

**PORT
ADRIANO**



www.portadriano.com

PORT ADRIANO

PRESS KIT

BOOT DÜSSELDORF 2012
21-29 January
Halle 6 stand B61
(Sunseeker stand)



Aerial view of Port Adriano

Press Office:

Estrategia

Patricia Fernández-Deu (patricia@estrategia.es) +34 659 46 75 45

Rosa María Carreras (rmcarreras@estrategia.es) + 34 670 25 34 25

Pau Claris, 151, 4^o1^a

Tel: +34 93 487 99 22



PORT ADRIANO

PORT ADRIANO, THE NEW MARINA DESIGNED BY PHILIPPE STARCK, ATTENDS BOOT DÜSSELDORF 2012 Halle 6 stand B61(Sunseeker)

- Located on the south coast of the island of Mallorca, Port Adriano has become one of the Mediterranean's main luxury leisure marinas, with 82 new berths for yachts and super-yachts of up to 60/80 metres long
- Philippe Starck designed the shopping area and the unique features of Port Adriano, the mark of identity of this new, exclusive leisure marina
- The technical area, which covers over 10,000m², has a spectacular 250-tonne Travel-lift and boatyards for large yachts
- The new shopping area will include some of the world's most important nautical (Burgess, Lamprell Marine, Fipa Group and Frauscher), lifestyle (Dress&co and Next Generation) and food and restaurant companies (Bruno, East, Sansibar, etc.)

Mallorca, 21st January 2012.- Port Adriano will be present in Boot Dusseldorf, with a space on the stand of Sunseeker, a partner that has commercial premises at the port.

30 minutes by car from Palma de Mallorca, Port Adriano is one of the most select leisure ports on the Mediterranean, with a service area for moorings of 25,000m², 82 berths for super-yachts between 25 and 60/80m long.

Port Adriano also has a 10,000m² technical area, with a dry dock suitable for large yachts, a 250-tonne Travel-Lift and boatyards equipped to deal with vessels of this size.

Extension work at Port Adriano, which began in 2007, is now in its final stage and this summer has seen the opening of the first sites in the shopping area. This area is equipped with a new underground car park, with an additional 240 new spaces over and above the port's existing 560 spaces. Visitors will thus be able to enjoy the natural beauty of the surroundings and conveniently access the 4,000m², 40-site leisure and shopping area.

The new shopping area, designed by Philippe Starck, features some prestigious **international nautical brands** such as the **Fipa Group** of Italian yacht builders, the Austrian company **Frauscher** and luxury yacht broker **Burgess** and **Lamprell Marine**. It will also accommodate some acclaimed sports fashion brands like **Dress&co**, a German chain of multi-brand stores, and **Next Generation**, a sophisticated sports and fashion shop with the most exclusive international brands and top-quality sports material.

Port Adriano's new shopping area also boasts an important **range of international cuisine**: the **Coast by East** restaurant, owned by one of Germany's most important food and restaurant groups, with **Sansibar**, its lounge bar; the **Bruno** restaurant, the new project of Miguel Arias and Bruno Elain, who until last spring managed the well-known restaurant Flanigan in Puerto Portals; and **Eden**, a select champagne bar.



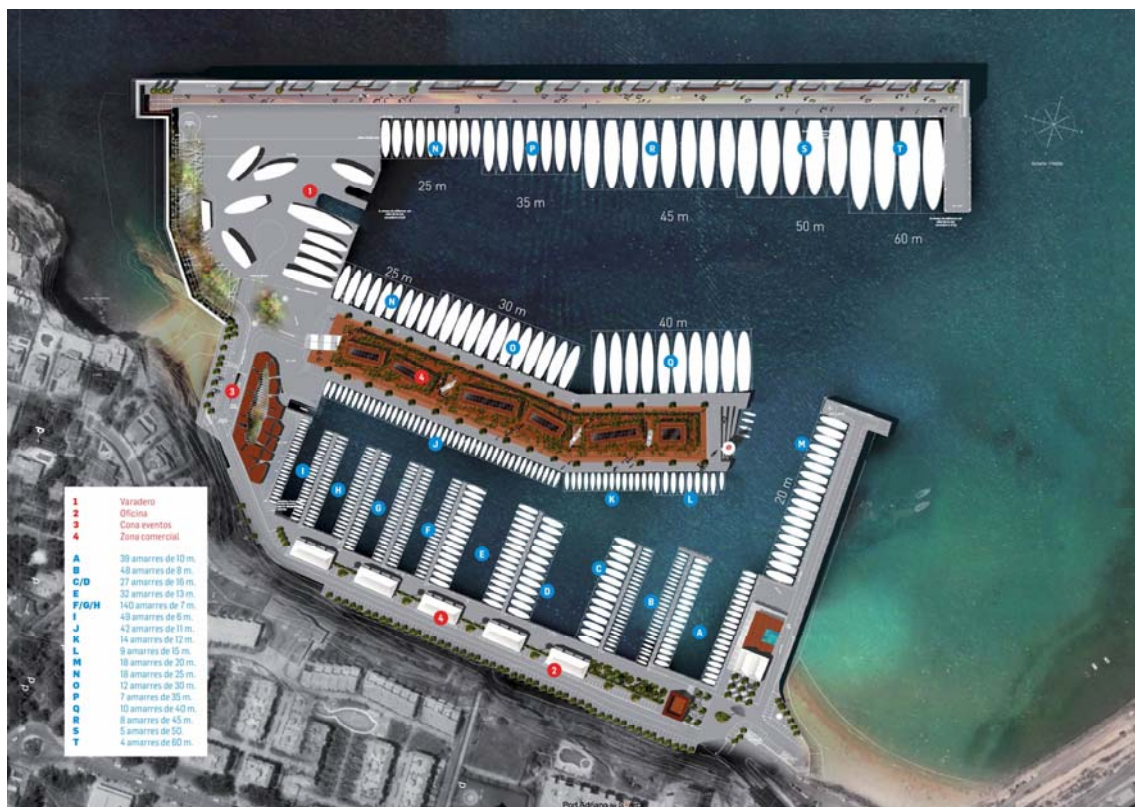
PORT ADRIANO

The new Port Adriano, a luxury meeting point

Port Adriano has a service area for moorings of 25,000m² and 82 berths for super-yachts between 25 and 60/80m long, located on the new dyke and counter-dyke, which makes Port Adriano one of the most select leisure ports on the Mediterranean, managed by a team of young professionals with considerable experience in marinas.

Moorings measuring 20m x 6	18
Moorings measuring 25m x 7	18
Moorings measuring 30m x 8	12
Moorings measuring 35m x 9	7
Moorings measuring 40m x 10	10
Moorings measuring 45m x 12	8
Moorings measuring 50m x 14	5
Moorings measuring 60m x 15	4

New moorings by yachts' lengths



PORT ADRIANO

Port Adriano, ideal base for discovering the treasures of the Mediterranean

Port Adriano enjoys an exceptional location for exploring the Mediterranean. Surrounded by areas of singular beauty, such as Cala Fornells, Toro Island and Mallorca's magnificent North coast, its position by the mouth of the Bay of Palma offers unbeatable conditions for sailing and the practice of the most diverse nautical activities.

Distances in miles between Port Adriano
and the Mediterranean's main leisure
marinas

Palma	9.21
Andratx	6.13
Ibiza	59.55
Formentera	66.56
Menorca	87.88
Barcelona	113.94
Valencia	99.87
Porto Cervo	338.64
Antibes	343.05

Avant-garde design by Philippe Starck

Another of the great attractions of Port Adriano is the avant-garde design of the communal areas and the shopping complex, work of the prestigious French designer Philippe Starck, and of particular items in the marina, such as the bollards at the mooring berths or the lamps on the quays.



PORT ADRIANO

The new shopping area of Port Adriano

Philippe Starck's project prioritizes the marina's daily life and the people visiting it. Its underground parking area, with 240 new spaces to add to the 560 already existing at the marina, enables visitors to enjoy the natural beauty of the surroundings and access the leisure and shopping areas in total comfort.

In line with Port Adriano's policy of respect for the environment, the shopping area has an innovative system of refrigeration and heating that uses the constant temperature of deep sea-water to reduce CO2 emissions.

Port Adriano has a shopping area with 40 shops covering 4,000m², one of the great attractions of the new marina. Prestigious Spanish and foreign sailing and fashion firms, restaurants and service companies will open to the public this summer.



Shopping area designed by Philippe Starck



PORT ADRIANO

NAUTICAL

◆ Burgess

One of the biggest ship brokers dealing in super-yachts, it has established its Balearic base at Port Adriano.

www.burgessyachts.com

◆ Lamprell Marine

Company specialising in the charters, maintenance and repair of luxury boats and the sale of yachts.

www.lamprellmarine.com

◆ Fipa Group

Italian yacht-manufacturing group, to which the brands MAIORA, AB YACHTS, Cbi Navi and INTERMARE belong.

www.fipagroup.com

◆ Frauscher,

Austrian ship-yard that has built top-quality leisure boats since 1927 and will have its sole branch in Spain at Port Adriano.

www.frauscherboats.com

◆ McQueen

Shop specialising in water sport accessories, from luxury items such as the Jet-lev flyer to wet suits, wakeboards, kayaks, power-ski jet boards or sea scooters.

www.mcqueenibiza.com



PORT ADRIANO

RESTAURANTS

◆ **Coast by East and Sansibar**

East is one of Hamburg's best-known restaurants and hotels. The East group will open two exclusive restaurants at Port Adriano:

Coast by East, open-air restaurant, with food based on shell-fish, grilles, sushi and sashimi.

Sansibar, a wine lounge

Direct heir of the famous beach bar on Sylt Island (Germany), a wooden cabin in the dunes that has been a meeting-point for celebrities for 30 years and a famous gourmet restaurant. Its emblem of two crossed sabres is known in Germany as the synonym of a singular gastronomic experience, the famous "Currywurst" (a sausage with a delicious curry sauce) and a selection of over 30,000 bottles of wine.

www.east-hamburg.de

◆ **Bruno and El Tandem**

The new project of Miguel Arias and Bruno Elain, till this spring Manager of the well-known Flanigan restaurant at Puerto Portals, opened its doors. The restaurant 'Bruno' offers fresh, market cuisine based on fish and shell-fish, accompanied by a surprising wine-list. On its terrace, 'El Tandem', you can enjoy a fine glass of wine or take an aperitif in a relaxed setting.

◆ **Eden**, champagne bar

◆ **Adriano Ice Cream**, new home-made Ice-Cream Parlour, in the best Mallorcan style.



PORT ADRIANO

FASHION

◆ Next Generation

A sports and fashion sophisticated boutique with top international brands (Gucci, Bottega Veneta, Yves Saint Laurent, Prada, Jimmy Choo, Missoni, Philipp Plein, Balenciaga...) and sports gear of the highest quality.

www.nextgeneration.at

◆ Dress&Co

Fashion shop based in Germany, with a selection of the leading international brands of clothes for men and women. This will be its first shop in Spain.

www.dress-co.com

◆ Piluca Osaba

Spanish chain of women's clothes shops, with establishments in Madrid, Palma de Mallorca and Puerto Portals.

www.pilucaosaba.com

◆ Lirouage

Multi-brand fashion shop in the top range, with ladies' accessories (Gianni Versace, Emilio Pucci, iceberg...)

JEWELLERS

◆ Relojería Alemana

Exclusive watch-shop with over 130 years experience working with the best brands in watch-making and jewellery.

www.relojeriaalemana.com

REAL ESTATE AGENCIES

◆ First Mallorca

Mallorca's leading agency at the top end of the island's real estate market.

www.firstmallorca.com

These new establishments in the shopping area are in addition to those already open at the marina: Marina Balear (www.marina-balear.de), Ponent Yates (www.ponent-yates.es), Sunseeker Germany (www.sunseeker.de), MYG (www.medyachtgroup.com), Marlin Marine Services (www.marlinmarineservices.com), Fahrschule Kaden (www.fahrschule-kaden.com), Yates Adriano (www.yatesadriano.com) and Mar Balear (www.marbalear.com), all offering nautical services, and the restaurants La Terraza, Pizzería La Oca, El Faro del Toro, Sa Cantina Café and Vino del Mar.



PORT ADRIANO

Elite nautical services for a select public

As well as basic services (a branch of the *Banco Popular*, food supplies and all kinds of products through the *El Corte Inglés* yacht provisioning service), the new Port Adriano has a technical area covering 10,000m², with a dry-dock suitable for super-yachts that is equipped with a 250-tonne Travel-lift and workshops for this size of boat.

In addition, a slip-way and a launch ramp for small boats have been constructed. The sailing and diving school will be opening very soon.

Port Adriano's services for boats include:

Running water

Desalinated water

Fuel service at mooring – 12,000 l/h

Waste water disposal at mooring

Bilge water disposal at mooring

Data service, Wi-Fi and switchboard

Security cameras

Storage space (minimum area 24m², 6x4x3.3m)

MARPOL Certificates

Mooring system with 4 lines

Specific attention for super-yachts

Rest area for crews

Power supply:

– 20 m – 230V, 63A

– 25 m – 400V, 63A

– 30 m – 400V, 125A

– 35 m – 400V, 125A + 230V, 32A (one of each)

– 40 m – 400V, 125A + 230V, 32A (one of each)

– 45 m – 400V, 250A + 230V, 32A (one of each)

– 50 m – 400V, 400A + 230V, 32A (one of each)

– 60 m – 400V, 400A + 230V, 32A (one of each)

Single facility for mooring in the main Balearic Islands: Mallorca, Ibiza and Menorca

Ocibar, the owner of Port Adriano, is the only company that has leisure ports in the main Balearic islands: **S'Altra Banda** (Menorca), **Ibiza Magna** (Ibiza) and **Port Adriano** (Mallorca).

This means that the users of the recreational ports run by Ocibar can benefit from its excellent model of marina management and from one single company to talk to, which makes it much easier to find berths available in the Balearic Islands at any time of year.



PORT ADRIANO

Ocibar

For 20 years, Ocibar has pursued excellence as the distinctive element of the ports that it manages, **Port Adriano**, **Ibiza Magna** and **S'Altra Banda**. In order to satisfy the needs of all its customers, Ocibar offers top quality in all its installations and in its maintenance, as in other services, such as crewing, the dry dock, reception, winter storage of boats etc., that it offers its customers and their crews.

Respectful of the environment

Port Adriano and Ibiza Magna have obtained the EMAS environmental award given by the European Union, which recognises companies that have introduced a system of environmental management and that acquire a commitment to on-going improvement. The two marinas have also renewed their ISO 14001 environmental certificates and their ISO 9001 quality ones, granted by the independent certification company, TÜVRheinland.



For sales information:

www.portadriano.com
info@portadriano.com
Tel: +34 971 23 24 94

Press Office:

Estrategia
Patricia Fernández-Deu
patricia@estrategia.es
Rosa María Carreras
rmcarreras@estrategia.es
Pau Claris, 151, 4^o 1^a D - 08009 Barcelona
Tel: +34 93 487 99 22



**PORT
ADRIANO**



www.portadriano.com