

## La beach house cangiante di Natalie Parke *Natalie Parke's Shimmering Beach House*

Architettura

Kengo Kuma e il suo  
museo planetario  
*Kengo Kuma's  
Planetary Museum*

Contract Design

Hotel, Yacht  
& Resort

RCS MediaGroup spa - Poste Italiane s.p.a. - Spedite per In Abbonamento Postale D.L. 352/2003 (conv. in L. 27/02/2004 n. 46) art. 1, comma 1, DCB Milano. Printed in Italy.



# Dossier

# 616

# Contract

L'esigenza di spazi altamente personalizzati guida le aziende verso progetti su misura e soluzioni tecnologiche ad hoc. Dall'hôtellerie ai ristoranti, fino ai campus di ultima generazione ● *The need for highly personalised spaces is prompting companies to develop specially tailored design solutions. For everything from hotels and restaurants to state-of-the-art campuses*

Testo Chiara Maranzana Schede Alessia Pincini

127



**MASSERIA BORGO RITELLA, FASANO** Ricavato all'interno di un tipico edificio rurale pugliese, l'hotel è stato realizzato dall'interior designer Pino Brescia con materiali e colori ispirati al territorio. Riciclate al 40% e antiscivolo, le lastre della collezione **Carácter Mix Beige** di **Marazzi** rivestono pavimenti, bagni e alcune pareti e piani cucina. • Created in a building typical of rural Apulia, the hotel is the work of interior designer Pino Brescia, who chose materials and colours inspired by those of the area. The 40% recycled, non-slip slabs from **Marazzi's** **Carácter Mix Beige** collection are used for the bedroom floors, the bathrooms and some of the walls and kitchen surfaces. [marazzigroup.com](http://marazzigroup.com)



ph. Francesco Vignali

guests coming from outside. "The interest in open-air spaces," says Monica Pedrali, CEO of the company of the same name that has been supplying to the contract sector since the 1960s, "is one of the big trends right now, together with the demand for products made using sustainable, certified processes and materials. In the globalised market, the hospitality sector expects quality." And to satisfy this increasing requirement for customised solutions, Pedrali has chosen to manufacture on demand, personalising items from its own catalogues, as the need arises.

"35% of Reggiani's sales are made up of 'highly customised' products, which often means completely new, specially-made items," says Roberto Martello, design director of the Brianza-based lighting company. "The challenge is to manage a high degree of complexity and ensure high quality, often to very tight deadlines." And this is achieved thanks to a combination of increasingly hybrid skills required all the way from the drawing board, through project management to the final sales stage. "They may be more costly," says architect and designer Matteo Nunziati, "but Italian products win out thanks to their originality, which comes about thanks to close collaboration between designers and companies. I often find myself designing specific things for a particular project. But it also happens, when budgets are smaller, that standard catalogue items are personalised. If you know the manufacturing processes, you can make more effective design choices." An opportunity that derives from the practice of working together that is so typical of the Italian approach. ■

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ph. Marcello Mariani

**GRAND HOTEL VICTORIA, MENAGGIO** L'intervento di ristrutturazione e ampliamento dell'edificio ottocentesco sulle rive del Lago di Como, firmato da Studio Pè Architettura & Design, ha incluso serramenti di alluminio custom-made messi a punto da **Schüco** per assicurare comfort acustico e termico. La vetrata del ristorante, dotata di un sistema scorrevole su binari con apertura ad angolo, sostiene la copertura di rame originale. • The renovation and extension of a late 19<sup>th</sup>-century hotel on the shores of Lake Como, by Studio Pè Architettura & Design, involved the installation of **Schüco's** custom-made window-frames, which ensure acoustic and thermal comfort. The glass walls of the panoramic restaurant, equipped with a sliding track-mounted corner opening system, support the original copper roof. [schueco.it](http://schueco.it)