

Beaumar
PETUNIA
BALEARIC IBIZA ISLANDS



**PRESS KIT
2025**



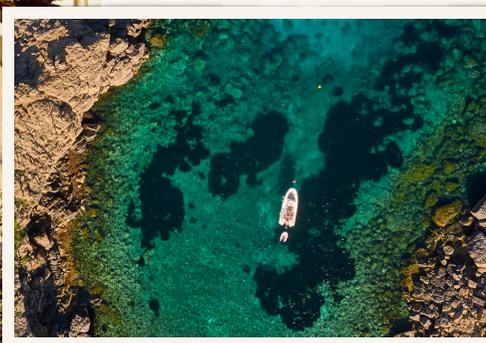
PETUNIA THE REVIVAL OF A SUN-DRENCHED HAVEN IN IBIZA

IN A WORD

Facing Es Vedrà, Petunia lives in harmony with Ibiza's history—a tale of a once-rural and unspoiled Mediterranean island that, from the 1970s onward, became a pilgrimage site for hippies, artists, and beautiful people from around the world. It is also the story of a rock that, beyond the myths surrounding it, irresistibly draws the eye.

Petunia celebrates this golden age, balancing serenity and energy: on one side, lush gardens and wellness spaces overlooking Es Vedrà; on the other, eclectic rooms and suites where pristine tones meet 70s-inspired furnishings. The same vibrant spirit extends to the vast pool lined with palm trees, as well as the three restaurants, all wide open to nature.

A dream retreat where escape unfolds from hidden coves to charming villages, or in the peaceful stillness of a suspended moment, gazing at Es Vedrà.



PETUNIA



ROOMS & SUITES

Between heritage and laid-back living, Petunia's 17 rooms and 25 suites, including 20 designed for family or group stays, blend bohemian elegance with a seventies spirit. From sun-drenched terraces and balconies to dreamy wall frescoes, vibrant rugs, and vintage furniture, every detail is a tribute to the island's golden days.



ARCHITECTURE

At Petunia, architecture, guided by Lula Galeano of Studio Galeón, embraces the soul of Ibiza without ever confining it. Together with project director Emilia Pricto, the architect envisioned a hotel that resonates with the island while infusing it with a modern and timeless aesthetic. In constant dialogue with light, the environment, and natural materials, “the goal was to instill a sense of the island’s bohemian history within Petunia’s relaxed interiors, respecting the heritage of traditional fincas while introducing a contemporary touch.”

Inspired by the 70s, the spaces capture Ibiza’s free and vibrant essence, blending iconic furniture—Percival Lafer armchairs, Anfíbio sofas by Alessandro Becchi—with local craftsmanship, such as poetic wall frescoes. Artisan and heritage guardian Juan Ramos meticulously restored original elements, from whitewashed walls to tiled tables that define the communal areas, where radiant colors and plays of light give the hotel its distinctive rhythm—an elegant fusion of past and present.

Ibiza’s spirit also lies in the details. This is evident in the creations of César Nuño Pacheco Cifuentes and the Gordiola glassworks, which designed unique hand-blown glass pieces—organic pendant lights, sculptural vases, delicate sconces—that capture the light and reimagine the dialogue between craftsmanship and modernity. Outside, the gardens, reimaged by Juan Masedo, celebrate Mediterranean flora with a subtle balance between spontaneity and design, allowing each plant to find its natural place in harmony with the surroundings.

Echoing Ibiza’s essence and completing the sensory experience at Petunia, music agency Spectre has curated a bespoke soundtrack: a sun-drenched playlist infused with Southern rhythms that accompanies every moment of the day.





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

La Mesa d'Es Vedrà – The Flavors of the Balearic Islands

With the legendary rock of Es Vedrà at the head of the table, the soul of the Balearic Islands comes to life in every dish. Seasonal ingredients, often sourced from the hotel's own garden, flourish in traditional recipes reimagined with elegance. Marinated eggplant with Mahón cheese and black pork sobrasada from Mallorca, squid rice served with saffron aioli and seaweed... A journey through the region, without ever leaving your seat.

La Mirada – A Sunset Rendezvous with Es Vedrà

Perched on Petunia's rooftop, La Mirada offers a raw cuisine experience with Mediterranean influences, set against the breathtaking backdrop of the sun setting over the mythical rock. The menu features natural oysters, bluefin tuna belly tartare with Iberian ham and caviar, or Wagyu tataki with plum vinegar—each dish paired with signature cocktails and curated DJ sets.

Los Olivos – The Tapas Spirit

Nestled in the shade of Petunia's gardens, Los Olivos serves up quintessentially Iberian flavors, perfect for a laid-back lunch or an afternoon bite. From gazpacho and fresh tomato salad to Iberian ham sandwiches and the croquetas of the day, the menu also offers freshly grilled fish from the morning's catch and premium local meats for heartier appetites.

La Mesa d'Es Vedrà

—

74 place settings

Breakfast: 8 a.m. – 10:30 a.m.

Dinner: 7 p.m. – 10:30 p.m.

La Mirada Rooftop

—

68 place settings

Bar/dinner: 6:30 p.m. – 10:30 p.m.

Los Olivos

—

50 place settings

Lunch: 1 p.m. – 4 p.m.



BALTASAR RIGO

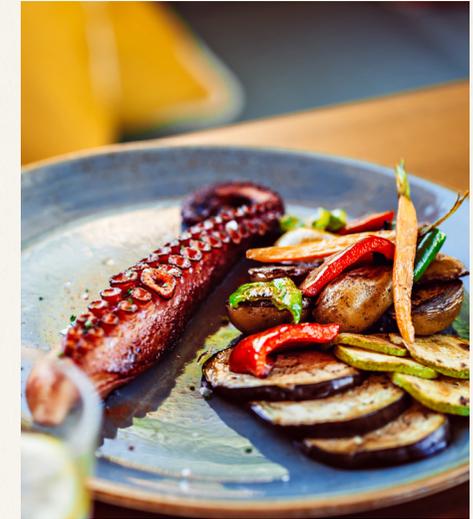


The Balearic spirit as inspiration

Facing the majesty of Es Vedrà, Baltasar Rigo infuses Petunia's cuisine with an identity deeply rooted in Balearic traditions. A passionate chef and guardian of a rich gastronomic heritage, he masterfully reinterprets the flavors of his native island, blending authenticity with innovation. His mission: to elevate local ingredients, honor the seasons, and tell the story of the Balearic Islands in every dish. At his table, cuisine becomes a journey—a vibrant tribute to Ibiza.

A journey of passion and excellence

Born in Mallorca, Baltasar Rigo began his culinary career at IES Juniper Serra in Palma before joining the prestigious Nixe Palace hotel. Driven by a thirst for excellence, he trained at the Bistro Guggenheim in Bilbao under Josean Alija (*Michelin), where he learned the discipline and creativity essential to haute cuisine. His journey then led him to Barcelona, where he worked alongside Albert Adrià (*Michelin) at Pakta, refining his precision and attention to detail. Returning to the Balearic Islands, he honed his craft in renowned establishments such as Font Santa, Finca Serena, and Can Ferrereta, shaping a cuisine that reflects his essence: sincere, refined, and deeply rooted in his homeland.



A tribute to the balearic islands

Baltasar Rigo elevates Balearic cuisine, where land and sea intertwine in perfect harmony. Each ingredient tells a story, each recipe carries a legacy. The chef draws inspiration from local markets, sun-drenched landscapes, and childhood memories. Sobrasada, Mahón cheese, black scorpionfish, and rice in all its forms serve as the foundation of his intuitive and heartfelt cuisine. While deeply respectful of tradition, he brings a modern touch, playing with textures and bold flavor pairings to surprise without ever compromising authenticity—like his spiced strawberry gazpacho with red prawn tartare and preserved lemon, or his crispy calamari sandwich with cabbage salad and kimchi mayonnaise.

An invitation to (re)discover the generosity of Balearic cuisine, where memory meets innovation.



WELLNESS

Ibiza is renowned for its spiritual essence, and no place embodies this aura better than Es Vedrà, majestic and serene. Overlooking this mythical rock, Petunia offers the perfect sanctuary to reconnect and recharge. Every moment of the day is an invitation to well-being, from yoga and Pilates sessions in lush gardens to soothing massages or energizing workouts in the fitness studio. A true haven of peace for a complete mind-body reset.

Facing the iconic Es Vedrà and nestled in the hotel's fragrant gardens, Petunia's pool is an oasis of pure relaxation, where guests can unwind with tranquil swims or lounge under the shade of palm trees. The perfect setting to surrender to the enchanting rhythms of Ibiza.



EXPERIENCES

At Petunia, the experience goes far beyond just a stay—the hotel invites guests to discover Ibiza from a different perspective. Explore the island's untamed landscapes by boat, paddleboard, or on foot, uncover its hidden coves and charming villages... Every activity is an opportunity to immerse yourself in the local culture and traditions.

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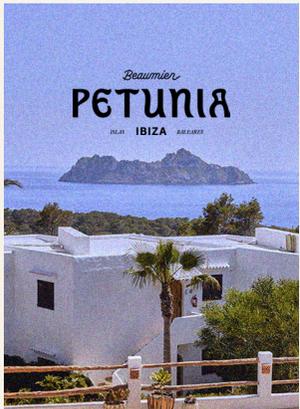
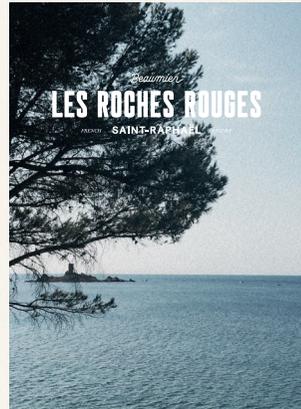
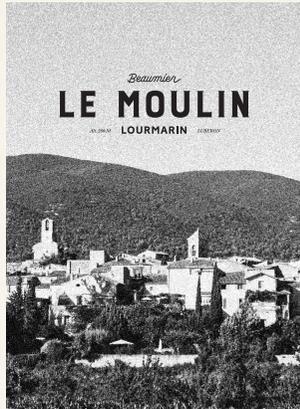
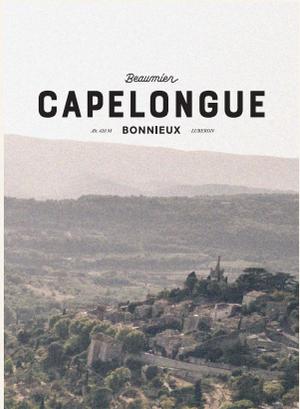
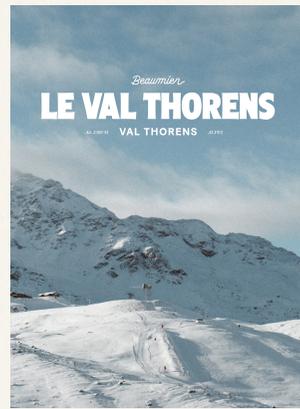
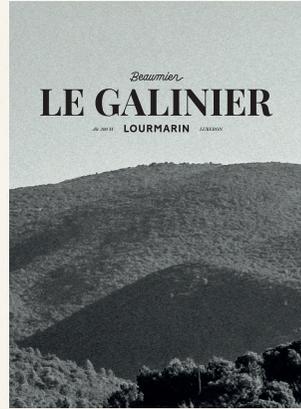
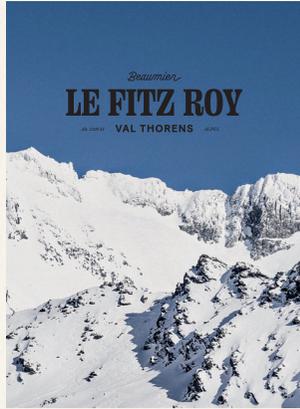
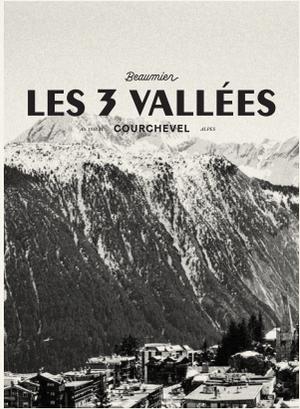
LOCAL

With a perfect balance between lively energy and untouched nature, Ibiza—the island of a thousand faces—has everything to captivate those who visit. From idyllic beaches and sun-drenched coves to scenic hiking trails, the island offers endless charm.

Near Petunia, the village of Sant Josep de sa Talaia retains its authentic character while remaining vibrant. Just below the hotel, Cala d'Hort, with its sandy and pebbled shore, offers a breathtaking view of Es Vedrà, an idyllic spot to witness unforgettable sunsets.



Beaumier operates today ten hotels in Europe



BEAUMIER

Far from postcards and international standards, Beaumier draws inspiration from each of its green destinations to craft a bespoke story, full of relevance, with the help of a dedicated collective of passionate individuals. Each hotel transports its guests into its immediate surroundings. From the snowy peaks of the French and Swiss Alps to the sun-drenched shores of the Mediterranean, and through the beauty of Provence, Beaumier outlines the contours of a sensitive luxury, balancing the pursuit of authenticity, a deep sense of hospitality, and ethical values.



PETUNIA

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