

# SLEEPER

HOSPITALITY EXPERIENCE & DESIGN



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## Ashar Resort

ALULA



### EXPRESS CHECK-OUT

Developer: The Royal Commission of AlUla

Operator: AccorHotels

Architecture and Interior Design: AW<sup>2</sup>

[www.aw2.com](http://www.aw2.com)

French architecture studio AW<sup>2</sup>, led by Reda Amalou and Stéphanie Ledoux, has been selected by The Royal Commission of AlUla (RCU) in partnership with the French Agency for AlUla Development (AFALULA) to design a luxury tented resort on an untouched site in the heart of Saudi Arabia's Ashar Valley.

Operated under Accor's Banyan Tree brand, the development comprises 47 tented suites, a spa and several gourmet restaurants, all of which will pay homage to the picturesque surroundings and developed in line with AW<sup>2</sup>'s light-touch approach. "Our architecture responds to the fragility of the site and aims not only to restore but also to protect it from future harm by consciously addressing the balance of man and nature," say Amalou and Ledoux. "The concept involves harnessing the natural beauty of the landscape with a project that seamlessly integrates into the site."

Inspired by the nomadic nature of Bedouin

architecture, the tented suites comprise a solid structure atop a simple platform, with the ensemble protected from the sun by a canvas covering. The main building material is compressed earth bricks, a local resource, with the resulting aesthetic a natural harmony of colours and textures that integrate perfectly with the surrounding environment.

Interiors are designed with Nabataean-inspired patterns and traditionally influenced motifs, with materials and a colour palette extracted from the site. Each suite is positioned to enjoy views over the rock formations or desert landscape, with the back of the tent opening up to a private swimming pool and outdoor living space organised around a fire pit.

Guided by Saudi Vision 2030 and the RCU's sustainable development strategy, the concept responds to the nation's ambition of preserving the rich heritage of the region and achieving long-term tourism and economic goals.

