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PHUKET

Background

Sri panwa is one of the top properties in Thailand, perched high atop Cape Panwa and commanding breathtaking views of the South-Eastern tip of Phuket, occupying the Cape Panwa peninsula in its entirety. Sri panwa is an oasis of calm and luxury in one of the finest locations on Phuket.

The villas sit 40-60 metres above sea level along the eastern & western ridges and at the very tip of the cape, commanding breathtaking views of the surrounding islands and Andaman Sea. Our villas offer panoramic ocean views, while some boast full and uninterrupted 300-degree ocean views. Designed in Tropical Contemporary Style, together with by the sea interior theme, very unique and made to be suitable to Phuket environment, simple and earthy while provides a modern luxury living.

The 51 villas and the estate's public areas have stunning panoramic views and are styled in tropical contemporary design with signature terra cotta exteriors. The villas are designed to feel like private homes, incorporating the finest bed linens, customized toiletries, gourmet mini-bars and traditionally handcrafted furnishings. At the one-bedroom pool villas, guests can jump directly from the bedroom into the pool. Designed to offer both a chilled out and a party atmosphere, all the villas and the estate's public areas have top quality Bose surround sound systems throughout and iPods preloaded with music to suit any vibe.

Sri panwa is a family owned and managed estate. It is the first resort by one of Thailand's most famous developers, the Charn Issara Group, who are known for developing some of Thailand's landmark residential and commercial buildings and the ultra cool Bangkok Royal City Avenue (RCA); which includes bars, restaurants and is a top nightlife district.

Their first estate is run and managed by owner Songkran Issara's 29 years old son Vorasit "Wan" Issara along with his young and energetic team. They can be seen welcoming guests as members to the Sri panwa family. Highly personalized guest services include private transfers in the estate's brand new fleet off our wheel drive vehicles and lifestyle tours of Phuket to golf/tennis buddies and boat/diving trips.

Sri panwa's restaurant concept, Baba, has two locations. Baba Dining Lounge offers relaxed breakfast with spectacular sea views. A full 'American' breakfast menu with some Asian treats. It's an all you can eat a la carte menu, so bring your appetite. The estate's second restaurant and huge entertainment outlet, Baba Poolclub has a big menu to match its size; Andaman specialties, a full Western grill, pizza, pastas, Hot pot, BBQ and Japanese fine dining for the finest sushi & sashimi in Phuket.

Also part of Baba Poolclub is a 25-meter infinity-edge lap pool, games room, Baba Hot Pot, Cooking School, the Pool Bar to quench your thirst from day to night and Baba Spaces, the fun and creative meeting/function space. Baba88 disco is located in the belly of the building, just steps from the bar.

If you are looking for even more relaxation, Sri panwa also offers the tranquil Cool Spa retreat for indulgent pampering from traditional Thai and Swedish massages to facials, manicure and pedicure, invigorating body wraps, water therapy, aromatherapy, reflexology, yoga, cleansing and exfoliation. The spa menu includes romantic pampering for couples and relaxing in-villa treatments on request.

Guest recreational facilities include tennis courts, gym, games room and steam rooms. On the estate's private beach is a swimming pool, water sports, year round yacht mooring and a swimming pontoon.

Excursions are tailored according to guest wishes. They range from private yacht or speedboat excursions to the outlying islands including Racha, Coral & Lone islands, to shopping, Phuket nightlife, safari adventures, sea canoeing, fishing and elephant trekking.

Golfing can be arranged at any of the island's seven golf clubs – the closest being Red Mountain, Phuket Country Club and Loch Palm, just 20 minutes away. Among numerous accolades, Sri panwa was described as "one of the most seductive hotels in the world" by Thailand's Anywhere Travel Magazine, and ranked among the "Top five resorts in Thailand" by *Honeymoon + Travel Magazine*.





A place to dream...

Scattered throughout 32 acres of lush, tropical surroundings and offering accommodation of the highest quality, maximum privacy and superior service and our residential villas are truly spectacular creations. The beautiful seaside location with lush greenery of the tropical forest and the mountainous slopes offers breathtaking panoramic views of the aquamarine blue seas and a range of islands on the horizon.

Sri panwa is a mixed development, housing both one and two bedroom hotel pool villas and a selection of larger, distinctive residential homes.

Sri panwa's one and two bedroom hotel pool villas all have 12-meter private infinity-edge swimming pools, sun bathing terraces, sala, and outdoor bathing areas overlooking the Andaman Sea and outlying islands. The three to five bedroom residential villas, for sale, include similar aspects but on a much grander scale.

Our hotel villas are completely private and very sexy, with infinity-edge swimming pools wrapped seamlessly around glass-enclosed bedrooms. Each villa has been custom-designed to suit the topography of Cape Panwa. Many of our homes possess both sunrise and sunset views over the glistening Phuket archipelago with us; you are literally up there with the hawks! Wake up next to your companion, open the glass sliding doors and dive into the pool for a short swim - maybe at the outdoor sala where breakfast awaits. In the mood for a romantic evening? Order dinner in the villa, cozy up your partner on your sprawling sofa-bed and let our state-of-the-art entertainment system take over.



Many of our clients love yachting and choose Sri panwa because of our all year round opportunities for boating. With eight of the most beautiful islands in the Phuket archipelago are within easy reach: Racha, Maiton, Phi Phi, Coral, Lone and more are all 15-40 minutes away by boat. World-class cruising, beach-hopping, snorkeling and scuba diving are literally minutes away from your doorstep.

The hotel has already been voted as one of the top five resorts in Thailand and acclaimed as one of the most seductive hotels in the world. Robert H. Burns, Chef Gordon Ramsay and Rhys Ifans are among its high profile international guests.

"Not often you find a hotel with five-star flair and a sense of fun rolled into one." - *Australian Gourmet Traveller*



So much to do, so much to see...

Sri Panwa's facilities range from a fully equipped fitness centre and gym, two tennis courts and private tennis / fitness instructors on standby every day. You'll also find an internet lounge, two fully equipped meeting rooms and library offering great books, magazines and DVDs for your perusal. Our private beach and pier offer easy access by boat, yacht or sea plane all year round. Our stunning beach pool is perfect for sunbathing, lounging, or an impromptu cocktail party. Sri Panwa's Cool Spa provides treatments that ranged from the traditional to the exotic, all delivered by master therapists in our private treatment rooms or in the comfort of your own villa.

Time for a bit of adventure? Let our estate hosts prepare a day or two for you onboard your very own private yacht. Follow the north coast to explore the stunning beauty of Phang Nga Bay or skip across the sea for a visit to the mighty Phi Phi Islands. Next, bring out a wakeboard or waterskis to practice your tricks, or let us arrange a trip with a private diving instructor to guide you through the awe inspiring beauty of the Phuket underwater world. Too tired? Lay back, let out the fishing lines and hope for a bite. Then bring your catch back to Sri Panwa for our team of chefs to prepare a five-star, five-course meal for you.

"...an absolutely fabulous vacation. It's the best family time we've ever had together." – *Robert H. Burns and Family*



Baba Dining Lounge

Baba is the stylish restaurant at the exclusive Sri Panwa estate on Cape Panwa, South Eastern tip of Phuket. Commanding undisturbed panoramic views of sunset on the Andaman Sea and boasting jaw-dropping interior by the design mastermind, ISM Bangkok, it is truly the place to experience and be seen in Phuket.

The menu combines both 'American' and Asian breakfast created by the Baba's chef team.

The name BABA comes from the Peranakan name for the male half-Chinese descendants of the Straits Chinese settlers to Malaysia and Southern Thailand, who today form part of the unique indigenous make up of Phuket.

Baba serves breakfast from 7am to 11.30am

"...this is no stuffy establishment hotel." – *Kendall Hill*





Baba Poolclub

Baba Poolclub is the place to be seen on Phuket; housed within modern tropical contemporary architecture and hidden within the rainforest high above the Andaman Sea. The structure was crafted by renowned firms Habita in conjunction with ISM Interior, resulting in inspiring and unique spaces that is in a league of its own.

Sprawled over 5,000 square meters, Baba Poolclub has a little something for everyone. The open building features a 25-meter infinity-edge lap pool, games room, pool bar, Baba Hot Pot, Baba Cooking School, Baba88 Disco & Baba Spaces for meetings/functions.

BabaQ, the estate's second restaurant, treats guests to a delectable selection of fine contemporary as well as a special Japanese menu.

Guests will be indulged in the freshest sashimi and sushi as well as prime cuts of Kobe Beef and King Salmon that are imported daily. Another highlight menu is the tender and tasty Wagyu Beef from Australia, prepared with local ingredients guaranteed to make your mouth-watering just at the sight.

From Japanese kitchen to BabaQ's contemporary kitchen, the menu is light, fresh and simple. Grilled meat and the freshest seafood are the highlight of each day. A pizza oven compliments the open kitchen where you can watch the team of chefs create your meals with the utmost care and affection.

Baba Hot Pot is a cooking school with six individual cooking stations that in the evening scan be transformed into private hotpot/fondue stations for guests to cook their own tailor-made meals under the supervision of BabaQ's talented chefs.



The Pool Bar, open from 11am to late, serving Sri panwa's signature drinks and the common favorites including the famous Lycheetinis. The pool is surrounded by individual sunken pool beds, outdoor lounges, a sun deck and reflecting ponds, all perfect for relaxing, enjoying yoga and drinking and dancing under the stars.

Baba88 Disco presents a variety of sounds and musics; Bossa nova, Lounge, Chill out, SKA, even hit songs from 60's to 90's, all the way down to Reggae and Hip Hop, depending on your mood throughout the night by local and international DJs.

Located on the top floor of the Poolclub is Baba Space, two glass-enclosed rooms that are perfect for weddings, private events and meetings with panoramic views of the sea. Both spaces receive full use of all the services available at the Poolclub.

"Sri panwa was the ideal mix of glamour and relaxed fun, private moments and partying, good food and great company." – *Australian Gourmet Traveller*

Cool Spa

Sri panwa's spa facility, Cool Spa, is a full service luxury spa situated in the jungle setting landscape that is encompassed by a tropical rain forest and an ocean view of the Andaman Sea sunsets. Cool Spa merges itself into its surrounding nature, featuring six private waterfall treatment rooms with double treatment beds and a Jacuzzi bathtub, a wooden yoga deck, a vitality pool, steam rooms and two outdoor pavilions with the concept of a water spa jungle.

Reflecting its ocean location, the azure blue Cool Spa building allows for a sense of relaxation and a distinctly attractive contrast to Sri panwa's landscape. The building is designed to resemble a traditional Sino-Portuguese residence and uses thatched roofs which give an Asian tropical feel throughout the scenery. Intimate multiple waterfalls create sight and sound of scenic water gardens to stimulate mind and body rejuvenation.

Indulge into a serene place with impeccable services. Cool Spa provides Thai treatments and extraordinarily sensory experiences. All of Cool Spa's delightful treatments are based on local, natural, and the season's freshest ingredients including; mango, coconut, and tamarind. Whether enjoying a spa treatment indoors or having a massage at the Sala, guests can request a full menu of treatments. The spa menu sets off from a full body traditional Thai massage, Swedish and Indian massages designed to focus on certain areas with aromatherapy methods, adding herbal Thai Prakob to relieve pains and stretch muscles. Take pleasure in soothing your skin with our scrubs created naturally from fruits, yogurt honey, tea and oils, or enjoy stretching and yoga sessions at a completely secluded spa terrace.

A delicious menu of light, healthy nutritional dishes and herbal juices are also available for refreshment and served at a juice bar within the water gardens.

There is also a full salon service for manicures, pedicures and any finishing touches that guests may require.



Vorasiit “ Wan ” Issara

Vorasiit Issara, more commonly known by his nickname “Wan”, is the Managing Director and face of Sri panwa.

Sri panwa is owned by the famous Thai property developer, the Charn Issara Group, which takes its name from Wan’s grandfather, Charn Issara.

Sri panwa is the company is well-known for its many retail, commercial and residential buildings in Bangkok, as well as for the famous hip bar and entertainment district Royal City Avenue (RCA).

The affable, 29 years old Wan has been given the task of creating and overseeing the company’s luxury estate, a task which he has taken up with considerable relish, overseeing all aspects of the estate including day to day operations, marketing, business development and sales of the estate’s luxury private villas.

Wan learned his hotel skills as a graduate of the DCT International School of Hotel & Business Management in Switzerland.

“On my travels I was always interested in hotels with cool, hip designs, such as the Delano, Shore Club in Miami or Dylan, Amsterdam” says Wan. But when he did his hotel training, he chose to trained at the very traditional country estate hotel owned and operated by legendary hotelier Bob Burns, Grand Hotel a Villa Feltrinelli (Lake Garda, Italy) and the Mandarin Oriental Bangkok, so that he could “understand service and hospitality.”

“I already knew what I liked in terms of contemporary design, but I wanted to learn star service because that it what really makes a luxury hotel,” says Wan.

Already making waves with Sri panwa, the 29 years old developer has plans for more luxury estate and cool lifestyle hotels throughout Asia, and is certainly a face you will be a lot more of.

Fact Sheet

Address:	88 Moo 8 Sakdidej Road, Tambon Vichit, Muang, Phuket, 83000
Location:	Located on Cape Panwa, at the scenic South Eastern tip of Phuket
Tel:	+66 (0) 76 371 000
Fax:	+66 (0) 76 371 004
Email:	chill@sripanwa.com
Website:	www.sripanwa.com www.babaphuket.com www.coolspaphuket.com http://sripanwa.blogspot.com
GDS Code:	Sabre: WV114421 Worldspan: WV72672 Galileo: WV12370 Amadeus: WVHKT672
Management:	Owned and managed by Charn Issara Residence Co. Ltd, a subsidiary of one of Thailand's leading property development companies, Charn Issara Group
Accommodation:	7 Pool Suites, 90 sq. m 24 Pool Villas, one bedroom, 190-230 sq. m 21 Pool Villas, two bedrooms, 300-320 sq. m 6 Private Residential Villas, 3-5 bedrooms, 800-2,000 sq. m
Villa Design:	Tropical Contemporary Style
Villa Features:	Infinity-edge swimming pools, private terraces, decks and salas, outdoor terrazzo soaking tubs, double bed jacuzzi and shower fitted steam room
Villa Technology:	Broadband WiFi internet, IDD, satellite TV, Bose surround sound system with preloaded iPods, laptops available on request
Guest Services:	Private limousine transfers, 4WD tours, golf buddies, boat/diving trips, personal assistance, business centre, laundry, babysitting
Recreation:	Gym, swimming pool and private beach, tennis courts, games room, steam rooms, water sports, yacht mooring, library, cooking school
Dining:	Baba Dining Lounge - 'American' & Asian breakfast specialties. Baba Poolclub - the home of BabaQ contemporary cuisine and Japanese dining with the finest sushi & sashimi, Pool Bar & the 25 meter infinity-edge lap pool Baba88 Disco Bar, featuring local and international DJs offering a variety of sounds, musics, hit songs Villa service also available for all cuisines
Business:	Baba Space, full business facilities, books and DVDs upon request
Spa:	Cool Spa, traditional Thai and Swedish massages, facials, invigorating bodywraps, water therapy, aromatherapy, reflexology, tai chi, meditation, yoga, cleansing and exfoliation
Excursions:	Yachting, boat trips to outlying islands, shopping, nightlife, safari adventures, sea canoeing, fishing, elephant trekking, horse riding, mountain biking
Golf:	Red Mountain, Phuket Country Club, Loch Palm, Blue Canyon, Mission Hill, Laguna Golf Club
Education:	Simple Thai language, Thai cooking, fruit & vegetable carving, Thai massage, batik painting, Kick boxing, etc

Awarded & Achievement:

Voted as the Hot 100 Coolest place

- by Australian Gourmet Traveller 2010

Voted as 100 Luxury Hotels around the globe

- by Best Hotels magazine

Awarded Best Luxury Hotel 2008

- by Anywhere Magazine

Awarded Best Resort in the Most Natural Environment: a real holiday Experience

- by the Art of Travel Volume II

Awarded Overnight Sensations 2010: Hotels for the discerning traveler

- by Philippe Kjellgren, the president and cofounder of Kiwi Collection, the world's largest independent luxury hotel reviewer

Quintessentially Reserve 2010

The Hot List 2010, Awarded "South East Asia's 20 Finest Resort Developments"

- by Property Report South East Asia



What they says about us:

Accolades from press and guests from around the world:

“It was the ideal mix of glamour and relaxed fun, private moments and partying, good food and great company.”

“Sri panwa’s signature restaurant is an airy dining room of warm woods and Portuguese tiles set high above the sea. The menu blends local curry and noodle dishes with ham and truffle pizza and adventurous additions such as passion sake tiger prawn.”

- Kendal Hill (Australian Gourmet Traveller)

“an absolutely fabulous vacation... It’s the best family time we’ve ever had together”

- Robert H. Burns and Family

“Not often you find a hotel with five-star flair and a sense of fun rolled into one.”

- Australian Gourmet Traveller

“One of the most seductive hotels in the world”

- Anywhere Magazine

“Pure James Bond villain’s lair fantasy”

- Attitude Magazine

“The best personalized service hotel”

- P.R.S Oberoi, Chairman & CEO of Oberoi Hotels

“Every amenity you could wish for”

- Harper’s Bazaar Travel Guide

“Seriously stylish”

- Condé Nast Traveler

Baba
POOLCLUB

Sri panwa
PHUKET

Cool
Spa