

THE
SQUARE NINE
JOURNAL

The Square Nine Journal is a periodical problem we created upon ourselves.





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ITALIAN NAVY DIVERS
AND NAVY SPECIAL FORCES

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You've stumbled upon our new signature periodical. Devoted to the hotel's unique design, lifestyle, arts and cultural insights, Square Nine Journal offers a curated selection of stories.

We aim to share only new and noteworthy insights—news, recommendations, and impressions but also authentic stories and interviews.

Our dedication to our guests goes a step further, which is evident in all the new things we offer. We announce our collaboration with luxury skincare brand Augustinus Bader; we are bringing their products for the first time to Serbia.

We hope you'll enjoy this unique look into the fabled Capital of the Balkans from the distinct perspective of its most acclaimed boutique, luxury hotel.

WELCOME TO SQUARE NINE

squarenine.rs

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SQUARE NINE HOTEL



ISAY WEINFELD

„I don't treat architecture as a religion“

A sign of the city's fledgling cool is the 45-room Bauhaus Square Nine Hotel, which opened 2011 and was designed by the Brazilian architect Isay Weinfeld.

NEW YORK TIMES

The surprise of walking into a sumptuously designed Belgrade hotel is rivaled only by discovering that its lobby bar, manned by white-jacketed staff, turns out a perfect-ice-cold, dry as dust-martini.

FORBES

For Weinfeld's first hotel project outside South America, Hotel Square Nine in the Serbian capital of Belgrade (completed in 2011), he spent five years renovating what had been an abandoned building and turning it into a 45-room hotel.

WALLPAPER

Located vis à vis the lush Studentski Trg Park, Square Nine Hotel's sleek, modern architecture blends in well with its environment. Designed by Brazilian architect Isay Weinfeld (best known as the mastermind behind the Fasano in Sao Paulo), the 45-room, Bauhaus-inspired hotel is a place where culture and people come together.

ONCE IN A LIFETIME, VOL. 2
by Gestalten

This hotel in the vibrant Serb capital sees architect Isay Weinfeld mix indigenous wood finishes from his native Brazil with nautical antiques and mid-century Scandinavian furnishings.

SLEEPER MAGAZINE

Collecting gas given Weinfeld a specific expertise that informs his design decisions. In Belgrade, his hotel Square Nine is filled with carefully curated objects: globes of the world, indigenous textiles, a worn wooden church pew. Almost every project is a total artwork, or gesamtkunstwerk; Weinfeld accepts commissions only if he is director as well, responsible for everything from architecture and landscaping to menu fonts and flower vases. In his work, Weinfeld makes aesthetic choices based solely on the client's wishes. "I know what they like and don't like," he says, "so I can mix and match, creating a sense of contrast – and balance – that is very important to my work."

ISAY WEINFELD
An Architect from Brazil
by Gestalten

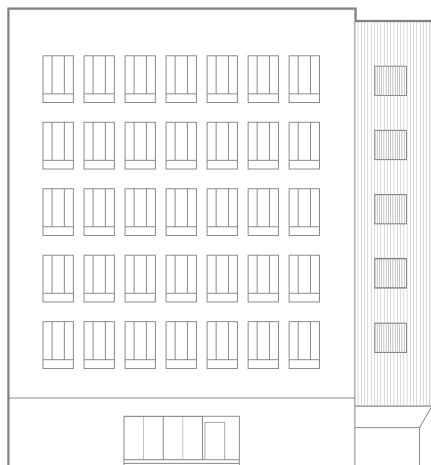
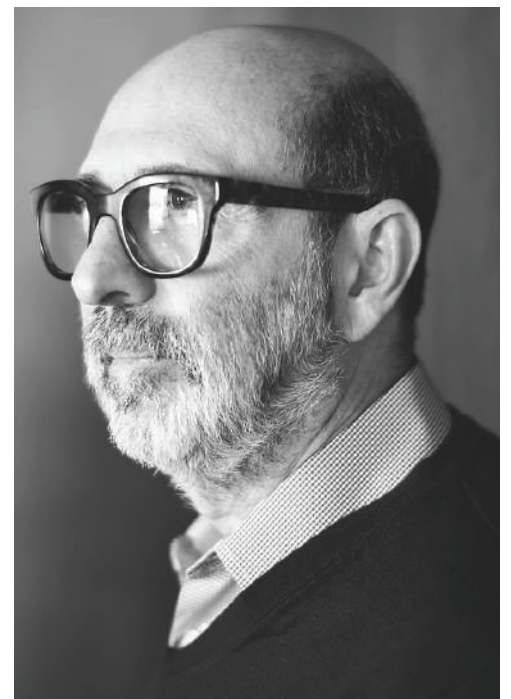
As Belgrade embraces the Isay Weinfeld-designed Square Nine, a world-class boutique hotel filled with Danish furniture, the Serbian capital's design boom goes from strength to strengths.

WALLPAPER

Let the hotel Square Nine be your base. With a Scandi-like lobby and muted, minimalistic rooms, this might be Belgrade's chicest place to stay.

VOGUE

Born in São Paulo in 1952, he studied at the School of Architecture at the city's Mackenzie University and launched his multidisciplinary practice in 1973. His work is predominantly connected with his home country, yet he is well known for numerous residences, hotels, shops, banks and restaurants all over the globe. He often says that the most important „spice“ he uses in his work is curiosity, while underlining that he is already in love with his future projects that are yet to be designed.



DESIGN & ART OF LIVING

The interior design of the Square Nine Hotel, tells a unique story to its guests.
It was created by the Brazilian architect Isay Weinfeld.

The materials, including wood, stone, and leather, enhance the furnishings. The hotel's varied selection of vintage pieces by Scandinavian, North American, and Brazilian designers speaks clearly about the elegance of simple and exquisite taste and comfort. It tickles the imagination and invites guests to consider every object in the hotel. Once they start this design journey, they will discover that each piece is hand-picked to tell a story of dedication and style.





HANS JØRGENSEN WEGNER (1914–2007)

Lounge chairs in leather, model AP20

These chairs are masterpieces designed by a world-renowned Danish furniture designer whose style was often described as organic functionality. Designed in 1954. Manufactured by AP Stolen, Denmark.

IN THE JUNIOR SUITE

OSCAR NIEMEYER (1907–2012)

Dining Table, model Mesa Redonda, made of Brazilian pau marfim wood

Designed in 1971 for Casa das Canoas, Rio de Janeiro, Manufactured by Office Brazil

IN THE LOBBY



POUL KJÆRHOLM (1929–1980)

Low armchair model PK 31 made of steel and leather. Kjærholm's pieces were given numbers only signifying his dedication to create furniture that would be recognized for its form.

Designed in 1956. Manufactured by E. Kold Christensen, Denmark. In 1982, Fritz Hansen took over the production and sales of the Kjærholm Collection, 1951–1967.

IN THE LOBBY

BRUNO MATHSSON (1907–1988)

EVA – a rare four-seat sofa with original linen webbing upholstery, model

Designed in 1941. Manufactured by Karl Mathsson, Sweden

ON THE 5TH FLOOR



STANCIJA MENEGHETTI

"I have come to the realization that every time i come here, again and again, I see something new; something beautiful; something different. "

— Miroslav Pliso



Almost 20 years ago, in the bosom of Istria's luxurious landscape, Miroslav Pliso, and his wife Romana Kajfez, discovered a place to build a hotel and plant vineyards, surrounded by idyllic scenery and mesmerizing beauty for curious travellers who value experiences and pleasure more than the pure accumulation of destinations. We spoke about what fascinated him in regard to the land and how beautiful, aged ruins from the first half of then nineteenth century became a leading luxury property in Istria.

You took on the challenge of creating a real gem of serenity, tranquillity, and exclusivity. What did it look like in the beginning?

I searched for something like this for

years. I had the money, and I had the desire. I yearned to find the perfect place to satisfy my vision; I gave it my all trying to find something, but there was nothing to be found that tailored to my wishes! Then one day, a friend of mine, Zeljko Kutic, came up to me on his bike and said, "I found it!" At that point, I had almost lost all hope. I mean, I had lost my will to look any further after spending an immeasurable amount of time searching. Nonetheless, I decided to get in my car, drive over there, and see what was discovered. I remember it vividly; it was April 1, a sunny but rather cold day. Upon seeing the land, I said in excitement, "This is it!" It was love at first sight, and I knew it had to be mine. That happened almost 20 years ago.



What was the condition of the property when you bought it?

At that moment, there was only one dilapidated house on the property with only one floor and a small cottage next to it, all severely ramshackled. There was a scary barn there that smelled like sheep, goats, pigs, and old sheep cheese. For 20 years, no one had lived on the property; it was a ghost town, completely abandoned.

Did you have any idea what to do with it?

I had the idea to plant olives and to have a lot of land, despite not having a peasant origin in the last four generations. The last one in my family who owned some land died back in 1880. So, I planted 1,500 olive trees, but during the first year, frost “killed” 300 of them. When a friend of mine from Slovenia advised me to plant grapevines, I was surprised! I said, “Where will I plant vines, man? I don’t know anything about them. I don’t know anything about this either, but this is easy!” Yet he insisted — “Plant them. I’ll help you.” And he really did, he kept to his word! We moved the olives to the other side and planted vines at that exact spot where the olives once stood.

What is the difference between olive oil and wine production?

Olives need time. An olive tree grows up as a man does; it’s a slow and never-ending process. You have to wait for almost nine years for the first harvest. On the contrary, for vines to produce fruit, it takes only three years. However, vines are much more demanding; they take a lot more work and money. Oil has a simple story — you wait, press olives at the right time, and store the oil in a cool, dark place. Vines bear fruit earlier, but everything that follows is much more demanding. You cannot live on Malvasia alone; you have to “school” your wines. If your children finish only high school,

they will not eat much veal. They have to graduate from college, get doctorates, and go through professional exams before you can call them scholars. And those are your winner wines, the ones that you put in the time and effort for. That’s why you do it. The production of these wines takes five years and every mistake you make in the beginning, including the selection of vineyards, will catch up to you at some point. One could say that the olive tree is like a mother, while the grapevine is like a wife.

What are your best wines?

In my opinion, my best wines are all my latest wines to be modest. Every year we are understanding much more about all the important and critical points surrounding cultivation, and understanding terroir, which is the most important part of quality wine. Now, really, we are producing year-old wines. We have Istrian Malvasia and a Malvasia from Dubrovnik. Then we have a Merlot and a Chardonnay. Soon, there will be three types of champagnes among which one will be prepared as a vintage. The other one is a Rosewhite the third one is a two-year-old Brute Classic. Let’s not forget about our stars, the Meneghetti White and Meneghetti Red White is burgundy-type blend based

MENEGHETTI

EXTRA VIRGIN OLIVE OILS

BJELICA – BIANCHERA
 aroma of freshly cut grass; it’s flavor notes vary between oil, almond, wild asparagus, and radicchio

LECCINO
 mild, sweet, well-rounded flavor with fresh, fruity aroma

ROSULJA – ROSIGNOLA
 intense aroma with notes of semiripened tomatoes, artichokes, lettuce, and dried fruit

IZBOR – SELECTION
 extra-virgin oil produced from the indigenous Istrian Buza variety, the most widespread variety of olive in Istria. Buza olive oil can have a medium to intensely fruity flavor, and Izbor falls under the latter category

From this season you can taste special Menegetti for Square Nine cuvée, extra virgin olive oil, in Square Nine Hotel restaurants!



Member Relais & Châteaux since 2013

Located 8 km from the medieval town of Bale-Valle in Istria, Croatia

Estate spreads across 385,000sqm of olive groves and vineyards, forest, pasture and is situated 20km from the Istrian pearl of Rovinj, as well as the Roman city of Pula

1.6 km from its own beach

Closed from January 1st to March 15th



A HOTEL THAT AIMS HIGHER — WHERE LUXURY IS PERSONAL

on Chardonnay and Pinot Blanc, and the Red is a Right Banc Bordeaux that is made of out of Merlot, Cabernet Sauvignon, and Cabernet Franc. I always ask myself, why would anyone drink my Malvasia and not someone else's? What makes mine so special? It must be different. How? That is a million-dollar question.

You have a variety of service packages also?

When people come here, they are amazed at the sheer beauty of the location. If you have something more to show, some bonus content—you are in a win-win situation.

Why Stancija? And who is Meneghetti?

Stancija is an estate in Istria; the word stanza means room, or flat. Essentially, it's a place — an agricultural, post feudal land where people live and produce everything for their own needs. Now, this guy, this Meneghetti character — we have no idea where he came from or where he went. We don't know what his first name was; we haven't found him in any book or graveyard.

In 1868, Austria decided to create a military garrison with 2000 permanent soldiers here. We explored whether Meneghetti came here because there were

approximately 2000 soldiers who were paid by the day, buying things, and eating four times a day. That's why he came here. Sell this, sell that, sell everything, and so on. Then, before the First World War, he sold it all to Kufic family and disappeared. We still haven't discovered his full name. Meneghetti is enough. It sounds good — it's easy to read.

It had to be rounded up into a luxury hotel?

We started out with just four rooms. Even today, there are no such houses that have been tidied up to the level we did then.

I had a French chef, we did it with a serious level of arrogance. We raised the bar very high; we set high standards for ourselves. We became a hotel the moment we had more stars than rooms — four rooms but five stars! In 2013, we joined Relais & Châteaux [the international association of exclusive hotels and restaurants]. I soon realized that it all became very difficult to manage, that we had to expand without destroying what we had already built by adding some new extensions. In the end, goes as it always has — less is more. The man behind this architectural piece you see today is Riccardo Paliaga, an architect from Rovinj. Riccardo is a tough man and very protective of tradition and architecture. He made these corridors so that you actually see a different perspective from each point of view. Something new arises wherever you set foot. You cannot see everything from one place, but rather have to work your way around to discover the full beauty and intricacy. If it were all the same, you would get bored rather quickly. There are barriers everywhere — you see less, you feel more; like a third eye or a sixth sense. All in all, we came to have 25 very luxurious accommodation units. In 2019, we started another extension. Now we have six villas, 18 bedrooms, everything top-notch, as it should be. We even made a little chapel in American style. If I were to remarry, it would be here. The interiors were designed by a friend of mine, Damir Radakovic, who did the layout quite well. It was a difficult task as he had to create something that fit seamlessly — the house and the rest of the ambience.

What are your guests looking for?

They are looking for serenity, tranquility, exclusivity, just to name a few. And no matter how many people they are surrounded by, I have made sure they won't feel that. Here there is always peace amidst the noise.

And the cuisine?

The cuisine is Mediterranean, and we really try to create it with local ingredients and a new approach. We also pay close attention to the origin of the food, which is not as easy as it may seem. You can see that we're managing it. We are succeeding.



VLADIMIR DJUROVIC

This October, Vladimir was in Belgrade giving a lecture at a sustainable architecture conference



HIS LANDSCAPE PROJECTS WERE ALSO TRANSFORMING, FROM SIMPLY OFFERING BEAUTIFUL GARDENS TO DOING SO WHILE BECOMING POTENT CONTRIBUTORS TO THE FOUNDATION'S MISSION OF MAKING IMPACT AND POSITIVE CHANGE

Vladimir Djurovic, seems to be quite an enigma to us, with his typical Slavic name, yet somehow being foreign to our territory. He was born and raised in Beirut to a Yugoslavian father and a Lebanese mother until the onset of its civil war when he left to Europe and the United States to pursue his education.

He is a connoisseur's landscape architect who seems to be on a unique and personal trajectory. He has been discreetly working all around the world from China to Mexico, North America to Africa and now infiltrating Europe. Having recently finished projects in London and Berlin and just being entrusted with the extension of the prestigious Gulbenkian Museum park in Lisbon, Portugal.



In parallel with that, he has been slowly transforming his practice, taking it completely out of the main stream, and focusing exclusively on long-term relationships with a few select clients. Clients who are on a mission to make a difference with what they do. A point in case is his relationship with the Aga Khan Foundation. He has been working with them for the past 14 years, on four different projects, in four different continents. Over those years, his landscape projects were also transforming, from simply offering beautiful gardens to doing so while becoming potent contributors to the foundation's mission of making impact and positive change wherever they intervene.

His latest project with them is the Aga Khan university in Kampala, Uganda,

where his landscape scheme for that campus addresses some of the most pressing environmental and social issues facing that country.

Vladimir was recently here in Belgrade this October, giving a lecture at a sustainable architecture conference where he presented his work while sending an outcry on the current state of our planet. On how we urgently need to stop and change our behavior, and amended our relationship with nature and with each and every other living specie.

During his presentation, he showed an evolution in his work spanning over two decades, towards projects that address such concerns. He urged everyone in their own field and capacity to shift their mindset and start authentically

tackling these grave threats that we have inflicted onto ourselves. He concluded by showing his personal dream project right here in Montenegro. A place where he is somehow trying to rediscover his roots, but more importantly, he is building a model on natural and cultural heritage conservation.

Montenegro, a country that he feels is gifted with immense natural beauty and significance, but is in dire and urgent need for alternate ways of development. Approaches that celebrate and enrich rather than destroy and impoverish.

Vladimir has been a huge fan of Square Nine since its opening. He has stayed here numerous times over the years and will surely be coming much more often now that he is finally working in our region.



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the legendary chronograph that was born to race.
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A COMPELLING GUESTLIST

Almost nine years running, we at Square Nine
thank you for the choice



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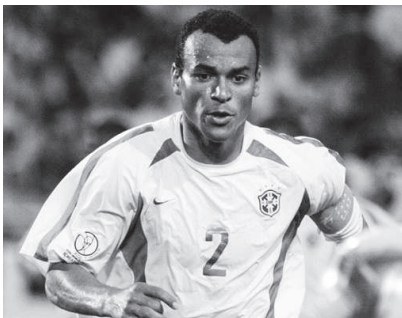
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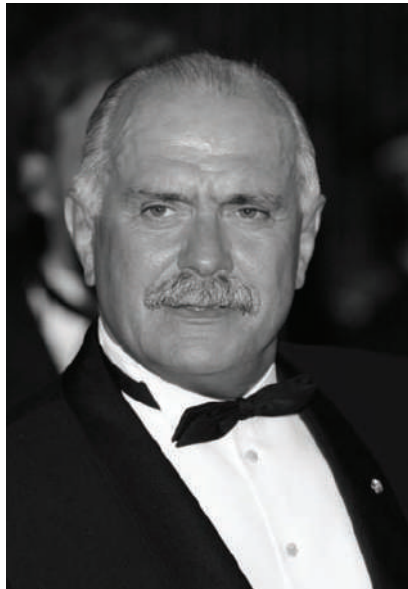
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9.

1. PRINCE CHARLES AND CAMILLA
2. RALPH FIENNES
3. MARINA ABRAMOVIC
4. JEREMY RENNER
5. BRYAN FERRY
6. GERARD DEPARDIEU
7. MARCOS EVANGELISTA DE MORAIS CAFU
8. SANTIAGO CALATRAVA
9. NIKITA MIHALKOV
10. PIERRE CASIRAGHI



10.

THE GUESTLIST



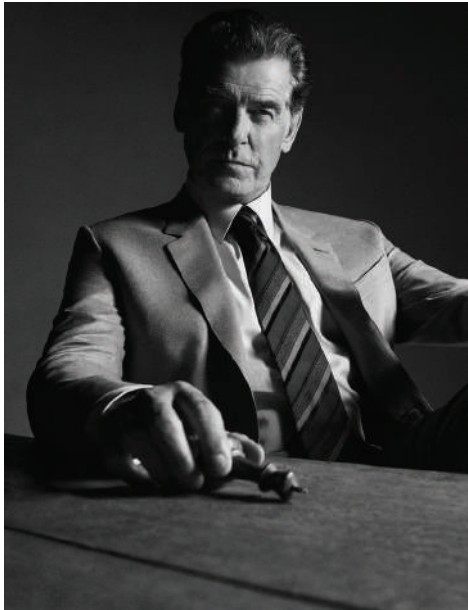
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10.

1. JULIA ROBERTS
2. NOVAK DJOKOVIC
3. BORIS BECKER
4. PIERCE BROSNAN
5. JAMIE FOX
6. EROS RAMAZZOTTI
7. OSCAR ISAAC
8. ORHAN PAMUK
9. TONY BLAIR
10. ZUBIN MEHTA

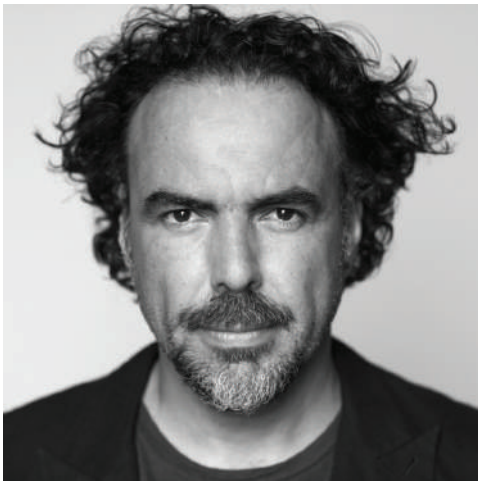
THE GUESTLIST



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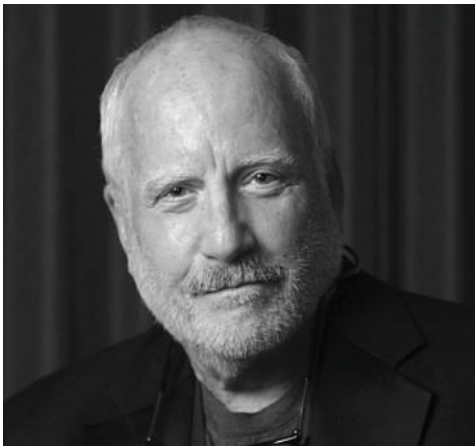
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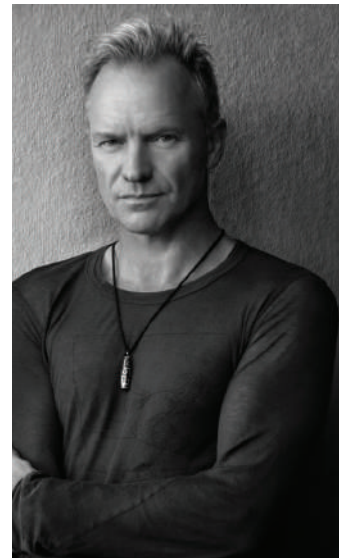


5.



6.

- 1. JEAN TODT
- 2. TOM SACHS
- 3. ALEJANDRO GONZÁLEZ IÑÁRRITU
- 4. DURAN DURAN
- 5. RICHARD DREYFUSS
- 6. JOSÉ MOURINHO
- 7. STING
- 8. KEVIN SPACEY



7.



8.

SKINCARE SCIENCE BREAKTHROUGH

Formulated for all skin types



The Square Nine Hotel has teamed up with one of the most revolutionary skincare and cosmetics brands, Augustinus Bader, to bring their products to Serbia, for the very first time.

In 2020 you can rejuvenate yourself with this products in our wellness & spa center.

“The Augustinus Bader creams work with each person’s individual genetic code and cells, meaning the creams are naturally personalized to each user. This is one of the reasons our creams are so effective.”

- Professor Augustinus Bader



The Augustinus Bader brand covers luxury skincare and cosmetics, regenerative medicine, and a foundation supporting scientific research and distributing medical aid around the world. Each of these diverse strands originates from the work of Professor Augustinus Bader, one of the world’s leading stem cell scientists and creator of a groundbreaking technology known as the ABC Method, which activates, boosts and commits the patients’ own stem cells to orchestrate the body’s natural healing process. World-leading expert in stem cell research, Professor Augustinus Bader of Leipzig University, has spent thirty years unlocking the body’s innate processes to self-heal, discovering a breakthrough medical treatment that initiates these regenerate processes, and developed the game-changing skincare that uses a unique Trigger Factor Complex called TFC8® to optimize skin health, visibly reduce the damage caused by environmental stressors, and restore skin radiance. Globally recognized as one of the leaders in regenerative medicine, German-born Professor Augustinus Bader is the only scientific mind in the world who has discovered how to unlock the signals that trigger one’s own stem cells. As head of stem cell research at the University of Leipzig, he spent 30 years focused on perfecting the healing process and uncovered how to reawaken these cells, which go dor-

mant over time due to aging or trauma. Professor Bader’s mission started with the intention to help burn victims, particularly children with traumatic injuries. In 2008, he formulated a groundbreaking wound gel that heals even third-degree burns without surgery or skin grafts. It works by carrying a set of healing signals to the site of the wound or burn, triggering the damaged skin cells and facilitating perfect healing. Augustinus Bader Skincare was born out of this breakthrough. If Professor Bader had the science to restore badly burned skin, imagine what his technology could do for the average person’s complexion. In 2018, Augustinus Bader Skincare launched with two hero products – The Cream and The Rich Cream. Both creams contain TFC8® (Trigger Factor Complex - Patent Pending) technology, which supports the skin’s natural processes, leaving all skin types – mature, dry, oily, or sensitive – looking restored, renewed and regenerated. Augustinus Bader Skincare was not born in a boardroom. This brand is the byproduct of groundbreaking research intended to find a way to heal wounds without scarring, and was created to help continue to fund this important scientific work to help more people around the world. It starts and ends with a mission to bring Professor Bader’s state-of-the-art healing to those in need.

THE RESULTS

The Cream and The Rich Cream help to minimize frown lines and wrinkles, even skin tone, and significantly increase overall skin health. Each provides surface-level support for a more supple appearance.

Instantly - Skin looks and feels hydrated and soothed.

Over time - Wrinkles, fine lines, age spots and redness appear reduced. Skin tone looks more even and complexion looks and feels smoother and more supple.

100% Free From Parabens, fragrance, mineral oils, SLS, SLES, DEA. The Augustinus Bader skincare is free from perfumes, silicone and fillers which makes it suitable for all skin types including sensitive skins.

GOURMET

A classic is a classic because it has stood the test of time.
As a chef, you value your integrity, your guests, and your product.



TOURNEDOS ROSSINI

A dish claimed to have been invented by the famous Antoine Careme — king of chefs and chef to kings!

A marriage made in heaven and a true classic of French gastronomy, this dish is a must for meat and foie gras lovers. These tender beef fillets are cooked perfectly pink and served with a rich creamy slice of seared foie gras topped by the black diamond of the kitchen—thin slices of aromatic black truffles and finished with a rich Madeira sauce. Food doesn't get much tastier than this!



SALMON COULIBIAC

Every single ingredient plays an important role in the making of кулебяка, truly a classic Russian dish.

This dish is so good that it was hijacked by famed chef Auguste Escoffier at the beginning of the twentieth century and became a part of classic French cooking with the name saumon en croûte.

The salmon stays moist and takes on the aromatic flavours of chives, parsley, and tarragon and the zesty zing of lemon.

I BELIEVE THERE IS NO SUCH THING AS PERFECT FOOD, ONLY THE IDEA OF IT. THE REAL PURPOSE OF COOKING AND STRIVING TO PERFECTION IN THE KITCHEN BECOMES CLEAR—TO MAKE PEOPLE HAPPY. SIMPLY PUT, THAT IS WHAT COOKING IS ALL ABOUT



GOATS CHEESE TART

When I created this—in my opinion a sexy little dish—I was focusing on flavours and textures.

The base is a rich and crumbly Parmesan sable topped with a silky smooth and slightly tangy goat cheese mousse and then garnished with a sweet honey and thyme glaze, roasted pine nuts, and an aromatic tomato confit.

The result is not only a very pretty but also a tasty starter that became one of the favourites on our menu.

A RECIPE HAS NO SOUL UNLESS WE COOKS READ BETWEEN THE LINES AND FIND THE RECIPE'S SOUL.

EAU D'VIVRE

THESE SPIRITS ARE DEEPLY EMBEDDED
IN THE LOCAL CULTURAL HERITAGE



“As a boy, I played hide-and-seek and football in plum orchards with kids from the neighbourhood. When I got home in the evening all dusty and hungry, the table would already have been set. The adults would be vividly discussing the sweetness of the plums and who had had a better year growing them. I listened hypnotically to their stories about making rakia (brandy in Serbian). It seemed like magic to me. There is something eternal in the connection between nature and humanity.”

Now a grown man, Dejan Stojanovic looks at the sky hoping for good weather because he is the one producing brandy now, a drink that just as in the good old days draws people with warm smiles, interesting stories, and lucid ideas to gather around the cauldron.

“We collect the ripe fruit by hand, and we do not use a single machine in the production of our brandy, nor do we use any wine products. Our production utilizes 400 to 600 litres of fruit per batch; that is why each of our bottles is numbered, and the series is limited. Our brandy needs no added extracts or aroma.”

We need to thank nature alone for this brandy’s exquisite taste as the manufacturer likes to emphasize. The production of brandy follows the philosophy of simplicity and shows respect for the process in a way that is fundamentally connected with the earth. The label design is commissioned from Belgrade based branding and design agency Coba&associates.

Square Nine hotel is kindly offering this unique brandy to its guests, who enjoy the warmth and cosiness during their stay at Square Nine hotel.



COCKTAILS

Our hotel's lobby bar opens its doors to a delightful and fun combination of flavours for any mood or occasion.



DAIQUIRI

Simple and sublime balance

Delicate blend of rum's sweetness and the raw freshness of sugar and lime juice.

(Dark rum shaken with freshly squeezed lime juice and sugar syrup)

- Put sugar and lime juice into a shaker and stir until the sugar has dissolved.
- Add the rum, fill the shaker with half small ice cubes and half crushed ice, and shake vigorously until thoroughly chilled.
- Fine-strain into a chilled coupe glass.

5cl dark rum

3cl lime juice

2cl sugar syrup

MARTINI

The ultimate classic with the subtle notes of citrus.

(Gin or vodka of your choice combined with dry vermouth and garnished with olives or lemon twist)

- Fill a mixing glass with ice cubes.
- Pour in the vermouth and vodka and stir for about 20 seconds.
- Strain into a well-chilled Martini glass.
- Twist peel over the cocktail to release the oils and then drop into the drink as a garnish. Or garnish with olives.

6cl vodka/gin

2cl dry vermouth

lemon twist or olives



LOBBY BAR HOURS: 8:00 AM to 1:00 AM

NEGRONI

Replacing soda with gin resulted in one of the best creations.

Count Camillo Negroni created an eponymous drink by asking the bartender, Fosco Scarselli, to strengthen his favourite cocktail, the Americano, by replacing soda water with gin.

(Beefeater gin, Campari, and Martini Rosso vermouth)

- Add ingredients into a rocks glass with large ice cubes and stir briefly
- Garnish with an orange peel.

3cl gin

3cl Campari

3cl sweet vermouth



HOSTING A SPLENDID EVENT

Nine rules regarding an event's winning atmosphere

1. Stealth Mode

Our super staff can do whatever is needed so quickly and quietly that guests won't notice anything is happening. Our preparations go down to the smallest detail, and they always keep in mind the requirements of all guests and performers. This guarantees that every event is a one-of-a-kind story.

2. Surprising Moment

Each event is similar to an act in a play, and there is always something unexpected, delightful, and memorable about it.

3. Outstanding Menu

Eyck Zimmer, one of the world's best chefs, creates special menus that enhance every event's purpose and theme.

4. Matching Spirits

Drinks match the theme of the celebration and the tastes of its guests.

5. Music

Consider a string orchestra, a piano player, or an interesting DJ. They will accompany and support your event, whatever it is, throughout the evening and provide a pleasant atmosphere.

6. Art

Each piece of furniture and decor is hand-picked.

7. Ambience

We focus on enhancing the overall sensation of an event.

8. People

From the screenwriter and costume designer all the way to the capable, imaginative, and event-savvy director, our special people make special events happen.

9. Gift

We'll come up with something authentic that will be savoured and enjoyed by all.



Let us set up the perfect wedding for you!
Floral arrangements, understated décor, and discreet lighting will make your beautiful day perfect. We'll come up with something authentic that will be savoured and enjoyed by all. Let us arrange all you need for your event including acclaimed service and complementary wines, champagnes, and spirits. And yes, always consider the three E's of unforgettable events
— Exquisite, Exclusive, and Extraordinary.



Our culinary director is committed to preparing the highest quality meals with the finest ingredients the best techniques.

MAKADAM CONCEPT STORE

Hidden corner of the city



Kosančićev Venac 20, Belgrade

Located on the cobbled-stone Kosancicev Venac street of old Belgrade, Makadam Concept Store is a showcase of local contemporary design and traditional crafts aiming to contribute to the preservation of local tradition and production. Created to fulfill the need of any traveler seeking authenticity and diversity, it combines a store and a bistro with a beautiful summer terrace offering great local wines and other delicacies. The store is a curated collection of fashion and homeware made by Serbia's finest artisans and designers, as well as a selection of jewelry, natural cosmetics, books, art, and vintage objects.



NOVEMBAR GALLERY

Finest contemporary art



Kursulina 22, Belgrade

Gallery Novembar is a contemporary art gallery which offers innovative, high-quality art produced by internationally established, emerging, as well as newly discovered artists coming from Serbia and the Balkan Region. The gallery is set up as a vital platform for critical thinking across different art media, disciplines, cultures and contexts. Using art and its presentation as a tool for analysis, we constantly try to contribute to the production of new knowledge and create opportunities for learning for the benefit of staff, consumers, wider community and investors.

The goal of this multidimensional venture is to allow interested art lovers and collectors to expand their knowledge about contemporary art, to define preferences and to support them in building coherent collections.

www.novembargallery.com

FACTS & FIGURES

FACTS & FIGURES

- **Square Nine is Belgrade's first world-class luxury hotel**
 - Located in Belgrade's most attractive historic district
 - A member of The Leading Hotels of the World
-
- 45 rooms and suites
 - Mix of midcentury furnishings
 - Wellness & Spa - 18m long lap pool made from Italian stone
 - Fitness Technogym
 - Technics Loewe
 - Beds Treca
 - Luxury bathroom amenities by Hermes
 - Towels and robes Pratesi
 - Coffee machines Nespresso
 - Persian carpets

GUEST SERVICE AND AMENITIES – CONCIERGE

Additional services, available at surcharge:

- Transfer from and to the airport
- Garage and Valet parking
- Tesla car chargers
- Chauffer Service
- Packing and unpacking service
- Washing, ironing and dry cleaning service
- Concierge & Personal butler
- Selection of local and international newspapers
- iPod docking stations
- Fresh flowers
- 24 H Room Service
- Event planning services

ROOMS

The Hotel offers 45 carefully designed rooms and suites, equipped with antique furniture, hardwood floors, Cumaro Wood paneling, Treca de Paris beds and pillows, Pratesi linen, Nespresso coffee machines and Hermes bathroom amenities. Each room features electronically controlled light, curtains and blinds.



AWARDS

2014

Tourist Organization of Serbia,
Turistički cvet – Best hotel in Serbia 2014
Tripadvisor Awards, Square Nine hotel
Belgrade, Travelers' Choice award

2013

World Travel Awards, awarded Square Nine
hotel Belgrade as Serbia's leading hotel 2013
Geo Saison magazine votes Square Nine ho-
tel Belgrade as 100 hotels in Europe, luxury
category
Tripadvisor Awards, Square Nine hotel Bel-
grade a Certificate of Excellence winner

2012

Conde Nast Traveler: lists Square Nine as a
Hot list 2012 destination
World Travel Awards, awarded Square Nine
hotel Belgrade as Serbia's leading hotel 2012
International Hotel Awards by Bloomberg:
awards Square Nine hotel Belgrade as a
Highly commended hotel
Wallpaper Design Awards, shortlists Square
Nine hotel Belgrade as Best new hotel by
Judges Awards

2011

Forbes, votes Square Nine hotel Belgrade as
one of the best new hotels of 2011
Wallpaper, shortlists Square Nine hotel Bel-
grade Best business hotel
Spark Award, Square Nine hotel Belgrade
wins the Spark Pro Award
Good Design Awards Japan, Square Nine ho-
tel Belgrade wins Best design hotel

PHONE NUMBERS & E-MAILS

ROOMS RESERVATIONS

+381 11 3333500
reservations@squarenine.rs

RESTAURANT THE SQUARE

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restaurant@squarenine.rs

EBISU

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WELLNESS & SPA

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spa@squarenine.rs

SALES, MARKETING & PRESS

+381 11 3333533
sales@squarenine.rs

EVENTS

+381 11 3333533
events@squarenine.rs

HOTEL

THE SQUARE – FINE DINING RESTAURANT

The Restaurants A la Carte Menu offers guests and locals a selection of modern european cuisine, and fine wines, in a soft and private atmosphere. Special seasonal menus, and bespoke dinners are also part of the impeccable service. The Restaurant offers an outdoor space, the Piazzeta, in warmer months.

Guest breakfast is served in this elegant restaurant daily.

Working hours:

Breakfast: 7:00 AM - 10:30 AM

Lunch: 12:30 PM - 4:30 PM

Dinner: 6:30 PM - 11:00 PM

Sundays closed for lunch and dinner.



EBISU – JAPANESE RESTAURANT AND ROOFTOP LOUNGE BAR

Named after the Japanese God of fisherman and luck, this stylish rooftop restaurant offers an elegant ambience, with a terrace overlooking Belgrade's most charming historic neighborhood and the best sushi in this part of the world.

Working hours:

Dinner: 6 PM - 1 PM

The Kitchen is open from 6 PM to 11 PM

Monday closed.



CONFERENCE ROOM AND BUSINESS CENTER

The Conference Room is located on the 1st floor, with access from the lobby, and it provides total privacy. The 40 square meter room, seating 14 people in boardroom style, can be easily adjusted to suit the needs of all types of meetings, private dining or small gatherings.

On the same floor by the Conference Room is our Business Center.



WELLNESS & SPA CENTER

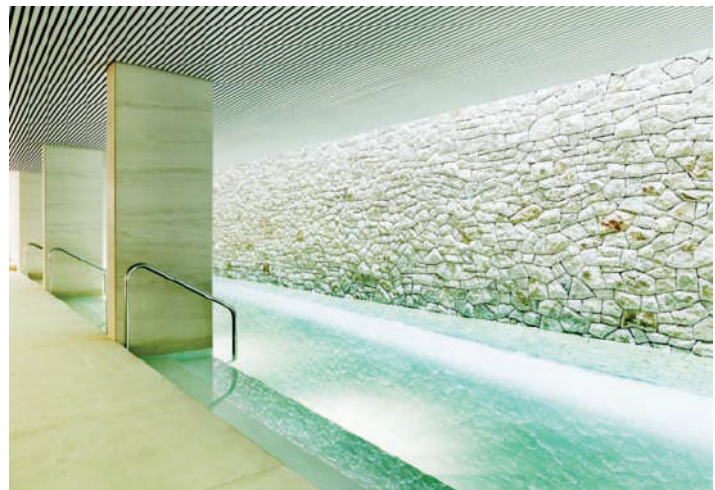
The Square Nine Spa and Wellness Center is an oasis of wellbeing, designed to restore balance and harmony to your body and spirit by providing complete revitalization. The Spa Center offers an 18 meter long, chlorine free lap pool, lit by natural light, a japanese Ofuro tub, steam room & sauna.

The Fitness Center is equipped with Technogym machines and personal trainers. The two massage and treatment rooms offer the ideal relaxation environment, with soothing music, highly trained expert therapists, and a selection of facials, body wraps and massages.

Working hours:

From Monday to Friday: 7 AM - 10 PM

Weekends: 9 AM - 9 PM



NEW RANGE ROVER

ATTRACTION IS ONLY NATURAL



ABOVE & BEYOND



The New Range Rover is the ultimate in natural attraction. The floating roofline, continuous waistline and distinctive new grille draw admiration. And new innovative features such as Pixel-laser LED headlights bring even greater presence. So, it's only natural to be attracted to the New Range Rover.

BRITISH MOTORS

Zrenjaninski put 11
11000 Beograd
+381 11 413 4444

www.britishmotors.rs

Official fuel consumption figures: 6,9-12,8 l/100 km
CO₂ emissions 196 – 298 g/km.