



# Casa Cook

— EL GOUNA —

PRESS KIT



INTRODUCING CASA COOK EL GOUNA

# DESERT LUXE

**In winter 2019, a brand new lifestyle resort under the Casa Cook brand opened its doors on the shores of Egypt's Red Sea. Flanked by palms and perched amidst the desert dunes, the 100-room adult-only hotel has been designed with the postmodern traveller in mind.**

Set against a backdrop of azure blue lagoons, sweeping vistas and rolling dunes, Casa Cook El Gouna is the perfect springboard to explore Egypt's vast natural landscapes or experience the world-class diving and kitesurfing on offer. A private beach offers ultimate seclusion, while the bustling city of El Gouna is only a short distance away.

Dwarfed by the majesty of the landscape, Casa Cook El Gouna is a remote modern oasis. A rugged desert escape and a breezy beachfront hideaway all in one - the perfect place to unplug with a partner and friends.



## CASA COOK EL GOUNA: CONCEPT & DESIGN

# A SECLUDED SETTLEMENT

On the fringes of the modern microcosm of El Gouna, this newly built Casa Cook makes a bold debut. Using the vast desert setting as the building block, the rugged landscape is juxtaposed with contemporary Arabic architecture and tropical flora - its own secluded settlement.

The design ethos is simple and understated, without overlooking its roots. Regal Egyptian forms, striking rock formations and the dramatic play of light create an ethereal feel, simplifying the elements down into their bare essentials.

The desert-style Kitchen Club opens onto panoramic views of the lagoon, gently lapping the edge of the Red Sea. In the Beach Club and main pool area, guests are invited to spend long, drawn-out days in the sunshine to the soundtrack of the DJ's tunes - from before the sun rises till long after it sets.

A gym and yoga shala offer spacious settings for individual and group functional fitness classes and daily yoga lessons, while the spa - complete with a pool, two saunas, steam rooms, plunge pools and a hammam - eases guests into an oasis of relaxation. Here, our expert therapists draw on a mix of modern and ancient healing techniques to rejuvenate and pamper guests in privacy.





### PRIVATE SANCTUARIES

# OTHER-WORLDLY ESCAPE

The rooms - ranging from Standard Rooms to Villas - feel earthy and private, like a home away from home. Designed as secluded retreats, each room combines sharp angles and warm hues with the open flow of indoor and outdoor spaces - a Casa Cook trademark.

Shades of orange and red offset the darker nuances of green and blue, while raw wooden furnishings and tarnished ceramics create a sense of pared-back luxury. Décor is simple and chic, complimented by rattan interiors, patterned cushions and neutral linens. Throughout the day, shadowed light creates a striking presence throughout the space, while the airy design allows for breeze to flow naturally throughout.

Each room features an own private terrace, while the Premium Roof Terrace rooms boast expansive sunset views. Junior Suites offer a shared pool, while Villas boast two bedrooms and their own private pool - perfect for groups of friends. Rooms are extendable and equipped with enough space for everyone, with comfortable double or twin beds, a natural rain shower and minibar.





## EGYPTIAN SOUL KITCHEN

# THE KITCHEN CLUB

**Designed with a sense of community and togetherness in mind, the Kitchen Club serves as communal hub. The food concept celebrates the idea of enjoying meals together with small plates made to share.**

The eclectic mix of recipes and flavors from around the world gives the food a palpable eastern-Mediterranean twist. The philosophy is simple: everyone should be able to try everything. Guests can enjoy slow, drawn-out meals at the long tables, perfect for both small groups and private dining, sampling the curated series of small plates and exotic dishes on offer. Created under the watchful gaze of Indian lead chef, Edwin Gomez, the menu features a mix of local, Middle Eastern and Arabic flavours, as well as the chef's own original Indian dishes – and of course some international classics to satisfy any and every craving.

The unique bar concept has been developed hand-in-hand with renowned bartenders, tailoring a drinks selection that features classics as well as new and innovative signature aperitifs. From herb-infused cocktails to freshly-made fruit juices, every palate has been catered for.

With the exception of breakfast, consisting of a select spread, all other meals are made-to-order and brought to guests directly to optimize quality and health standards. Spacious, breezy indoor and al fresco dining areas cater for both group or private dining.





## THE CASA COOK SPA

# SEEKING STILLNESS

Every inch of the spa - complete with a pool, two saunas, steam rooms, plunge pools and a hammam - has been designed with an holistic and integrated approach to wellbeing in mind.

From the moment guests enter the Casa Cook Spa they are eased into an oasis of relaxation - with muted tones, wooden accents and the dramatic play of natural light. The stage is set for complete relaxation and indulgence.

Within this blissful ambience, our expert team of therapists draw on a mix of modern and ancient healing traditions to rejuvenate and pamper guests in privacy. Handcrafted as

a modern Egyptian spa oasis, our treatments and massages have their roots grounded in oriental techniques, refined and adapted to suit the individual needs of each guest. Whether mind or muscles need super-charging or deep release, our treatments are designed to relax, energise and renew the body and mind in an atmosphere of total tranquility.





## YOGA & HEALTH

# FIND YOUR BALANCE

Finding the inner zen in the open-air Yoga Shala or working on full body strength in our fully-equipped gym - all is possible thanks to some of Egypt's best trainers.

At Casa Cook El Gouna guests might start their day with an inhale and end it with an exhale in the open-air Yoga Shala - located in a shaded courtyard, sheltered from the heat but still connected to the surrounding nature with gentle breezes and birdsongs accompanying their workout. Our in-house yoga teachers offer curated programmes to ensure there is something for everyone - no matter which level - and are available for one-on-one sessions as well as daily group sessions.

For guests who prefer to find their zen with a climbing heart rate, the fully-equipped gym will become their sweaty sanctuary. Modern Technogym treadmills and sustainable machines and free weights from NOHrD offer the perfect playground. Each piece of wooden exercise equipment - including rowing machines, a water grinder and slim beam - is handcrafted to ensure consistent quality and constant progress during your training.



## KITEBOARDING WITH DUOTONE

# RIDE WITH THE WIND

Taking advantage of our prime location on the cusp of the Red Sea, Casa Cook El Gouna is the first of its kind to open its very own kiteboarding centre in partnership with Duotone - one of the world's leading wind and water sport suppliers.

No matter if first-timer or seasoned professional, the kiteboarding hub offers a series of classes with qualified coaches using state-of-the-art equipment. There is also a number of easy-to-use water sport equipment like paddle-boards or iRig windsurf boards for those wanting to enjoy an unforgettable workout out on the sea.

The space itself has been handcrafted to echo Casa Cook's signature design ethos - contemporary and simplistic, punctuated by clean lines and bursts of tropical jungle. It's a beach lovers paradise, right in the heart of the Egyptian desert.



## DESTINATION EL GOUNA

# RED SEA OASIS

**El Gouna spotlights a different side of Egypt. Fringed by palms and perched along the shores of the Red Sea, it's known for its lagoons, bright coral reefs and sandy beaches.**

Any given day can see guests diving with dolphins in the clear blue lagoons or sweeping through the sand dunes on a desert safari. A bustling gastronomic scene provides plenty of indigenous restaurants and more modern eateries, while the marina is peppered with bars and shopping options.

Tailored day trips invite guests to experience the surrounding areas of El Gouna and Hurghada through the eyes of

a local. Think curated wine tours to explore Egypt's millennia-old winemaking traditions, or sailing trips on a catamaran, where guests are taught the basics of how to sail. There are also a range of activities to explore the surroundings, like horse-riding along the fringes of the lagoon, or a unique hiking and yoga experience in the desert, finishing off with a campfire under the stars.



THE CASA COOK STORE

# EGYPTIAN TREASURES

The Casa Cook concept store gives guests the opportunity to take a piece of their holiday home with them. Filled with eclectic treasures and traditional trinkets, it offers a curated collection of the latest fashion and homewares sourced all over Egypt.

Guests who have fallen for Casa Cook's interiors are able to purchase many of the decorative items & home accessories found throughout the hotel including

baskets, ceramics, pillows and throws. The store features a small collection of men and women's clothing; ranging from beachwear to vintage fashion and jewellery.

BEHIND THE SCENES

# THE CREATORS OF CASA COOK

A collection of boutique hideaways that tick all the boxes for a growing generation of independent travellers, Casa Cook was created by Remo Masala and a team of experts from the premium lifestyle segment.

Following the success of the award-winning Casa Cook hotel in Rhodes, Casa Cook El Gouna has opened its doors in winter 2019. This time the Casa Cook team collaborated with Common Architecture, a design practice based in Durban, South Africa, and headed by Mark Bellingan, to develop the architectural design, with his sister Leigh Bellingan responsible for the interior design.

In 2019, the Casa Cook brand was acquired by the Fosun Tourism Group, a leading leisure-focused integrated tourism groups listed in Hong Kong. Under the new ownership of Fosun Tourism Group, the team has successfully introduced Casa Cook North Coast - its second presence in Egypt - in summer 2021 and will continue to accelerate the brand's expansion across destinations worldwide, while remaining loyal to the brand ethos. Each future resort will continue to be individual and unique, but with a consistent design language.

About Fosun Tourism Group

Fosun Tourism Group (also known as Fosun Tourism or "FOLIDAY") is one of the world's leading leisure focused integrated tourism groups, and the largest leisure tourism resorts group worldwide in terms of revenue in 2018. Fosun Tourism is a major part of Fosun's Happiness Ecosystem, which is one of its three strategic business units - Health, Happiness, and Wealth. The Fosun Tourism Group is listed on the Hong Kong Stock Exchange (01992.HK).

[fosun.com](http://fosun.com)

# Casa Cook

— EL GOUNA —



## CASA COOK EL GOUNA

# FACT SHEET

### FACILITIES

100 rooms (Standard Room, Premium Roof Terrace Room, Junior Suite with sharing pool, Villa with private pool) / Kitchen Club with bar in the courtyard / Beach House comprised of pool bar and pool / Casa Cook Store / Outdoor Yoga Shala / Gym / Spa with pool, separate areas for men and women (sauna, steamroom and plunge pool) and treatment rooms, including a Hammam (at extra charge) / DUOTONE Kiteboarding Center (at extra charge) / Room Service (at extra charge)

### ROOMS AND SUITES

Air-conditioning / Free Highspeed-WiFi / Minibar (at extra charge) / Safe / Telephone / Hairdryer / Coffee machine (at extra charge) / Bathrobes & slippers / Private terrace

### LOCATION AND ADDRESS

Casa Cook El Gouna is located around 3 km from El Gouna Marina and 43 km from Hurghada International Airport.  
Address: Gesm Hurghada, Red Sea Governorate, Egypt

### RESERVATIONS AND RATES

Starting room rates, including breakfast, at Casa Cook El Gouna are EUR 163 per night, depending on the booking period. Casa Cook El Gouna is bookable online at [www.casacook.com](http://www.casacook.com)

### PLEASE JOIN US ON:



FACEBOOK:  
[/casacookhotels](https://www.facebook.com/casacookhotels)



PINTEREST:  
[/casacookhotels](https://www.pinterest.com/casacookhotels)



INSTAGRAM:  
[/casacookhotels](https://www.instagram.com/casacookhotels)