Club Med has rebranded itself in recent years, moving literally and metaphorically from its simple but innovative '60s formula: European sun, sea, sand and je ne sais quoi for grown-ups escaping from children or oldies (then defined as anyone over the age of 30). These days the resorts need to be further afield, more exotic, and related to the green environmental agendas which are politically desirable in the West, and a matter of some bemusement in the developing world. Edouard François' ethereal proposals for Club Med in Aldiana, in the south of Senegal, tick the boxes with a nice mixture of Gallic flair and light touch construction. The resort (250 rooms, expected to be completed next year) provides intriguing surroundings in which travellers can stop worrying about the energy consumed in getting there, and enjoy at least a brief period close to nature, courtesy of an inspiring François design. P.F.