

## MEDIA RELEASE

### **Baillie Lodges Transforms Longitude 131° with New Vision**

Baillie Lodges has completed the first in a series of enhancements designed to transform acclaimed desert camp Longitude 131°, with a \$2million refurbishment which places the property at the forefront of Australian luxury wilderness destinations.

Having taken over operation of Longitude 131° in November, Baillie Lodges has implemented an initial refreshment of the Lodge's interior and exterior guest accommodations which helps further align the iconic retreat with the group's existing properties - Southern Ocean Lodge on Kangaroo Island and Capella Lodge on Lord Howe Island.

Together the three lodges are among the most celebrated luxury destinations in Australia, each combining stylish design with a spectacular natural setting.

Key to the new direction unveiled in the soft refurbishment this month is the introduction of local Indigenous heritage to the artworks and artefacts in the guest tents and lounge areas.

Baillie Lodges is working closely with various Indigenous art centres in the Anangu Pitjantjatjara Yankunytjatjara (APY) lands to commission artworks from the nearby Anangu communities for display at Longitude 131°. Included are dot paintings from Mutitjulu and Ernabella, Tjanpi Desert Weavers' baskets, Ernabella ceramics and wood carvings or *punu*.

The new Indigenous art complements the existing explorers' artefacts, photographs and journals throughout the property and each is united by contemporary new fabrics and soft furnishings which reflect the rich ochres, midnight blues and desert greens of the outback landscape.

The refurbishment has introduced the Baillie Lodges touch to all areas of Longitude 131°, from updated soft furnishings, new linens and the group's signature "Baillie Bed", to new uniforms designed exclusively by bush outfitters RM Williams for the team. A new fleet of luxury Mercedes touring vehicles has been delivered to carry guests in comfort.

Other enhancements include new commissioned furniture by Pierre and Charlotte Julian throughout guest tents and dining areas, contemporary campaign chairs by Arthur G allowing guests to enjoy their Uluru outlook in comfort through the changing lights of each day and an outback-inspired range of dining ceramics by Malcolm Greenwood. Outside, Eco-Smart fire-pits and flares bring a new light to the landscape experience including dune-top dining at Table 131°.

Situated discreetly adjacent to the World Heritage-listed Uluru-Kata Tjuta National Park, Longitude 131° offers 15 elevated luxury tents with unrivalled views of Uluru (Ayers Rock) and the surrounding desert landscape.

Baillie Lodges Managing Director James Baillie said the refinements were the first stage in a long-term vision for Longitude 131°.

"Our first priority has been to bring the Baillie Lodges touch to what is already an extraordinary experience at Longitude 131°," Mr Baillie said. "In the longer term we will unveil more significant developments that will take the property to new levels of luxury, yet maintain its connection with the landscape and its heritage."

Future plans include new premium canopy suites with a horizon pool facing Uluru, whilst a new dune-top retreat will have an infinity pool and a lounging and dining deck for enjoying sunsets and dinners under the stars.

### **Details of enhancements to date by area:**

- **Staff**
  - New uniforms designed by Australian bush outfitters RM Williams and custom Longitude 131° belt buckle made by Mastercast
  - Culture of 'first name service' introduced as per all Baillie Lodges properties
- **Signature Experiences**
  - Existing signature experiences enhanced and refined
  - New range of bespoke experiences introduced including lodge-operated private touring and local adventure operators' touring (additional costs apply)
  - Fleet of new Mercedes Benz luxury touring vehicles in action for all guest touring
- **Exteriors**
  - Extensive cleaning of all surfaces in the property including the tent canopies
  - Landscaping, exterior lighting and resurfacing of guest walkways
  - Refreshed outdoor dining including new outdoor furniture for Dune House guest terrace, Table 131° and private dining experiences pool side and on the dune top
  - Eco Smart flares and fire pits with river stones
- **Interiors (Guest Tents)**
  - Baillie Beds throughout, manufactured by Australian family company AH Beard
  - Pillow range including goose down and Australian wool
  - Luxe bed linens, Bemboka rug (commissioned)
  - Twin suede swivel armchairs in each tent by Arthur G, positioned to overlook Uluru
  - All hard furniture commissioned by Melbourne designers Pierre and Charlotte Julian, whose work is also at home at Southern Ocean Lodge
  - A touch of leather is apparent in furniture, on handles and compendiums
  - Ross Gardam custom designed desk lamps
  - Malcolm Greenwood ceramics
  - Soft furnishings with fabrics in tones of rich ochres, midnight sky blues, hints of desert greens and pinks
  - Tretford luxury rugs
  - Adjustable rain shower
  - In-suite bar includes: Non- and alcoholic beverages, T-Bar loose tea range, assorted Australian and local snacks
- **Guest Dining and Lounging**
  - Cotswold dining chairs and tables, matching those at Capella Lodge and Southern Ocean Lodge
  - Refreshed soft and hard furnishings in line with the guest tents
  - Commissioned local Indigenous artworks from nearby Maruku and Ernabella Anangu Art Centres including dot paintings, woven baskets and ceramics

**Editors' Notes:** Baillie Lodges is a collection of intimate luxury lodges in unique Australian destinations. Capella Lodge on Lord Howe Island launched the portfolio and continues to capture guests in its magic. Southern Ocean Lodge is Australia's most extraordinary luxury lodge offering a premium nature-based escape. Longitude 131° is a gathering of luxury tented pavilions overlooking fabled icon Uluru, delivering a journey to Australia's spiritual heart. The Baillie Lodges properties are honoured as founding members of [Luxury Lodges of Australia](#).

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