



Heart Ibiza

Follow your Heart

Ibiza, June 23rd 2015

Next to Gim Hong-Sok's tribute sculpture LOVE, the bougainvillea ivies at the entrance look even more beautiful. A heart-shaped image, intent in evoking a unique experience, hovers over it: Heart. It's fascinating how a place can awaken so many emotions, both unique and happy at once. It feels like everything at Heart has been graced with the gifts of beauty, creativity and artistry. Two masterpieces by Japanese artist Takashi Murakami welcome visitors to Heart and the recently renovated Casino of Ibiza, two spaces integrated into one single decor style by interior designer Patricia Urquiola.

Art is an essential ingredient in the experience, so **Heart** is not just some random name: Dan Graham, Jeppe Hein, Rafael Lozano and the London group UVA are some of the creators of the up to eleven works of contemporary art that will guide us through our journey along this project that has brought together in Ibiza the two Adrià brothers and the creator of Cirque du Soleil, Guy Laliberté. These pieces, as is the case for Chevalier, have been specially made to measure, with the very space they occupy in mind; and like everything in Heart, they promote interaction, participation and play.

We go through the entrance door feeling as excited as a little child at the gates of an amusement park. The incredibly high ceilings feature a beautiful knitting of ropes made by the island's craft workers. Crimson and rusty hues of red remind us constantly of being at Heart and at the heart of something unique. «Welcome to Heart». Elegance, uniqueness, luxury. Shall we make a reservation at Terrace or Supper? Difficult choice. Both proposals are already sufficiently tempting on their own to attract our attention.

If freedom and fun is what you long for, Terrace will be the perfect space for you. 800 square meters to take a wonderful walk outdoors, traveling down a road sown with

delicious bites into the latest most genuine 'street food' dishes, branded with the unmistakable Adrià twist. Trying out, studying, adapting and researching street food trends around the world for the past six months has led to the definition of a gastronomic experience in a space where you can lose yourself contemplating Ibiza's medieval city and enjoy the pleasures of improvisation while hopping from one stall to another, following the lead of your palate. Work up an appetite and get ready for a good time...

But there's more: On the underground floor, nocturnal genius-inspiring muses and giant flowers of different sizes, shapes and colors, blossoming, thriving and eventually disappearing on a 17-meter sound-sensitive screen, never fail to make it to their nightly appointment with every dinner guest. We are at Supper, a space within Heart where the dialogue between gastronomy, music and art reaches extraordinary experiential levels. Sophistication and elegance, ambient sounds, contemporary dances, china morphing into true sculptures... Everything here is surprising and stimulating. Olive juice spherifications —the Adrià brothers immortal creation!—, flavors and smells from around the world are fused with great wines, excellent champagnes and wonderful cocktails. Night and music become one in Heart Ibiza when the Club opens.

Dance till dawn and feel the music, nothing sums up Ibiza's personality better than these two universal and ancient drives. A modern take on culture, tradition and roots. It is Heart's message and the essence of the Club. An original sound experience has been created to combine live music and technology in an ad hoc program that includes more than 80 handpicked artists who will play live on its stage this summer. Legendary bands, electronic avant-garde and visual creations intertwined in an intimate space where you will discover Ibiza nights once again and feel the music in your heart.

Eating. Dancing. Listening to music. Opening up to surprises. Feeling. Playing, experiencing. Creating. Interacting. A true luxury for the senses.

Soft openings conclude with this international launch party. Heart Ibiza begins on June 30th at Ibiza Gran Hotel complex.

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