



Gili Meno
THE ISLAND THAT REDEFINES
BAREFOOT LUXURY

Floating just off the coast of Lombok, Gili Meno moves at a rhythm entirely its own. The smallest and quietest of the three Gili Islands, it's a place defined less by itinerary and more by atmosphere, where mornings begin barefoot, afternoons dissolve into the ocean, and sunset becomes a daily ritual. Without cars or motorbikes, the island feels suspended in time, offering a rare kind of stillness that has become increasingly difficult to find across Southeast Asia.



BASK Gili Meno

THE NEW ICON OF ISLAND LUXURY

Set along the shores of Indonesia's quietest Gili Island, BASK Gili Meno is redefining the mood of modern island hospitality. Blending contemporary architecture, elevated dining, and one of the region's most talked-about beach clubs with the laidback rhythm of Gili Meno itself, the property has quickly become one of Southeast Asia's most compelling luxury escapes. More than simply a resort, BASK represents a new direction for Indonesian travel, one centred around design, atmosphere, privacy, and a deeper connection to place.



THE ISLAND

Gili Meno has long been considered one of Indonesia's best-kept island escapes. The quietest of the three Gili Islands, it offers a slower, more refined pace of travel, where white sand paths, crystal-clear water, and a distinct sense of privacy define the experience.

It is here that BASK Gili Meno has introduced a new era of luxury to the island. More than simply a resort, BASK has helped reposition Gili Meno as one of Southeast Asia's most compelling emerging destinations, balancing elevated hospitality with the relaxed atmosphere that has always made the island so appealing.

The result feels internationally minded while remaining unmistakably tied to the island itself, attracting a new generation of travellers seeking design, discretion, and a more considered style of escape.

DESIGN

At BASK, architecture becomes part of the island experience rather than a backdrop to it.

Set across both beachfront and saltwater lake frontage, the property has been designed to feel integrated into the landscape rather than imposed upon it. Low-slung structures, textured concrete, warm timber, volcanic stone, and open-air layouts create a seamless relationship between the interiors and the surrounding environment.

Natural light and ocean air move freely throughout the property, while neutral palettes and organic materials allow the landscape to remain the focal point. Curved lines soften the architecture, creating spaces that feel calm, tactile, and highly considered.

The villas and social spaces feel intentionally understated, with pathways framed by tropical greenery creating a sense of privacy throughout the resort. At BASK, the luxury is found in proportion, atmosphere, and detail rather than excess.

BEACH CLUB

BASK Beach Club has quickly become the social centre of Gili Meno. Positioned directly on the shoreline beside a striking infinity pool, the space moves effortlessly between relaxed daytime energy and elevated sunset gatherings.

Mornings begin slowly, with guests drifting between the pool, beach, and oversized daybeds beneath the palms. By afternoon, long lunches and cocktails shape the atmosphere as music subtly builds throughout the space.

As sunset approaches, the Beach Club takes on a different energy. DJs move into curated sunset sessions while the beachfront shifts into one of the island's most sought-after evening settings.

What sets BASK Beach Club apart is its balance. The atmosphere feels polished and energetic without becoming scene-driven or overproduced. Private cabanas, VVIP lounges, and layered seating areas create multiple moods throughout the venue, allowing guests to move easily between privacy and social energy depending on the pace of the day.

STAY

Accommodation at BASK ranges from intimate studios to expansive beachfront villas, each designed with a strong focus on indoor-outdoor living.

Studios offer a refined interpretation of tropical minimalism through calming palettes, natural textures, and garden-facing terraces, while Studio Plunge categories introduce private pools and more secluded outdoor spaces.

Suites elevate the experience further with wraparound terraces and infinity pools overlooking either the beachfront or the saltwater lake.

For larger groups and extended stays, the Lofts and multi-bedroom villas feel more like private island residences than traditional resort accommodation. Open-plan living spaces, expansive terraces, and private pools create a sense of exclusivity while maintaining connection to the surrounding landscape.

Throughout every category, interiors remain understated and tactile, balancing timber, linen, stone, and filtered natural light to create spaces that feel both luxurious and comfortable.



DINE

Dining at BASK reflects the same approach found throughout the property: relaxed, immersive, and highly considered.

Overlooking the ocean and connected directly to the Beach Club, BASK Restaurant & Bar anchors the resort from morning through late evening. The culinary direction leans into coastal flavours and open-flame cooking, balancing fresh seafood, wood-fired pizzas, grilled meats, house-baked bread, and generous sharing plates designed for long lunches and extended dinners by the sea.

An open kitchen brings movement and energy into the dining experience, while the setting encourages guests to settle in and linger.

Hidden beneath the resort, Rosalee offers a completely different atmosphere. The underground cocktail bar combines candlelit interiors, curated music, and refined cocktails in a space that feels intimate, exclusive, and quietly cinematic.

One of Rosalee's defining features is its underwater pool window, where reflections move softly across the space throughout the evening.

Nearby, Pomona introduces South American-inspired dining with open-fire cooking, bold flavours, strong cocktails, and a more vibrant social atmosphere.

EXPLORE

Just offshore from the resort lies Nest, the underwater sculpture installation by internationally renowned artist Jason deCaires Taylor. Positioned beneath crystal-clear water, the installation has become one of the island's most recognisable attractions, evolving naturally over time as coral and marine life grow around the sculptures.

The surrounding waters are home to reef systems, sea turtles, and exceptional visibility year-round, making snorkelling and diving among the standout experiences on Gili Meno.

Back on land, guests can explore the island by bicycle, horseback ride along the shoreline at sunset, or spend slow afternoons moving between the beach, pool, and neighbouring islands.





ESCAPE

What makes BASK particularly relevant within today's luxury travel landscape is its understanding of what modern travellers are increasingly seeking: privacy, design, atmosphere, and experiences that feel genuinely connected to place.

Rather than overwhelming the island, BASK works in harmony with it, elevating the experience of Gili Meno while preserving the relaxed character that makes the destination so distinctive.

As luxury travel continues shifting toward more immersive and design-led escapes, BASK is not only reshaping the identity of Gili Meno, but helping define the future of island luxury in Indonesia.

Inside Gili Meno

GREG MEYER ON THE ISLAND THAT CHANGED EVERYTHING

There is a quiet confidence to BASK Gili Meno that feels increasingly rare in modern hospitality. The resort has helped transform the destination into one of Southeast Asia's most compelling new luxury escapes.

Behind the vision is Greg Meyer, whose background across finance, technology, and development has shaped an unconventional approach to hospitality, one rooted less in spectacle and more in atmosphere, design, and emotional connection. As travellers increasingly seek privacy, slower living, and destinations that still feel undiscovered, Meyer shares an inside perspective on the evolution of Gili Meno and what comes next for the island.

Before BASK existed, what did you feel was missing from the luxury hospitality landscape in Indonesia?

What attracted me to Gili Meno was that there's so much to experience within the immediate region. To me, it combines the beauty of the Maldives with the energy and social spirit of the Greek Islands. That balance is incredibly rare.

Many resorts attempt to dominate their environment visually. BASK does the opposite. Was restraint always part of the architectural vision?

The intention was never to overpower the landscape. We wanted the island itself to remain the hero.

The idea was to create spaces that could accommodate different moods, feelings, and experiences throughout a stay. I wanted people to feel as though they could completely disappear into island life for a week.

We're very design-focused as a group, and we place enormous value on architecture, art, and visual identity. Positioning the resort alongside Jason deCaires Taylor's underwater sculptures was important to me because they've become such an iconic part of Gili Meno.

Building on a remote island inevitably comes with challenges most guests never see. What were some of the defining realities behind bringing BASK to life?

Building on a remote island is challenging on every level, particularly when you're trying to achieve a certain standard of quality.

I've worked with the same Indonesian supervision team across projects for many years, and that continuity has been incredibly important. We've also designed very consciously for longevity, using materials intended to age well in a tropical environment without requiring constant maintenance.

You came into hospitality from outside the traditional hotel world. Do you think that allowed you to approach luxury differently?

I spent a large part of my career living in hotels and travelling through resorts around the world, so I approached hospitality entirely from the guest perspective rather than the operator perspective.

I never wanted the experience to feel passive. There's relaxation, of course, but also energy, atmosphere, music, conversation, and great food. The experience should evolve throughout the day rather than feeling one-dimensional.

Beyond creating a resort, did you feel a responsibility in shaping how Gili Meno itself would evolve as a destination?

Absolutely. Like many people on the island, we contribute to a number of local sustainability and community initiatives, particularly around rubbish reduction, recycling, and environmental preservation.

What's encouraging is that there's a genuine shared desire within the local community to protect what makes Gili Meno special while continuing to improve it thoughtfully for the future.

Looking ahead, how do you see Gili Meno changing over the next decade, and what role do you hope BASK plays in that future?

One of the things that makes Gili Meno unique is that so much of the land is protected or reserved, so I don't believe the island will ever become overdeveloped.

The absence of cars and motorcycles also changes the entire feeling of the island. There's no noise pollution. Everything feels slower, calmer, and more human. Once you arrive, you walk or cycle everywhere, and I think that simplicity is part of its luxury.

As the brand continues to expand, what kinds of destinations, experiences, or future developments are inspiring you most right now?

Right now, our focus remains firmly on continuing to evolve the experience across Gili Meno itself.

We're opening several new dining concepts across the island, each designed with its own personality and atmosphere, alongside expanded wellness, recovery, and longevity offerings.

We're also developing additional lifestyle experiences, including an elevated padel court overlooking the lake and new recreational spaces designed to make longer stays on the island even more immersive.

