

The Restaurant at Address

Address Boulevard, Dubai

Words: Harry McKinley

Downtown Dubai is undeniably a marvel of modern urban planning. From the Burj Khalifa – a soaring architectural spear that stands as testament to the city’s ambition and rapid development – to the vast Dubai Mall, the project encompasses residential, retail, civic and hospitality spaces on a scale rarely seen. As the flagship mega-development of Emaar Properties, it’s also a slice of the city punctuated with Address hotels and residences, each catering to a different segment of Dubai’s plentiful tourist market.

Address Dubai Mall, for example, lures predominantly GCC shoppers thanks to its promise of world class retail on the doorstep; while Address Downtown was the first hotel from the Address Hotels + Resorts brand, and appealed to an international audience keen to take advantage of the many gourmet dining experiences and remarkable views across the dancing fountains. It’s an audience sure to flock back when the hotel reopens following the fire of December 2015.

The newest kid on the block is the 72-storey Address Boulevard, which features 196 five-star hotel rooms and 523 serviced residences. Standing over Sheikh Mohammed Bin Rashid Boulevard, it is the sixth tallest building in an expanding metropolis that frequently redefines what tall means in architectural terms. But while the building – splendid though it is – is not exactly an oddity in a city of skyscrapers, the F&B is a much more original proposition: a 24-hour restaurant intended to evoke a bourgeois Parisian apartment.

Hotels have long drawn inspiration from everyday living spaces, as they seek to present a home from home that feels genuinely, comfortably and familiarly homely. But at Address Boulevard, subtle influences give way to spaces specifically themed around a kitchen, lounge, living room, study, dressing room and collection room; with a library, games room and music room thrown in for good measure.

The sweeping but subdivided space was developed by Imagination and designed by Carlos Virgile of Virgile and Partners. As well as completing F&B projects for the likes of Andaz Delhi and Crowne Plaza Belgrade, Virgile and Partners has worked extensively on top-tier retail projects, including Harrods’ Luxury Rooms and the beauty hall of Harvey Nichols in London. Indeed, at The Restaurant at Address, there is clearly a deft hand at play when it comes to the meeting of hospitality and almost commercial perfection. Much like in a department store, guests are sold a diet of immaculately curated objects, bespoke furniture and carefully chosen lighting. Each room is restful and relatable, but with just enough sense of aspiration to warrant the visit. It is a home, but without the domesticity.

The main formal dining area of The Restaurant at Address is composed of living room, study, dining room and collection room – a gallery type space for the display of objects and art. Whilst each has its own character, a cohesive aesthetic runs throughout: sophisticated grey and ivory walls offset with sharp accents of blue, yellow and red in the furnishings.



La Casserole



The clean, modern lines of the interior are echoed in the tableware, with plates by Bernardaud and Revol. Cutlery is by Guy Degrenne, completing a line-up of tabletop brands known for their minimal and progressive design sensibility. As is de rigueur for the region, the restaurant also features a discreet private dining room, secreted behind a library wall that parts to allow entry.

On the design, Virgile says, “The concept had to create a perfect fit to match the exclusive lifestyle of guests. The idea was to reimagine the predictable hotel eating and socialising experience as a lived-in concept; a place that feels real, like a luxury residential setting where the ‘owners’ live, enjoy their surroundings and invite their friends to share the place.”

From more formal dining – albeit with an easy air – to relaxed, the kitchen and its pantry provide a fast and informal area for breakfast, or for socialising over coffee.

Overseen by Executive Chef Enrique Gonzales, the menu at The Restaurant at Address is a polished mix of Mediterranean classics with the occasional Middle Eastern staple – think smooth burrata with tomatoes, or hummus with an appetising well of feta and olives. The wine list, meanwhile, continues the focus on European vintages, featuring the likes of Gosset Champagne and reds from the historic Italian wine house Cossetti.

During the months when Dubai’s sweltering desert heat has given way to balmy warmth and calm, clear nights, diners can take advantage of Address Boulevard’s terrace. With views across to the Burj Khalifa and

with the towers of Boulevard Plaza looming alongside, the terrace is a connecting element that leads into the restaurant space, as well as the bar and ‘library’.

The nature of the region’s climate, as well as its culture, means that GCC nationals are invariably known as night owls. Many retail outlets are open until midnight, and Cafes, restaurants and sheesha joints often still buzz well into the wee hours. With this in mind, perhaps the most novel aspect of Address Boulevard’s F&B offer is in its approach to all-day-dining. With an, ‘eat what you want, when you want’ ethos, the restaurant is open 24-hours.

The decision to develop a model that works around the clock not only fits within the framework of a home-style concept, but takes into account the character of the local market, as well as the modern traveller. No longer relegated to room service or bar snacks, late arrivals, business travellers and those with a tendency to get peckish at 3am, can still be delivered an elevated dining experience. As General Manager Pascal Dupuis says, “The Restaurant at Address is a focal point of the hotel. It redefines the concept of all-day-dining in a carefully curated space and marks a first. It will appeal to guests who value the true nature of ‘make yourself at home’. The specially crafted menu represents a shift in culinary thinking and provides the visitor with a novel culinary experience in one of the city’s most exciting restaurants.”

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