



Press Kit



2023

*Untamed beauty,
that dances with light!*

nōstos

NŌSTOS

A spark of originality *Splish Splash*
away from the spotlight



PART A - NOSTOS

Welcome to Nōstos Serifos

*A wave in your Feet
beyond the surface, dive in!*

Seventeen rooms, with four different types, at one of Aegean's best-hidden gems: Serifos island. Harrys and Bianca are Nōstos' present owners. They encapsulated the legacy of his grandfather, who used to own the establishment, in a discreet yet distinct design concept. This way, Nōstos gives you the opportunity to become a traveler. An explorer. In a sense, even a Serifian. Its philosophy is a testament to authenticity in hospitality, with a minimalistic, enviro-friendly approach and the essence of an unspoiled Cycladic spirit. As you summon it, your mind is already there - and it's having a great time...





PART A - NOSTOS

Nōstos has a background.

“So, the current owners returned to Nōstos because of nostalgia?” you might ask.

Not exactly. The truth is that hospitality is in their blood.

Harrys was born in Athens and had his first experience as a hotelier 25 years ago. He studied at Glion Hospitality Management School in Montreux and has worked since 2005 in hotels in Greece and abroad. One of them was Mykonos Theoxenia, where he met Bianca.

Bianca was born in Switzerland but was raised worldwide (Luxembourg, Turkey, Malaysia, et al.). She studied at École hôtelière de Lausanne and interned at Mykonos Theoxenia in 2009. She met Harrys and almost immediately started talking about owning a hotel together.

After a marriage, two kids (Maximos and Zoe), a dog (Myki, named after Mykonos, where they first met), a wellness business (nobleandlore.com), and (too many to count) trips around the world, they decided to work on that 2009 dream. Equally determined, yet much more experienced.

*Untamed beauty,
that changes with light!*

Nōstos has a history



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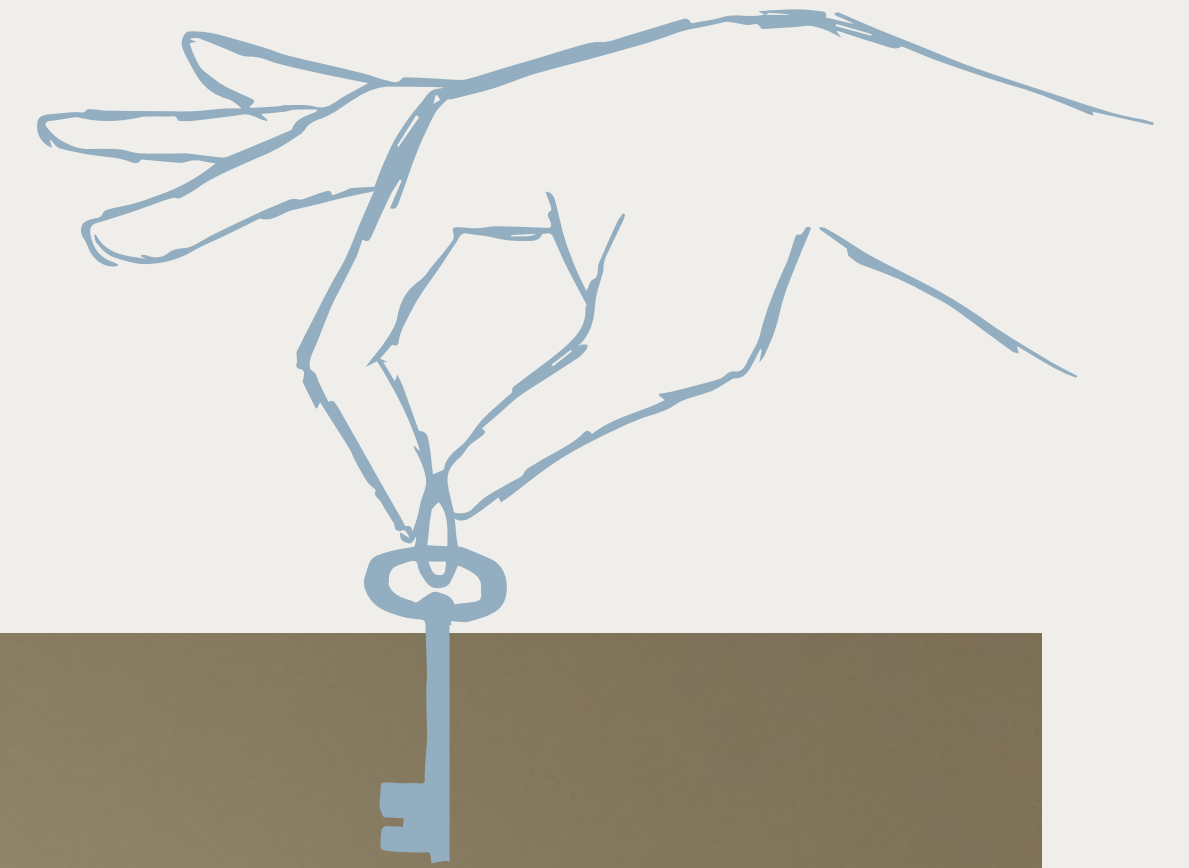
*There is always room for a story
that can transport you to another place*

Nōstos has been around here, in Serifos, since the Ancient's times. Not antiquity, of course, but the time when Pappous (Grandpa Giorgos) (George) - also known around the island as "The Ancient One" - owned it. Regardless of his deceptively pompous nickname, Pappous believed in hospitality's true, unpretentious spirit, manifested by his ever-present warm smile. A spirit we were taught by example through his genuine personality. Nōstos, now owned and revived by Swiss-based grandson Harrys and wife Bianca, encapsulates that legacy; it builds on it and re-introduces a fresh hospitality concept with an authentic Cycladic essence. It is the destination where you will find yourself getting in touch with everything you long for, while leaving behind the everyday, the ordinary, and the mundane. The scenery of your most vivid future memories awaits you.

What's the essence of Nōstos?

Nōstos is the projection of the owners' aesthetics, experiences, and perception of what hospitality should feel like. It took a visionary firm like C-O Lab to implement it, but the result is the most detailed blueprint of Harrys and Bianca's mindset; that fine hospitality does not have to come with a 5* price tag. But it should definitely feel precious. After all, every trip should hold a special place in the memory vault.

And just like any other great memory, it should be unique, genuine, hearty, and lasting. It's not just a time slot between check-in and check-out. It is a mosaic of moments of unwinding, relaxing, and enjoying life's finest to the fullest. It is a place where you can enjoy a sense of privacy or a feeling of sharing, depending on your mood. It is a destination that will make the future you, thanking you for choosing to visit. In a nutshell, Nōstos is an answer to a simple question that was coming up every time Harrys or Bianca were experiencing something exceptional during a trip: "how would we do that at our hotel?"



*Sometimes the most productive
thing you can do, is relax.*

Designing Nōstos

Nōstos' architectural concept is the work of C-O Lab, an architecture practice based in Athens and Serifos. The vision of Olga Ktena & Maria Panagiotopoulou - the two architects behind the design work - was to reconnect the hotel's interior with its surroundings. Hence, the prominent use of natural tones and materials, such wood - is a prevalent element both in construction and design.

The hotel's lobby is an excellent example. The lights were designed by Lukas Peet of the ANDlight design studio, with direct references to Cycladic artifacts in symmetry, balance, and proportionate form in suspension. The bar stools were designed by Sam Hecht and Kim Colin - Monocle's 'Designers of the Year 2022' - of the London-based studio Industrial Facility. Light both visually and in weight, they're extremely comfortable and sturdy, thanks to their innovative three-legged structure and manufacturing method that combines robotics and craftsmanship. Altogether, its setting and approach reflect its true character; not just a space, but a story chapter. Not just a lobby but a welcoming nook.



Sustainable & willing

Harnessing the sun, to power our lives

We at Nōstos believe that sustainability and environmental consideration are so much more than mere trends; they are pillars of a balanced relationship with our planet. Therefore, we implement a green initiative with many parameters - including recycling, thermal insulation, thermal pump cooling and heating, and using solar panels. Through these best practices, we are consistent with our eco-friendly approach.



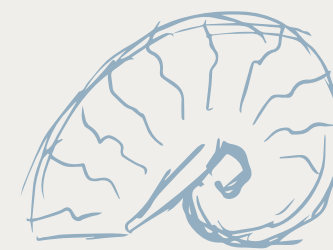


Climeworks

Such initiatives can really make a difference. However, Nōstos' owners decided to go a step further - or better said, deeper. This is why they chose to collaborate with Climeworks.



A Swiss-based company that has developed an innovative technology called Direct Air Capture. Thanks to Climeworks' DAC technology, the CO₂ from the air can be permanently captured and safely stored in the ground. This technology can be used anywhere in the world, and storage is achieved via a natural geological process.



Nōstos will proceed with the direct capture and permanent storage of an initial "batch" of 1,000kg of CO₂ from the air, with more to follow. This way, it can lower the environmental impact of its hospitality operations through a pioneering practice with a measurable impact.

Who is Serifos?



An island on the western outskirts of the Cyclades. One could say that she chose to be there herself, declaring her discrete nature in the clearest of ways. Without being grand or extravagant, she wins you over as soon as your gaze approaches her - exclusively by boat, the ideal means of introducing herself to you. But the 2-hour ferry trip from Piraeus is worth every minute. It looks like a small, rocky breath of land from a distance. Some call it the daughter of Medusa since the myth has Perseus arriving here with the head of the Gorgon, whose gaze petrified everything at sight.

But as the distance between you shortens, her extraordinary touches become more distinct. The whitewashed houses, the bougainvilleas, the radiant cobalt blue front doors, the locals' hanging laundry. Somewhere in between, dashes of greenery emerge to tie the stony to the human. From Troulos - Serifos' highest peak - to its sandy shores, the island has a laconic charm that transports you to an Aegean of a bygone era...



Making memories, leaving footprints



*Did you know that
you can taste a place?*



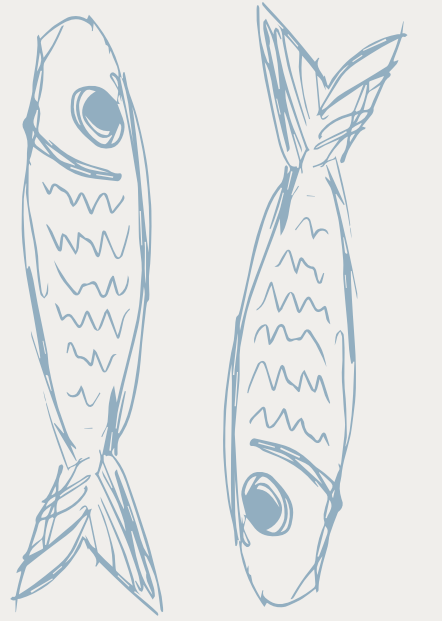
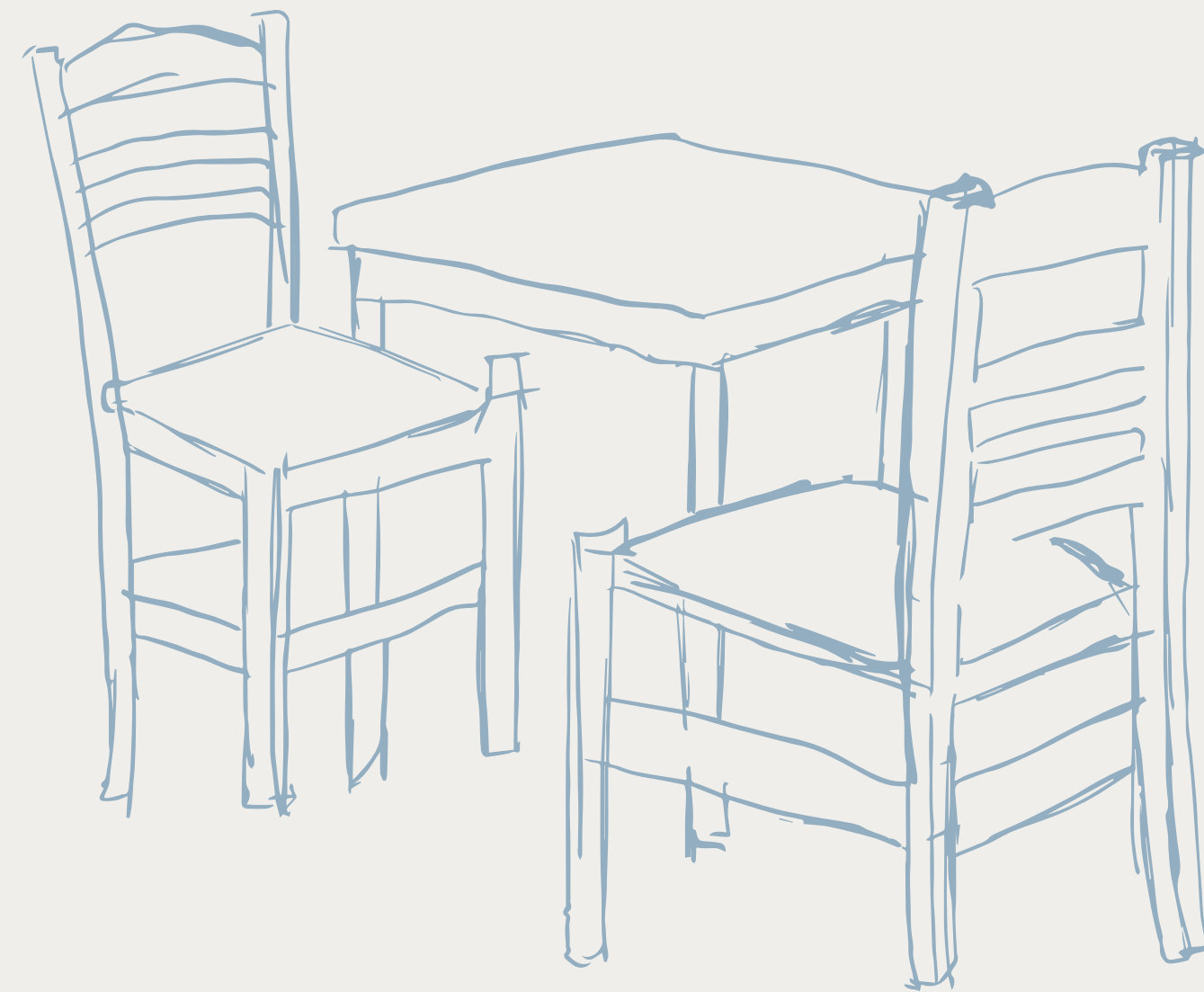
Wind also plays a key role in a beach's identity, as it can make it a destination with calm waters one day and ideal for windsurfing the next. Finally, given that almost all beaches do not have organized facilities, visitors should be prepared and carry everything they need for their stay there.

Things To See & Do

BEACHES

Thanks to its particular landscape, Serifos has many beaches - 72 to be exact - which makes it an ideal destination for beach-hopping. The closest beaches to Chora are Avlomonas and Livadakia, while further east is Psili Ammos - one of Europe's best beaches in 2004 and 2009, according to the Sunday Times. Avessalos, Kalogeros, and Kalo Ampeli are excellent choices for more secluded and private dives.





PART D - SERIFOS

A Taste of Serifos

Winemakers who have been cultivating traditional Cycladic wine varieties on organic and dry farming to highlight the varieties' character and the island's microclimate. Seaside taverns with an ever-changing menu, depending on the day's catch. Small family dairy farms where the visitor can witness the entire production circle of local cheese. Bakeries that have been operating constantly since the mid-18th century. Serifos is not a sum of tastes. It's an amalgamation of culinary experiences.



*There is no sincerer love
than the love of Food.*

A custom escapade curated by Nōstos

Every visitor has a different set of interests. Therefore, we at Nōstos are at their disposal to plan and propose a get-to-know-Serifos tour suited to it. It can be exciting, breathtaking, dazzling, or serene. But one thing is for sure: it will be unique.





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