



P R E S S R E L E A S E

Seda: Designed to be a canvas for local arts and crafts

The properties of this wholly-owned Ayala Land brand adopted a clean, streamlined look to highlight the works of contemporary artists and artisans

Seda in Bonifacio Global City could very well be a showcase of Philippine design, as well as the number one staycation and lodging choice of intrepid urbanites and visiting businessmen. Works by Kenneth Cobonpue, Ann Pamintuan, and other Filipinos who have won global recognition for their works and consequently raised the level of Philippine design to new heights are the place's centerpieces, proudly holding court in this urban lifestyle hotel's lobby, rooms, and outlets.

Standing near the main entrance is a contemporary giraffe sculpture made from a mesh of fine wires by Pamintuan, a Cobonpue chair, and a composition by photographer and industrialist Jaime Zobel de Ayala. Set against the hotel's polished interiors, the overall effect of the décor is casual but chic, refreshing and unique.

"It's been designed to be casual and inviting, and reflective of world-class Philippine design and hospitality," says Seda group general manager Andrea Mastellone. Seda Hotels, he adds, is the first wholly-owned brand of AyalaLand Hotels and Resorts Corp.

Seda BGC is the flagship of a series of Seda hotels in key Ayala Land communities, namely Seda Centrio in Cagayan De Oro City and Seda Abreeza in Davao City. A fourth Seda property in Nuvali, Sta. Rosa, Laguna will be completed by the first quarter of 2014.

According to architect and interior designer Conrad Onglao, who has designed many international hotels, the interiors of each Seda property maximize its location within the Ayala community. At Seda Bonifacio Global City, for example, glass walls and al fresco seating invite guests to explore the hundreds of stores and retail outlets of Bonifacio High Street, the award-winning Ayala development that's attracted big business and investment to an erstwhile fledging area of the metropolis.

Just as the boundaries between mall and hotel have been blurred, Seda BGC's reception area, lobby and dining outlet similarly flow freely into one another. "We've realized that guests today like working in the lobby or café and not in their rooms," says Onglao. An open layout maximizes the cozy ground floor space while allowing them to work, socialize with other guests, and dine or drink as they please.

The intimate relationship between the indoor and outdoor environments continues on the roof deck, where Straight Up is located. Conceptualized to be a nightspot for discriminating barflies for years to come, Straight Up features furniture by famed designer Ann Pamintuan, whose work has been carried in the pages of the prestigious International Design Yearbook.

From there, one enjoys a panoramic view of the surrounding communities and Laguna de Bay. From the Straight Up's salon, the view is that of Bonifacio High Street's park, retail and restaurant outlets and the fast-changing cityscape of an emerging business district.

While its environs are bustling with colors and activity, the interiors of Seda balance the mind's eye by utilizing calm, neutral colors and clean silhouettes. "In the Misto café at the ground floor, we favored dark charcoal, white and shades of grey with shots of blue," according to Onglao. He explains that such a palette serves as the perfect canvas for eye-catching wall art, stylized photographs and other pieces.

The minimalist feel prevails in the spacious 30 sqm. guest rooms. A bed designed for maximum comfort is complemented by a long alcove seat below the window. Onglao explains that the seat can double as a daybed, extra seating for visitors as well as a luggage rack, among other uses. Unique perspectives of the surrounding buildings and of busy Bonifacio High Street by Tom Epperson, Paco Guerrero and other photographers adorn the walls.

Onglao explains that each Seda hotel will keep the clean, streamlined look and integrate local touches such as photos of local sites and pieces by artists from the region.

Mastellone explains, “We will highlight what’s local but continue to provide international standards in our service, amenities and surroundings.” True to its name, which means “silk,” Seda will provide “a new and fluid hospitality experience representative of the best the Filipino has to offer.” ###

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