



*Beaumar*  
**PETUNIA**  
BALEARIC IBIZA ISLANDS



**PRESS KIT  
2024**



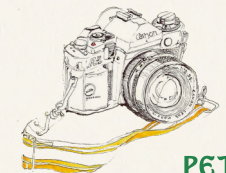
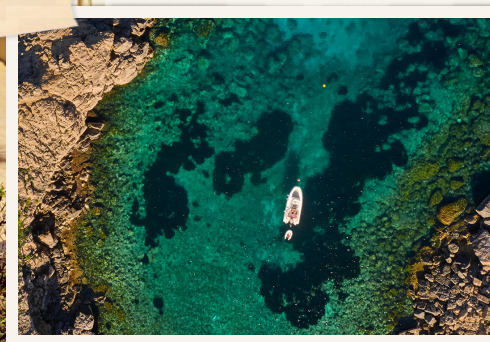


## IN A WORD **IBIZA**

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. Petunia celebrates 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 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.

A beautiful place  
for beautiful people



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**





*Beaumier*



## ROOMS & SUITES

- **Double room:** from €350 for 2 people
- **Junior Suite:** from €515 for 2 people







## ARCHITECTURE

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

The vision was 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 seventies furniture.

This look is consistent throughout the rooms, 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 Ibiza landscaper **Juan Masedo** whose abundant green spaces frame the azure sea beyond.







## 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.

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**PETUNIA**

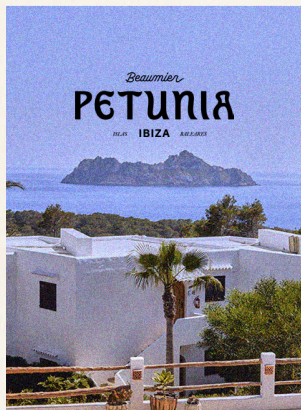
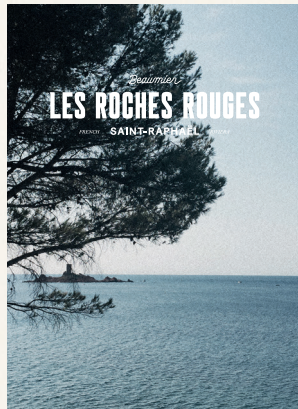
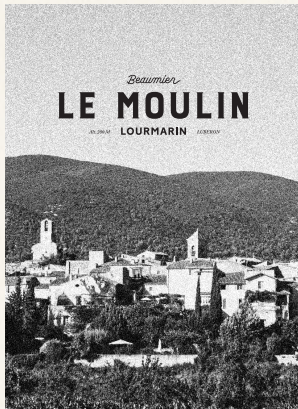
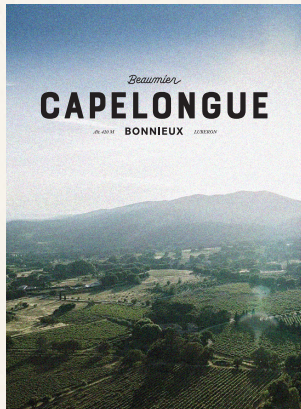
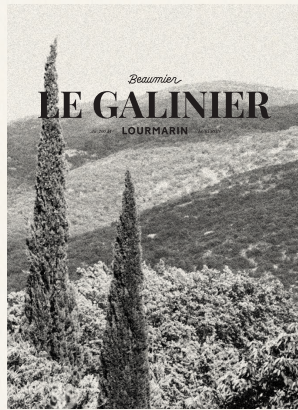
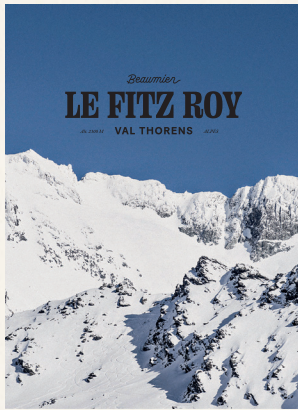
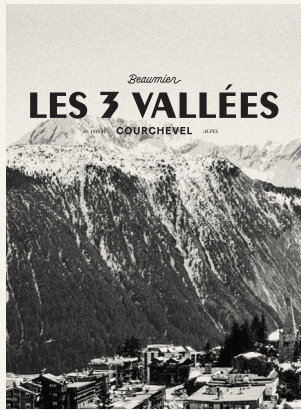
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**IBIZA**

*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

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