

Crimson Resort & Spa Cebu opens Azure Beach Club

Philippine Daily Inquirer 1:08 AM | Saturday, November 8th, 2014



AERIAL view of Azure Beach Club

Masterplanned by the world-renowned resort architectural and interior design firm of Wimberly Allison Tong & Goo (WATG) from California teamed up with the landscape architecture of Belt Collins from Hong Kong and the interior design talents from Manila-based ERFE & Associates, Crimson Resort & Spa Mactan will transport its guests to a world reminiscent of Balinese-inspired resorts with unique Cebuano touches. Beautifully landscaped gardens and contemporary and muted tropical aesthetics punctuated by elements of wood, stone and woven natural Philippine fibers resonate throughout the resort.



ROCK bar of Azure Beach Club

With its well-appointed villas that have their own plunge pool, world-class amenities, distinct Filipino service and an infinity pool that plunges into the ocean, Crimson softly embraces you into a warm seclusion, a sense of calm and peace amid this modern tropical hideaway. Continuing its tradition of offering Filipino hospitality and world-class-worthy products and services, the resort opened Azure Beach Club recently.

Seamlessly embracing the charm and natural beauty of its locale, Azure Beach Club adds a stunning architecture perfectly complementing the existing design elements of the Balinese-inspired resort. The design allows unhindered view of the ocean from 90 percent of the venue with its open concept design.

"Azure Beach Club was designed with 3Es in mind—environment, enjoyment and energy," said area general manager James Montenegro. "We want our guests to experience the natural elements of the place by carefully working on the design to work around the environment."

Azure's three main components include a restaurant and bar with theater kitchen that provides guests full view of the chefs in action so they have a complete feel of the experience from preparation to table service. The restaurant offers al fresco dining area with retractable canopy, allowing guests to bask in the tropical weather and worship the sun on perfect sunny days and starry night skies. Dining here is indulging all of the senses.

The place provides exhilarating views of Mactan and Hilutungan channel, the food and drinks area designed to be interactive to provide a unique personal experience and the service casual and friendly.

The lounge area occupying the mid part of the beach club directly links to the main beach area of the resort. With its wooden floor panels and sandy landing, it provides the perfect space to get a tan during the day and laze comfortably to watch the sky change color to dusk. During parties, this easily converts to a perfect dance floor to enjoy the music of International and local DJs.



ROCK bar of Azure Beach Club

Transporting guests to a different paradigm and offering an experience on its own is the rock bar of Azure Beach Club, perched at the end of the beachside cliff of the resort with nothing but the sky above and the sea underneath. The bar's prominent and dominant appearance is softened by subtle hues of off white and light blue cushions in the cleverly designed seats that form part of the bar design and structure.