



*Beaumar*  
**PETUNIA**  
BALEARIC IBIZA ISLANDS



**PRESS KIT  
2024**

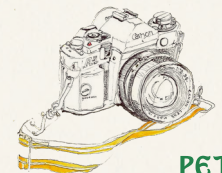
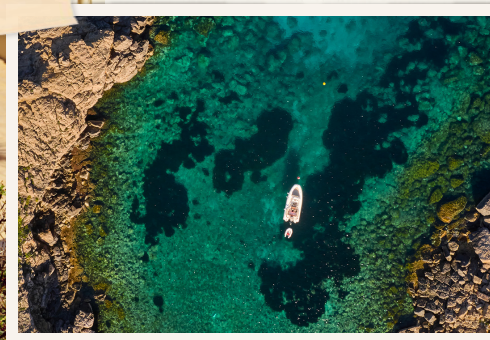


A beautiful place  
for beautiful people

## IN A WORD

Located on the far south-west coast of Ibiza, overlooking the mystical, magnetic rock formation of Es Vedrà, is Hotel Petunia – the first Spanish acquisition to be added to the Beaumier portfolio. Full renovations completed by New York-based Studio Galeón celebrate the island’s golden age of the seventies – a time when the rural island became a site of pilgrimage for hippies and artists. Since then, travellers from around the world have fallen for the island’s beauty and the presence of a magnetism, one Ibiza is known for and is, above all else, what visitors return for year after year.

Set just a stone’s throw from the quiet shores of Cala Carbó, Hotel Petunia has been reborn as a family friendly hotel, with an eclectic mix of 42 rooms and suites featuring balconies and terraces. Each room has been decorated with seventies touches and local artesanal pieces and overlook the lush gardens and views of Es Vedrà . The same vibrant spirit reaches the three restaurants and lounge, set around the swimming pool with its beautiful ceramic fresco.



PETUNIA



## ÉRIC DARDE

*In the 1970s – Ibiza's boom period – the whole world of bohemia and the arts converged on this island in the midst of nature.*

*We wanted to celebrate this with Petunia by imagining a place that gets closer to creativity and craftsmanship, celebration and joy, while inviting you to enjoy an exceptional natural environment.*

**Éric Darde,**  
CEO of the Beaumier group



## ROOMS & SUITES RATES

- **Double room:** from £300 / €350 / 278 \$ for 2 people
- **Junior Suite:** from £412 / €515 / 410 \$ for 2 people



## ARCHITECTURE

Keeping in mind the mix and match spirit of Petunia, the architect and artist **Lula Galeano** decided to preserve the spaces as much as possible, with floors and walls simply sanded and replastered.

Lula and his team looked to instill a sense of the island's bohemian history into the hotel's relaxed interiors, paying respect to the heritage of Petunia's traditional finca buildings, while introducing a contemporary edge. Paired-back white hues and wood

textures are punctuated by accents of colour seen in the collectible seventies furniture.

This look is consistent throughout the 11 rooms and 31, with wall frescoes, colourful carpets, organic pendant lights, palm tree floor lamps, glamorous sofas and many other nods to the island's heyday. The gardens are full of native plants and have been designed by Ibizan landscaper **Juan Masedo** whose abundant green spaces frame the azure sea beyond.





## LULA GALEANO

*The property of Petunia dates back to the 1970s – a time when Ibiza became a melting pot of legends new and old. The mermaids of Es Vedra, local craft, Pink Floyd and Frank Zappa all came to characterize the island. Our work plays on the colours, materials and spirit of the time – mixing them without fear was essential in order to make Petunia a destination full of joy and surprise.*

**Lula Galeano,  
founder of Studio Galeón**

**Main references of collectible furniture  
from the 1970s include:**

- Armchairs by Percival Lafer
- “Anfibio” sofas by Alessandro Becchi
- Rattan armchairs by Lio Carminati & Gio Ponti
- Armchairs by Tito Agnoli
- Toscanella chairs by Alessandro Becchi
- Tiles by Roger Capron
- Palm tree mirrors from Vivai del Sud
- Suspensions by Achille Castiglioni





## GASTRONOMY

Starting with the vegetable garden, the land and sea of Ibiza guide the seasonal creations of Majorcan chef Baltasar Rigo in each of the three restaurants.

At **La Mesa d'Es Vedrà**, dishes include starters of almond cream, shrimp, grapes and caviar followed by an octopus paella, Balearic pepper emulsion and salicornia or a local sea bass cooked in a salt crust. Enjoy croquetas, gazpachos, plates of Iberian ham, bocadillos, patatas

fritas by the side of the pool at **Los Olivos**. The rooftop, **La Mirada**, invites you to travel further afield, between Spain, South America and Japan, with raw, expertly spiced preparations, such as a wagyu tataki with plum vinegar, a squid tiradito or a tuna belly tartare with Iberian ham and caviar, accompanied by tailor-made cocktails.

Not to mention its breathtaking sunsets over **Es Vedrà** or its DJ sets with lounge music.



*Share the delicacy and freshness of the best Balearic products, with authenticity*

**Baltasar Rigo,**  
Head Chef of Petunia.

### La Mirada Rooftop

68 place settings  
Bar/dinner: 6:30 p.m. – 10:30 p.m.

### La Mesa d'Es Vedrà

74 place settings  
Breakfast: 8 a.m. – 10:30 a.m.  
Dinner: 7 p.m. – 10:30 p.m.

### Los Olivos

50 place settings  
Lunch: 1 p.m. – 4 p.m.





## EXPERIENCES

Find moments of calm, starting with yoga or pilates sessions with views over the ocean, in the landscaped gardens. In the warm hours, moments of relaxation can be next found in the swimming pool. Later, at the end of the day, it's time for

body and facial treatments in the wellness area, before an outdoor cinema session. Get off the beaten track in the Es Vedrà nature reserve and explore your surroundings by bike, on a paddle, by kayak or on the hotel's boat.

*Beaumier*

PETUNIA

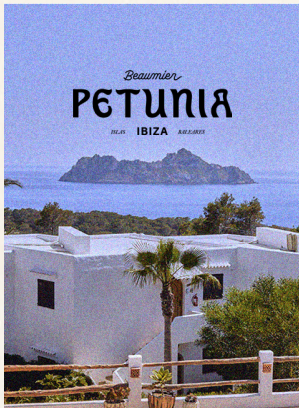
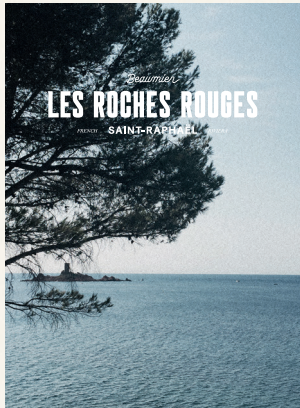
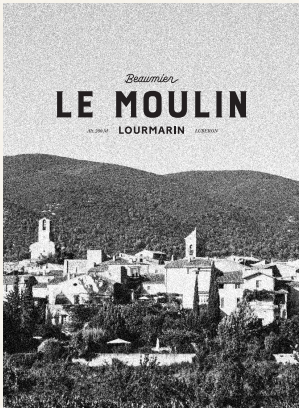
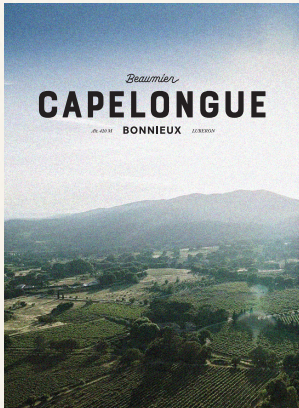
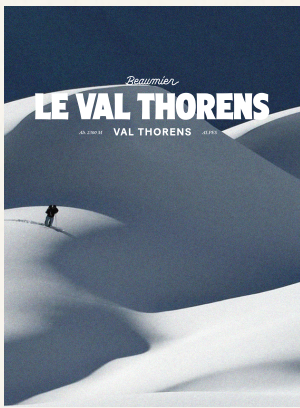
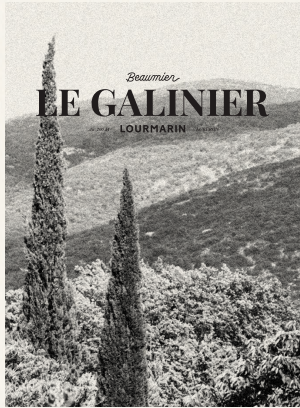
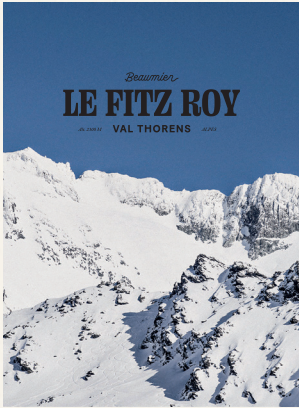
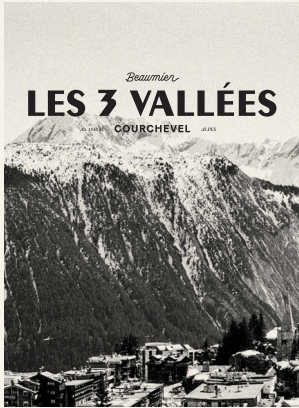
*BALEARIC*

*IBIZA*

*ISLANDS*



Beaumier operates today ten hotels in Europe



**BEAUMIER**

The Beaumier group today operates ten hotels in Europe, with CEO and founder Eric Dardé at the helm. Beaumier sets out to write a tailor-made story with each hotel embedding its guests in the local environment. From the snow-capped peaks of the French or Swiss Alps to the sunny shores of the Mediterranean, including the beauty of Provence, Beaumier draws the contours of sensitive luxury, with a quest for both authenticity, and a deep sense of hospitality and ethics.



**PETUNIA**

CARRER DE SA PALA MARINA, SANT JOSEP DE SA TALAIA - CALA CARBÓ, 07830 IBIZA - ESPAGNE

WWW.BEAUMIER.COM

# PRESS RELATIONS

## FRANCE

*Lifestyle*

**Magna Presse**

13, Rue de la Grange Batelière, 75009 Paris / +33 (0)1 76 47 12 90  
beaumier@magnapresse.com

*Corporate*

**Melchior France**

98, rue Pierre Demours 75017 Paris / +33 (0)1 45 51 22 40  
beaumier@agencemelchior.com

## UNITED KINGDOM / UNITED STATES

**Re:Agency**

UK : 21A Noel Street, London, W1F 8GR / +44 7501 948 351  
US : 223 West 13th Street, The Studio, New York, NY, 10011 / +1 (718) 877 1787  
beaumier@re-agency.com

## AUSTRIA / GERMANY / SWITZERLAND

**Melchior DACH**

Kaulbachstrasse 70 80539 Munich / +49 (0)176 43242451  
beaumier@agencemelchior.com

## SPAIN / LATIN AMERICA

**Deborah Arantes PR**

www.deboraharantes.com / +44 07788 371155  
hello@deboraharantes.com



www.beaumier.com

PETUNIA