



SEDA CLUB HOTEL: HIDDEN AWAY HOTELS' "UNCOMPROMISING LUXURY" COMES TO GRANADA

The latest venture of the Hidden Away Hotels chain, which was founded in Mallorca and is considered one of the most innovative in the luxury sector, is a 5-star luxury hotel, with interior design by the award-winning Rockwell Group: it has 21 spacious rooms, spa, cocktail bar, a large rooftop terrace overlooking the Cathedral and a restaurant serving local cuisine.

Seda Club Hotel is located in the heart of the city, in an exceptional location, the Plaza de la Trinidad, and pays tribute to the history and cultural heritage of the city by discovering the capital role of Granada in the Silk Road from a contemporary perspective and becomes a new benchmark for luxury hotels in Spain.



Madrid, June 2023 - With hotels in Mallorca, Madrid and Seville, the chain of **Hidden Away Hotels** has now opened a new establishment in Granada that will redefine the city's hotel scene. Ascribed to the **Small Luxury Hotels** quality seal, a world leader in the independent luxury hotel sector, **Seda Club Hotel is a tribute to the secret luxury of the Spanish art of living, to the history and authenticity of the local experience** which houses, in its 2,200m² spread over four floors, 21 rooms and suites equipped with all the amenities; with interior design by the acclaimed architecture and design firm Rockwell Group; a wellness area with an indoor hydro-massage pool, sensation shower and treatment cabin; an imposing terrace with views of the cathedral and cocktail bar; a restaurant of the highest quality and an impressive private collection of contemporary art with works by award-winning artists at the Venice Biennale who have exhibited at the MoMA in New York that revolves around the Silk Road and the prominent role of the city of Granada in this craft worldwide in the fifteenth century.

A HOTEL INTEGRATED WITH THE CITY

Seda Club Hotel is a tribute to the secret art of living the luxury of Hidden Away Hotels, a brand founded in 2010 by Ignacio Jiménez Artacho and Carmen Cordón that already includes five other renowned establishments: Posada Terra Santa and Samaritana Suites, in Mallorca, Gran Hotel Inglés, in Madrid, and Gravina 51, in Seville. This opening consolidates the ambitious project of its founders to create a chain of unique hotels, Hidden Away Hotels,



whose philosophy consists of the passion for the **discovery of places with their own identity** that have been consigned to neglect over time, to restore their former glory.

"A hotel should be a space that exudes the authenticity of the city you are visiting, where true comfort goes hand in hand with luxury and exquisite professionalism in service. A place where you always feel welcomed as an honored guest, with the cordiality and closeness that define the Spanish character," says **Carmen Cordón, founding partner of Hidden Away Hotels**.

A former executive of the Barceló chain and a native of Granada, Jiménez says that this hotel "makes us especially excited because Granada is my homeland; it was a destination we had been looking forward to" and its location, in addition to being central, is no coincidence. "When I was studying law, I used to go there every morning," he says, referring to the **Plaza de la Trinidad, a haven of peace in the heart of the historic center and just a few meters from the cathedral**, allowing guests to enjoy the city like any other resident, experiencing its vibrant rhythm and immersing themselves in its charms.

The hotel **also inhabits an emblematic building in the center of Granada, the Los Guerrilleros building, which has been restored respecting its iconic pink facade** in line with the philosophy of **Hidden Away Hotels**: "we look for charismatic places that have a story to tell, in some cases buildings that are practically in ruins, and we restore them respecting their physiognomy and heritage as much as possible," they say.



A TRIBUTE TO THE PAST FROM TODAY

Grenada and the Silk Road

As they once did with the iconic **Gran Hotel Inglés**, restoring for the city of Madrid what was the first luxury hotel in the capital, with **Seda Club Hotel Jiménez and Cordón** wanted to **revive**, in a modern style, a little-known part of **the history of Granada**. Both the name and the aesthetics of the hotel are inspired by the city's pivotal importance on the Silk Road between China and the Eastern Mediterranean. Granada at the beginning of the 15th century was the main producer of silk worldwide, both in quality and quantity. The centuries-old Alcaicería, a stone's throw from Seda Club Hotel, was the place where most silk was sold and produced in all of Spain and exported all over the ancient world. The Indian Maharajas were infatuated with this luxury product and the Chinese emperor Wanli wanted to know how and who was capable of making better silk than his own and sent a delegation to discover the secret art of Granada at the end of the 16th century. In 1492 the British influence arrived when the last Muslim ruler in the Iberian Peninsula surrendered to the Catholic Monarchs. "During the capture," explains the proprietor, "Isabella and

Ferdinand were supported by a group of English archers led by Lord Scale; at the end of the war, the kings received him dressed in the best silks of Granada, fascinated by their quality".

Interior design by the New York-based Rockwell Group.



The public spaces and guestrooms were conceived by Rockwell Group, which has designed Gran Hotel Ingles; Nobu restaurants and hotels worldwide, including properties in New York, Barcelona, and Doha; the EDITION New York; set design for the Oscars; and 30 Broadway shows. Rockwell Group was inspired by Granada's rich history and Muslim and British influences to create a luxurious social club feel with rich woods, bronze, velvet, and marble.

Private art collection

Seda Club Hotel also features a private collection of contemporary art **owned by the Jiménez Cordón family, Hidden Art Collection**, with works by award-winning artists from the Venice Biennale who have exhibited at the MoMA in New York. The collection is focused on the Silk Road, the role of women, the passage of time and the ephemeral memory of the culture and the outstanding role of the city of Granada in the world in the 15th century.

Hidden Art Collection features pieces that invite the viewer to look back and discover, with a contemporary eye, the civilizations and historical events that have given rise to the idiosyncrasies of our current civilization. Among them are, for example, works by **Littlewhitehead**, the artistic name of the Scots Craig Little and Blake Whitehead; an imposing 3D tapestry by Briton **Debbie Lawson** whose work, exhibited in the reception of Seda Club Hotel has been included in collections such as The Saatchi Gallery Collection, Mario Testino art Collection, The House of Lords Collection, The University of the Arts London among many others; several photographs by the Kazakh artist **Almagul Menlibayeva** exhibited at, among others, the MoMA in New York, recipient of awards at the Venice Biennale, the Biennale of Sydney and the Grand Palais in Paris, and is part of collections such as those of Louis Vuitton, the Illuseum in Amsterdam and the Huma Kabukçi Collection in Istanbul; snapshots by the young **Sasan Abri**, based in Tehran, which allude to the pain experienced when witnessing the disappearance of the traces of our ancestors preserved by a society that neglects its heritage; or a highly original carpet created *ad hoc* for the hotel by Iranian **Abdolfazl Shahi**, an internationally recognized contemporary artist, started when he began a collaboration with traditional carpet weavers from his hometown of Kashan, one of the central hubs for Persian rugs known internationally and distributed worldwide through the Silk Road.

WITH STUNNING DETAILS

Spaciousness, elegance and attention to detail characterize the 21 rooms and suites that make up the Seda Club Hotel. With sizes ranging from 26m² in the Deluxe room to 75m² of the Royal Alcove (the most spectacular), all are equipped with state-of-the-art mattresses; 500-thread-count Egyptian cotton linens; pillow menu with six types to choose from; amenities by L'Occitane; oriental kimonos and a wide range of other comforts. Some of them have a balcony overlooking the Plaza de la Trinidad, its fragrant grove and the enchanting fountains, and others have a private terrace and access to the central courtyard with fountains where you can enjoy the bewitching starry nights of Granada and its exquisite aroma of jasmine and orange blossom. Aesthetically, its lamps and mirrors, chevron wood floors, carpets, leather details and velvet curtains are the most outstanding features, as well as the tiling in the bathrooms that echoes the glazed tile mosaics of the Alhambra.

Among the hotel's common areas are **El Clandestino, a secluded space accessed through a hidden door in the library, both for guests and for exclusive events, reminiscent of gentlemen's social clubs** where the social and literary elite gather to read, share reflections and get away from the madding crowd. Tribute to Granada, a land that inspired artists, where Unamuno, Matisse, Dumas, Victor Hugo, Hemingway and Shakespeare all passed through. The land of Lorca, where Virginia Wolf said she didn't have the literary capacity to describe so much beauty; the lobby bar; a space to see and be seen with a carefully curated gastronomic selection; **a spa with an indoor hydro-massage pool and cabins for massages and treatments** that is inspired by Roman baths, with polished and sculpted marble with clean, classic lines; **a restaurant; and a rooftop terrace with cocktail bar** with unique views of Granada Cathedral and the Royal Chapel where the remains of the Catholic Monarchs rest.



GASTRONOMY WITH AN ANDALUSIAN TOUCH

Open to both hotel guests and the general public and orchestrated by the chef Rubén Castro, **the Seda Club Restaurant prepares an honest and local cuisine where the star is Andalusian produce.** Fresh ingredients brought and selected daily from local markets to shape a menu of traditional dishes with a modern twist. For example, among the starters, ideal for sharing, you will find a very fresh Motril shrimp tiradito with yuzu vinaigrette and miso salt; pomegranate pipirrana with avocado tempura, burrata and dried tomato and walnut vinaigrette; Russian salad with prawns and fried free-range eggs or organic zucchini roll from La Vega, minced Boletus mushrooms and Romesco béchamel. In the fish section you will find cubed cod on Roteña cuttlefish; red mullet with sage meunier; red tuna parpatana with Iberian glaze and skewered prawns and monkfish, while in the meat section the Marco Polo or Donata style oxtail, boneless shoulder of lamb in its juices and duck magret with a licorice sauce are all highlights.

Rounding off the menu are the homemade desserts - chocolate ice cream, orange gel and gioconda sponge cake; rice pudding and cashew nut foam; coconut mousse, crunchy chocolate, kataifi paste and lemon pie; and **a carefully selected wine cellar where Andalusian** whites and reds from Granada and Malaga and fortified and sweet wines from the Jerez region, as well as champagne, play a leading role.

The hotel also has a **sky lounge on the rooftop** where you can enjoy **classic cocktails and some signature creations**, such as the Medias de Seda Club, made with white rum, condensed milk, evaporated milk, grenadine, cinnamon, cherry and wafer.



Seda Club Hotel

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ABOUT HIDDEN AWAY HOTELS

More than a company, Hidden Away Hotels is a philosophy. The passion for discovery, the search for emblematic locations with their own identity and the restoration of the essence of places consigned to obscurity are some of the defining hallmarks. Our goal is ambitious: to harness and respect the hidden history of symbolic buildings and make it an experience that respects the local charm of the site visited, with a luxurious context and attentive service. The service model is essential, since without it, it makes no difference how luxurious the hotel is or how well located it is.

The people behind this project, **Ignacio Jiménez and Carmen Cordón**, are passionate about history and great travelers with refined taste. Their life experience is the source of inspiration to define what for them would be the perfect hotel for their trips, according to their taste: "a hotel should be a space that exudes the authenticity of the place visited, with centuries of history and where true comfort is not at odds with design. A place where one feels welcomed as an honored guest, where exquisite professionalism goes hand in hand with the cordiality and warmth that define the Spanish character."

The distinguishing mark of Seda Club Hotel is based on a mix between the uniqueness and history of the hotel itself and the service model of Hidden Away Hotels. As a point of reference, the **Gran Hotel Inglés**, the oldest luxury hotel in Madrid, the Hotel **Posada Terra Santa** and **Samaritana Suites** in Palma de Mallorca, the Hotel **Gravina 51** in Seville, all of them recognized every year for their quality positioning and awarded with the most prestigious recognitions:

Gran Hotel Inglés

In the top 1% of the world's best hotels - Trip Advisor Travellers' Choice Awards 2023

13th Best Luxury Hotel in Spain - Trip Advisor 2023

23rd Best Hotel in Spain - Trip Advisor 2023

Chartreuse Award 2023

4th Best Hotel in Spain by Conde Nast Traveler's Readers' Choice Awards 2022

Best Luxury Boutique Hotel - finalist - Beyond Luxury Awards 2022

Top 100 Best Hotels in the World – Luxury Awards 2022

Hotel Gravina 51

In the top 1% of the world's best hotels - Trip Advisor Travellers' Choice Awards 2023

5th Best Hotel in Spain - Trip Advisor 2023

Posada Terra Santa

In the top 1% of the world's best hotels - Trip Advisor Travellers' Choice Awards 2023

3rd Best Small Hotel in Spain - Trip Advisor 2023

21st Best Small Hotel in Europe - Trip Advisor 2023

"Our hotels are refined, preserve the personality of the city in which they are located, reflect the history of the building that houses them, and reflect the authenticity of a unique space in an incomparable setting. Therefore, **its clientele is also unique.**"

"Seda Club Hotel restores the glory and enhances the value of Granada's prestige. It lacked a hotel with the luxury standards that can be found in the great capitals of Europe. This is the new benchmark of contemporary luxury hotels in Granada.

CARMEN CORDÓN

A graduate in Information Sciences from the Universidad San Pablo CEU and the Complutense de Madrid, MBA from IE, Carmen Cordón is known for her extensive journalistic career, a contributing columnist for more than 10 years in



Unidad Editorial, opinion director of the Gaceta de Baleares and director of the digital newspaper Libertad Balear, deputy director of the Agencia Balear de Noticias, among others, and contributor to countless radio and television programs. She is a writer, in 2009 she published her first book with Editorial Planeta, 'Historia de un secuestro' which deals with the tragedy experienced in her family when GRAPO terrorists kidnapped and murdered her father, the well-known businessman and founder of Previa and Grupo Hospitalario Quirón, Publio Cordón; and is an outstanding lecturer in different forums, including the foundation 'Lo Que de Verdad Importa' (What Really Matters). She founded, together with her husband Ignacio Jiménez, Hidden Away Hotels in 2014 as a preliminary step to the opening of her first hotel in Mallorca: Posada Terra Santa.

IGNACIO JIMÉNEZ

Law graduate from the University of Granada and MBA from the Instituto de Empresa. After two years of experience (1996/1998) as Director of Human Resources at Occidental Hoteles in Puerto Plata (Dominican Republic), he was appointed Director of Corporate Human Resources and Quality, a position he held in Madrid until 2001. That same year he joined one of the leading hotel chains in Spain, Barceló Hoteles. With his move to Mallorca, his experience in the tourism sector expanded and was consolidated. In addition, from September 2011 to July 2012, he was manager of the public company Palau de Congressos Palma de Mallorca, S.A. Since the end of 2009, he has been working as an independent professional and businessman. He is currently founding partner, together with Carmen Cordón, of Hidden Away Hotels.

Both have managed to position the five hotels of the chain as the best accommodation in their respective cities, focusing on elegant luxury, without compromise, adapting it to current levels of sophistication and technology, but without ever losing the essence of classic service. Now they are adding to the collection with **Seda Club Hotel**.

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