

# ADOREUM

ISSUE 7

Winter 2015

OUT OF  
**AFRICA**  
FEATURING KOLA KARIM

DESTINATION  
AFRICA BY  
TOM MARCHANT

EXPLORATION  
BY LEVISON  
WOOD

GEOFFREY  
KENT'S  
TOP HOTELS

MINING, INVESTMENT,  
EMERGING BRANDS,  
PEOPLE & PROPERTY



# WHAT'S BEEN GOING ON

Straight from Adoreum HQ, here are some of the highlights of what we've been up to over the past few months.

## 01 #BeExtraordinary September

On Wednesday 9th September, Bentley launched their #BeExtraordinary global campaign to celebrate the release of their new Bentayga car. Adoreum worked with Bentley Motors to bring together some of the world's most extraordinary people for a unique dinner to celebrate the extraordinary. The dinner was hosted by Mr Dürheimer, CEO of Bentley Motors at Maison Assouline with a delicious dinner by three star Michelin chef, Guy Martin. Guests included Bill Roedy, Greg Williams & Baroness Mone of Mayfair to name a few.



## 02 Battersea Power Station launches Phase 3 April

Adoreum have been working closely with Battersea Power Station on Phases 3-9 of the development. On October 1st, BPS hosted an evening with Bear Grylls, showcasing their newest development, which Adoreum opened up to their network.



## 03 Smith & Wollensky Ambassadors August

Adoreum have been working closely with the recently opened Smith & Wollensky restaurant located just off the Strand to manage their ambassador program. Adoreum were responsible for generating a carefully selected list of individuals, who would represent the restaurant amongst their social circles.

## 04 London Cabaret Club Preview August

Adoreum are working with London Cabaret Club on their London Never Dies run of shows at the Bloomsbury Ballroom, as a taster of the what the club will offer after its refurbishment in Spring 2016. Amazing performers and delicious food lead to a night not to be missed!

[www.thelondoncabaretclub.com](http://www.thelondoncabaretclub.com)



## 05 Ritz-Carlton Residences Launches in Marrakech April

Adoreum supported the launch of the Ritz Carlton Residences Marrakech, inviting key journalists from the FT's How to Spend It, Billionaire.com and Sunday Times, for British Polo Day's Morocco event.

The extraordinary weekend attracted a loyal international following, including Richard Branson and British Ambassador Clive Alderton. The development includes 85 branded residences, polo club and hotel.

[www.rcr-marrakech.com](http://www.rcr-marrakech.com)

