



"The world's sexiest hotel..." exhibits at The Millionaire Fair

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Adam & Eve Hotel combines design, nature and sensuality to create the newest concept hotel in the Mediterranean, opening in late 2006

PR9.NET August 30, 2006 - ANTALYA, TURKEY – Adam & Eve, the sexiest new design hotel in the Mediterranean, announces their participation in the Millionaire Fair, the world's leading luxury fair.

Merging design with nature, elegance with eroticism and luxury with exclusivity. Adam & Eve has provoked intrigue since its launch was announced.

Good design has always been sexy, and well-known interior architect, Eren Talu's signature all-white composition and minimalist approach plays on the natural beauty for which Antalya is known. Adam & Eve envelopes its guests in a fantasy where soft white floors and floor-to-ceiling mirrors reflect an expansive pine forest and the turquoise waters of the Mediterranean. Brilliant blue skies and an evening blaze of color as the sun sets behind the Toros Mountains serve as a backdrop for whatever life guests want to lead...Adam & Eve is the latest agent provocateur of pleasure in the Mediterranean.

"The face of Tourism in Turkey is changing with travellers opting for more lifestyle hospitality options further afield," said Sedef Baran, Director of Sales & Marketing at Adam & Eve Hotel, "Adam & Eve is the perfect expression of this country's new direction towards attracting more contemporary, fashionable and fun-seeking travellers, and we are here to capture a share of this demographic."

Each 64 square meter guestroom features a 16 square meter balcony with king-size bed, an in-room king-size bed and sensual day lounge that can be arranged into various positions, as well as a hot tub with sound, color and light therapy plus a maxi-bar full of gourmet and luxury products. Guests can choose from standard rooms, suites and private villas. The 1,000 square meter Adam & Eve Suite is the last word in post-modern opulence, including its own lounge complete with DJ booth. Villas feature private pools and gardens as well as a private beach exclusively for use of villa guests, not to mention a personal concierge.

Outdoor activities range from golfing at seven exclusive golf courses with which Adam & Eve has special arrangements to swimming in the world's longest pool, twice as long as Olympic size. Parasailing, horseback riding, bicycling and a range of other pursuits are also at guests' disposal. Adam & Eve has four upscale restaurants to please your pallet and boutiques featuring top international designers.

Adam & Eve Hotel will be participating in the exclusive trend-setting lifestyle fair, the Millionaire Fair, in Cannes to provide further information about Adam & Eve Hotel and this exclusive destination.

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About WordSmith Advertising

WordSmith Advertising is Turkey's first internationally-oriented full-service advertising agency. Since 1996, WordSmith has created advertising that transcends borders, serving its clients in a total of 17 languages from concept creation and copywriting to graphic design and printing.

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