



## THE RED HOT, IMPOSSIBLY COOL ISLAND OF IBIZA

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On the Spanish island of Ibiza, the only thing hotter than the long, sultry days are the torrid, pulsating nights.

Known as the La Isla Blanca - the White Island - Ibiza is a land rich in superlatives. From picture perfect weather that graces spectacular beaches to world class dining to the legendary nightlife that's synonymous with the destination, this tropical dot in the Mediterranean Sea is the quintessential European party capital.

The third largest of the Balearic Islands nestled off the coast of Valencia, Ibiza's two hundred and twenty one square miles boast an impressive one hundred and fifty miles of coastline where turquoise Mediterranean waters lap against Spanish shores. Of the island's fifty-six beaches, eighteen have been awarded the distinction of being named "Blue Flag" by the Foundation for Environmental Education for their sustainably eco-friendly standards. It is a land of exotic beauty, both in its

people and its location.

A long time favorite among the jet set, Ibiza has recently reaffirmed its position as the most sizzling of all European hot spots, due in no small part to the unveiling of the new Hard Rock Hotel. In collaboration with the Palladium Hotel Group, Hard Rock International has brought Europe their first Hard Rock Hotel with the Ibiza property and in doing so, gave the already luxurious island their newest, uber-chic resort.





“Ibiza stands as one of the most recognized private jet destinations in Europe,” said John Galloway, chief marketing officer of Hard Rock International. “The stunning island is a renowned scene for both relaxation and adventure. Private air travel permits jet charter travelers to arrive in unsurpassed luxury and style.”

And once arrived, the Hard Rock Hotel affords their jet set clientele an experience that lets them – quite literally – party like a rock star.

The sprawling resort is an opulent monument to rock and roll where Mediterranean charm is infused with edgy, modern glamour. The effect is deliciously decadent, providing nearly endless options for guests to relax, indulge or set the night on fire. With accommodations ranging from modernly

sleek suites to swim up guestrooms to the two-bedroom Rock Star Suite where you can drink in spectacular ocean views – or a flute of champagne – from the massive, orbital bed; the Hard Rock hits the mark for luxury travel. Regardless of which accommodations you choose, amenities like chromotherapy lighting, dual rain showers, integrated in-room music systems – even the ability to have a Fender electric guitar delivered via room service – lend a thoroughly modern vibe to the space.

Undoubtedly, one of the biggest draws the Hard Rock Ibiza has to offer is the world-renown culinary prowess provided by Michelin-Star Chef Paco Roncero. Roncero, once the protégé of molecular gastronomist Chef Ferran Adrià at Barcelona’s legendary El Bulli, has opened not one but two restaurants on the property.

The first, Estado Puro, located off the main lobby of the hotel; celebrates the art of Spanish tapas through an inspired menu featuring raw materials of extraordinary quality. Vibrantly fun and quietly sophisticated, Estado Puro is a culinary gem overlooking the sea.

For the more adventurous – not to mention privileged – diner, Roncero presents SubliMotion. SubliMotion defies definition, it’s a reality intended to be experienced rather than explained. A mere twelve guests at a time are served at this impossibly sensorial restaurant where they are taken on a degustation journey not soon forgotten. It is a gastronomical performance like no other where upscale, Willy Wonka-like fantasies collide with culinary pleasures in explosion after jubilant explosion – all designed to engage each sense down to the last, tingling nerve.

DEPARTURES



“I want guests to experience passion,” says Roncero “I want them to experience emotion in each dish”. And emotion is indeed what is experienced as the meal comes alive with light, color and tantalizing effect all choreographed to elevate each bite of every dish into some imaginative, previously unvisited, culinary stratosphere.

When it’s time to come back down from the epicurean highs provided by the Hard Rock’s restaurants, Ibiza’s myriad nightclubs provide nearly endless choices. Concerts in the Hard Rock’s open-air theater are a huge draw, providing music lovers a state of the art venue from which to enjoy legendary performances. Kicking off their grand opening with the inimitable Nile Rodgers, the Hard Rock’s line up of performers for their inaugural summer season also includes Robin

Thicke, Neneh Cherry and UB40. Next door one will find another Palladium property, the iconic Ushuaia Hotel, where every night is a party of epic proportions. Saturdays herald the infamous ANTS event, where blistering strobes illuminate a sea of gyrating partygoers. With its booming bass and electrifying energy, ANTS makes Studio 54 during the Warhol years look like a subdued church social. Guests can immerse themselves on the dance floor or, for the more voyeuristically inclined, VIP areas replete with bottle service provide a more intimate way to enjoy the fete.

From pre-school to post-retirement the island seems to have no age limit. It is a vastly diverse crowd that flocks to Ibiza’s hedonistic shores. Jennifer Lynn, an Ibiza regular and an assistant editor with MTV International sums

up part of the allure by explaining, “More now than ever... the MTV audience is paying for experiences like vacations and festivals, which they then share with friends on every social media platform possible.”

While nights on Ibiza may throb with music and good-natured mayhem, the days are brilliantly languid. Guests at the Hard Rock can greet the day with a sunrise yoga class on the beach, charter a sail to the nearby and virtually secluded island of Formentera, lounge atop the canopied daybeds that surround the main pool or simply let themselves be cosseted at the spa. It’s this existential balance that makes the island so unique and intriguing. Ibiza... a luscious, wickedly self-indulgent place to spend your days in the sun and your nights living out the wildest of your rock star dreams. ✈