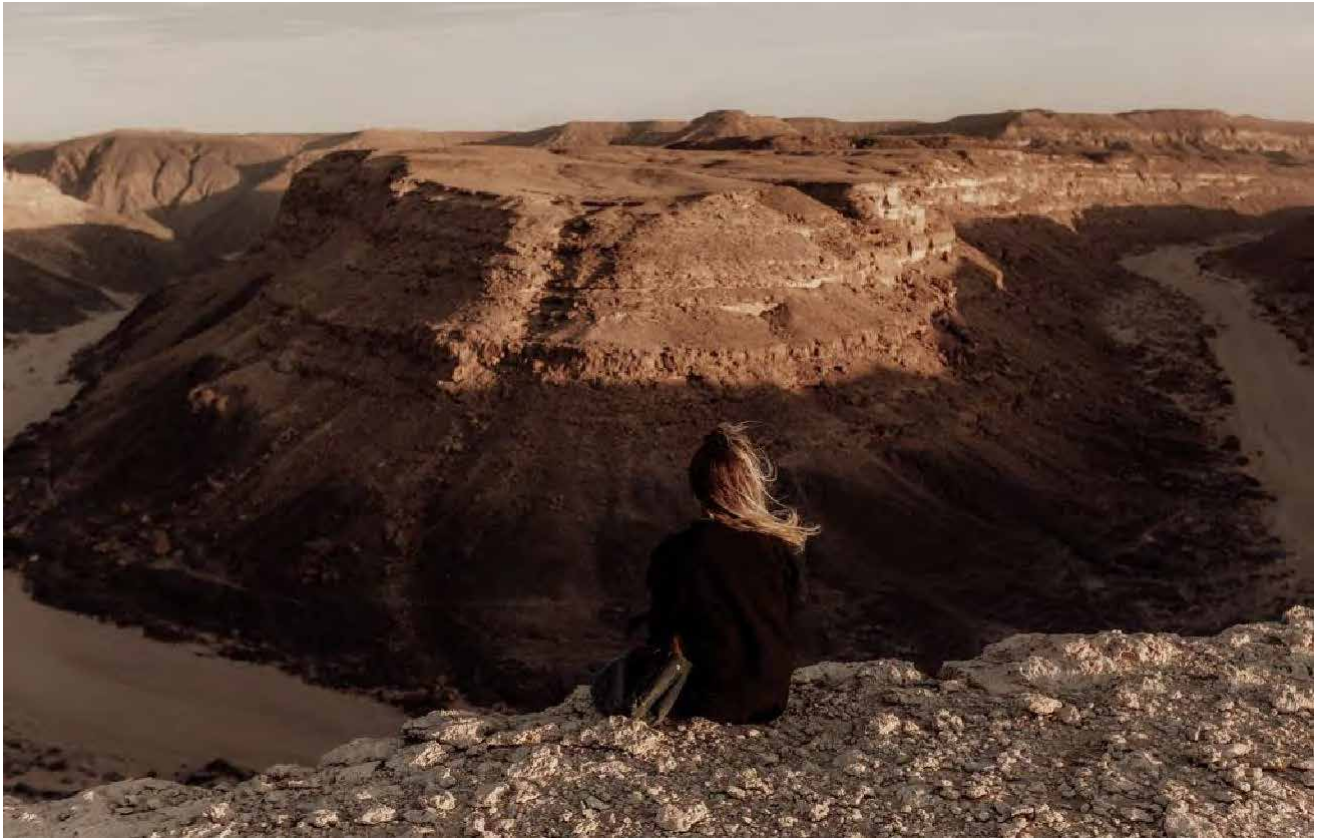
Taking advantage of our prime location on the cusp of the Red Sea, Casa Cook El Gouna is the first of its kind to open its very own kiteboarding centre in partnership with Duotone - one of the world's leading wind and water sport suppliers.

Whether you're a first-timer or a seasoned professional, the kiteboarding hub offers a series of classes with qualified coaches using state-of-the-art equipment. There will also be a number of water sports courses to keep your little loves entertained, including paddle-boarding and iRig classes.

The space itself has been handcrafted to echo Casa Cook's signature design ethos - contemporary and simplistic, punctuated by clean lines and bursts of tropical jungle. It's a beach lovers paradise, right in the heart of the Egyptian desert.

For more information and bookings please visit the [DUOTONE Pro Center website](#).





DESTINATION EL GOUNA

# RED SEA OASIS

El Gouna spotlights a different side of Egypt. Fringed by palms and perched along the shores of the Red Sea, it's known for its lagoons, bright coral reefs and sandy beaches.

Any given day can see guests diving with dolphins in the clear blue lagoons or sweeping through the sand dunes on a desert safari. A bustling gastronomic scene provides plenty of indigenous restaurants and more modern eateries, while the marina is peppered with bars and shopping options.

Tailored day trips invite guests to experience the surrounding areas of El Gouna and Hurghada through the eyes of a local.

Think curated wine tours to explore Egypt's millennia-old winemaking traditions, or sailing trips on a catamaran, where guests are taught the basics of how to sail. There are also a range of activities for the whole family to enjoy, like horse-riding along the fringes of the lagoon, and a unique hiking and yoga experience in the desert, finishing off with a campfire under the stars.



THE CASA COOK STORE

## EGYPTIAN TREASURES

The Casa Cook concept store gives guests the opportunity to take a piece of their holiday home with them. Filled with eclectic treasures and traditional trinkets, it offers a curated collection of the latest fashion and homewares sourced all over Egypt.

Guests who have fallen for Casa Cook's interiors are able to purchase many of the decorative items & home accessoires found throughout the hotel including baskets, ceramics, pillows and throws.

The store features a small collection of men and women's clothing; ranging from beachwear to vintage fashion and jewellery.



REMO MASALA

## THE CREATORS OF CASA COOK

Following the success of the first four award-winning Casa Cook hotels in Rhodes, Kos, Chania and Ibiza, Casa Cook El Gouna opens its doors as the latest lifestyle hotel.

Casa Cook was developed to fill a niche in the travel industry: boutique hideaways that tick all the boxes for a growing generation of independent travelers. The Casa Cook brand and first four hotels were designed in collaboration with consultants from the premium lifestyle segment. The team is spearheaded by Remo Masala, Group Creative Director of Thomas Cook, and Tobias Gaertner, Head of Casa Cook Brand Development. The hotel was designed in collaboration with Common Architecture from South Africa, headed by Mark Bellingan. His sister Leigh Bellingan was responsible for the interior design.

Over the coming years, the portfolio of hotels and destinations is set to expand internationally. Each resort will be individual and unique, while exhibiting a consistent design language. The brand has been developed as an integrated whole to serve the needs of a lifestyle travelers for today and years to come.

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## CASA COOK EL GOUNA

# FACT SHEET

### FACILITIES

100 rooms (Standard Room, Premium Roof Terrace Room, Junior Suite with sharing pool, Villa with private pool) / Kitchen Club with bar in the courtyard / Communal hub comprised of pool bar and pool / Casa Cook Store with bar / Outdoor Yoga Shala / Gym / Spa with pool, separate areas for men and women (sauna, steam room and plunge pool) and treatment rooms, including a Hammam at extra charge) / DUOTONE Kiteboarding Center (at extra charge) / Room Service (at extra charge)

### ROOMS AND SUITES

Air-conditioning / Free Highspeed-WiFi / Minibar (at extra charge) / Safe / Telephone / Hairdryer / Coffee machine (at extra charge) / Bathrobes & slippers / Private terrace

### LOCATION

Casa Cook El Gouna is located around 3 km from El Gouna Marina and 43 km from Hurghada International Airport.

### ADDRESS

Qesm Hurghada, Red Sea Governorate, Egypt