

# AVENUE

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*Lynn Nesbit,  
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Associates*



Baron Jean van Gysel

# V Stands for Luxury

Headed by Baron Jean van Gysel, V Resorts Limited introduces an exclusive new development on Dubai's The World archipelago, V . . . Greece on The World

In the coastal waters of Dubai, a paradise awaits. V . . . Greece on The World is the name of a 484,882-square-foot development by V Resorts Limited, the internationally recognized brand behind several stunning properties. The latest breakthrough in luxury development will sit on the island of Greece in The World, an archipelago of three hundred islands arranged in the shape of the world's continents. The developer behind the brand, Baron Jean van Gysel, is a Belgian entrepreneur already known for establishing a benchmark in luxury hotels.

Now he has come up with a singular offering for lucky buyers. Work is underway on V . . . Greece on The World, which will include 34 suites and 18 villas. Designed by a Roman architectural team, Architetti Associati, the development boasts a look that is both elegant and modern.

"I like very pure and simple lines," van Gysel says. Light will be a critical element, just as it was in V . . . Vejer, the company's boutique hotel in Southern Spain. In envisioning the development, van Gysel points to architect Richard Meier's maxim that "light is the essence of life."

V . . . Greece on The World's location on an island in the clear, warm waters of the Arabian Gulf ensures that the quality of light and life will be unparalleled. The construction of the new resort will begin this February on the the southeastern side of the European archipelago. The group of islands was created by Dubai's premier developer, Nakheel. The completed project will span 205,000 square feet. With completion slated for spring or summer of 2011, V . . . Greece on The World will be one of the first finished developments on the archipelago.

"It is incredibly rare to see such attention to detail, quality of finishes and pure aesthetics as evidenced in this project," says Warburg Realty Partnership Senior Managing Director Richard Steinberg, the exclusive marketing director for the development. "Truly, I feel that this will become one of the most exclusive addresses in world."

If van Gysel's first hotel, V . . . Vejer, is any indication, V . . . Greece on The World will be a destination characterized by customized luxury and breath-taking views. V . . . Vejer provides guests with endless panoramas of the Andalusian countryside, while the interiors of the property feature antique Portuguese furniture. The 18 villas of V . . . Greece on The World include individual pools and saunas, as well as maid's quarters. In addition, 11 of the residences will be suspended over the water on stilts with ocean views through floor-to-ceiling glass entrances. Seven ocean villas possess private moorings that accommodate boats as long as 20 meters.

Van Gysel plans to follow V . . . Greece on The World with more boutique hotels in the Middle East, and tentative locations are Abu Dhabi, Qatar, and Oman. "The Middle East is becoming a new center for tourism," van Gysel says. "I hope to create a niche market that will be known for its elegance and specificity. The idea is to stay small and very exclusive."

For more information, please contact Richard Steinberg at Warburg Realty Partnership, 212.439.5183 or rsteinberg@warburgrealty.com. ♦