



the art of spontaneous living

Meet Cloud.7 Hotels. Istanbul's Newest Arrival for the Curious & Connected Traveller



LONDON (1 April 2016) --- The innovative and independent new Cloud.7 Hotels has just opened its first home in the cosmopolitan, iconic and vibrant city of Istanbul, encapsulating the true spirit of the brand. Nestled just a short walk away from the Bosphorus in the up-and-coming Bakirkoy district, Cloud.7 Atakoy Marina has been created for today's fast-paced and curious traveller seeking a stylish, connected yet affordable hub and a real experience of the city.

The Extrovert meets the Introvert

Cloud.7 hotels is a **youthful contrast concept reflecting our very human nature: the extrovert meets the introvert**, bringing together cosy and clever 'clouds' – the rooms - with playfully designed social spaces and a strong connection with the locality, all merged together seamlessly with the latest intuitive technologies.

Cosy and Clever Clouds

Inside the cosy and clever cloud rooms guests can enjoy the perfect retreat after a day of discovery with the latest technology to connect, share, create or simply switch-off from the world; with comfy beds and pillows, rain-showers featuring Bluetooth shower speakers, fast and free Wi-Fi (as well as around the hotel), in-room 'Handy' mobiles, access to the Cloud.7 team 24/7 via WhatsApp, keyless mobile room entry, as well as having the choice of different types of smart-technology rooms which match the guests' device.



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Cloud.7 travellers will enjoy the fun and fluid guest experience as they move around the Cloud.7 hub with more smart-features such as online check-in and out, a deskless lobby social-zone and a 24/7 gym that means guests' fitness fits around them.

Local, Social and Sustainable

As well as offering a stylish tech-forward and affordable hub, Cloud.7's mission is to create a real connection point between the traveller's local and global worlds; whether that's through the Cloud.7 'Meet the Locals' platform where guests can connect with likeminded locals in the city who are on-hand to share all their favourite city secrets and people to meet; through the specially curated selection of locally sourced healthy, natural goodies; via its collaboration with emerging local artists whose affordable art on display is available to buy direct online or via mobile devices – and, by supporting local initiatives such as the Olive Tree Women's Craft Collective in Istanbul which works to improve the livelihoods of the local Syrian refugees.

Cloud.7's passion for locality and sustainability extends to its building and interiors, having created a meaningful destination building with primarily sustainable and green materials and energy-saving systems including a striking natural thermowood façade. Many of the materials and features including furniture, lighting and stonework have also been sourced from local designers, manufacturers and artists.

Expanding the vision to the youth-driven hubs of the future

Fifteen more Cloud.7 hotels are in the pipeline across Eastern Europe, Caucasus & the Middle East, each with their own unique interpretation of the Cloud.7 brand, in some of the world's fastest growing, youth-driven and culturally blooming destinations, from Tbilisi and Tehran to Abu Dhabi and Dubai.

Cloud.7 guests can enjoy all cloud comforts with prices from just €59

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