

## "I Always Wanted To Vacation Here": Ian Schrager On The New Bodrum Edition



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The Edition Bodrum COURTESY OF THE EDITION

Most Americans aren't familiar with Bodrum, the former fishing village located along the Aegean peninsula in Turkey. This last summer, The Edition hotels opened [The Bodrum Edition](#) just three kilometers (1.86 miles) from Yalikavak Marina at the western point of the Bodrum peninsula. The hotel features 102 guest rooms, suites and villas, that come with breathtaking views of the Aegean Sea — some have private pools, balconies and gardens. Along with sweeping views of the Aegean Sea, The Bodrum Edition offers delicious Mediterranean dining courtesy of El Bulli alum and Peruvian chef Diego

Munoz, and one-of-a-kind Turkish hammam spa experiences. After enjoying a typical Turkish breakfast with fresh fruit, eggs, simit—the sesame seed-covered Turkish version of the bagel, and more, guests can head to the beach along the Aegean sea. Down below, creative agency Istanbul74 curates the fashionable clothing boutique, which opened with Turkish designer Umit Benan's easygoing, casual and relaxed men's resortwear. Every detail of the spectacular hotel is considered, from the traditional Turkish ashtrays to its swimming pools to its relaxing spa.

When the sun goes down, guests can dance the night away in the Mediterranean *boîte*-meets-Italian disco nightclub called Discetto, which Schrager, who is part of the duo responsible for the legendary New York nightclub Studio 54, said will be a new concept. "That's going to be a new genre, of daily nightclub it's a refined and sophisticated look and feel to it, there is dancing, so we're hoping for that is another look," said Schrager. During the opening luminaries like creative director Demet Müftüoğlu Eseli, Edition vice president of brand experiences Ben Pundole, actor and designer Waris Ahluwalia, artist Robert Montgomery and fashion designer Johan Lindeberg celebrated the beautiful seaside resort.

So why did Schrager want to develop a hotel in Turkey? "I have known Bodrum for a long time, I used to sail in the Turkish Islands on quite a few vacations," said the hotelier. "I always wanted to vacation here. This opportunity came along and we went to see it and we loved it, and we believed in the developer, so the opportunity went there." Schrager further explained why he chose to open a hotel in the country:

"Our hotels are opportunities based on market, based on political circumstances, we focus on the intrinsic values of what we see in our location because those things change. We just stick to the fundamentals."

"We want people to feel that they're in Bodrum, and it's a unique place like any other, and every time you go to a country," said Schrager. "We work with great people, and we find out the local culture, we are immersed in the local culture, and we try to assimilate that with our design aesthetic. We feel when you do something good everybody gets it."