

SANKARA HOTEL GROUP

SANKARA HOTEL GROUP
Sankara Nairobi
Woodvale Grove, Westlands
P O Box 1638, 00606
Nairobi, Kenya
T +254 20 4208000 F +254 20 4208888

January 2012 - Sankara Hotel Group, the hotel operator that manages the Sankara Nairobi, has been awarded a Finalist Award at the prestigious World Luxury Award for the exceptional branding and visual identity of the Sankara Nairobi.

The World Luxury Award, held in Monte Carlo, Monaco, is focussed entirely on work done for luxury brands. Members of an international jury from 10 countries evaluate entries in 14 categories including hotels, food and beverage, fashion and style and cars. It honours those responsible for creative excellence and is the only award dedicated exclusively to the global luxury sector. The World Luxury Award recognises organisations who share the same objective: How to better fulfil dreams. Sankara Hotel Group is the only African company to be receive an award in 2011. Other luxury brands awarded include Maserati, MontBlanc, Dior, Shiseido, Evian and Hotel Emiliano in Sao Paulo.

As a co-recipient of the award, Sankara Hotel Group worked in partnership with Glazer Brand & Design Consultants to create a strong identity. The Group's vision was to develop a brand that reflected contemporary international luxury, with authentic reference to the culture of new Africa. Visually, the iconic Sankara symbol draws its inspiration from the facial markings of a Zebra. The result; the Sankara brandmark (logo) is one that has international appeal and stature paired with a definitive African origin.

Rohan Patel, Director of Sankara Hotel Group noted "Our vision for Sankara Hotels & Resorts was to create a brand that is defined by a warm and vibrant personality inspired by the spirit of our location. We conscientiously focus on implementing this credo at every point of the guest experience; from interior design to service style and equally with the visual identity of the brand."

The Sankara icon has been integrated extensively and precisely throughout Sankara Nairobi to compliment the design aesthetic of the hotel. Distinctive signage systems and subtle touch points have become artistic focal points of delight. Contemporary East African Art is a

SANKARA HOTEL GROUP

hallmark of Sankara. A vibrant piece commissioned especially for the hotel has also been combined with the Sankara motif on selected designs to reflect the vibrancy and energy of Nairobi. A unique fusion of international style and local design.

Rohan Patel further commented, "Sankara strives to constantly set industry standards. Being acknowledged for our brand development in such a prestigious forum reinforces our commitment to delivering an experience that delights our guests and exceeds their expectations."



Sankara Nairobi has won several accolades and acknowledgements since opening its doors in August 2010. These include:

- Best New Hotel Construction & Design by Grenadier Limited at the International Property Awards 2011
- Wine Spectator Award of Excellence 2011 for The Gallery, Sankara Nairobi
- Conde Nast Traveller Hot List 2011
- Wallpaper & Fortune Magazine's Best Business Hotels 2010 listing

-Ends-

About Sankara Nairobi

SANKARA HOTEL GROUP

Created and Managed by Sankara Hotels & Resorts, the 156 room Sankara Nairobi represents a modern generation of urban hotels. Recognising the needs of the modern traveller, Sankara balances contemporary design, incorporating the latest facilities and technologies with local influences creating a definitive sense of place. While guest rooms are conceived as spaces of tranquillity and functionality, social spaces offer elements of surprise and delight. The hotel houses the city's most authoritative representation of contemporary East African art as well as the first Angsana Spa by Banyan Tree Group in Eastern Africa.