







Ilmiodesign's project is based on two key inspirations: Miami Beach, which we identify as pastel colours that blend with urban art, and the style of the group of the Italian architects of the 70s, Archizoom.

The nature of the project, which involved a total renovation of an existing building, has been determined by the material choices. The use of around 12,000 m2 of tile in different shades chosen by the designers and developed by the Spanish brand VITROGRES stands out as a key element, used both in the common areas and in the rooms.

For the facade, the designers added some cantilevers and vertical elements, as well as an intense lighting that at night reminds of Miami's art-deco neighbourhood.

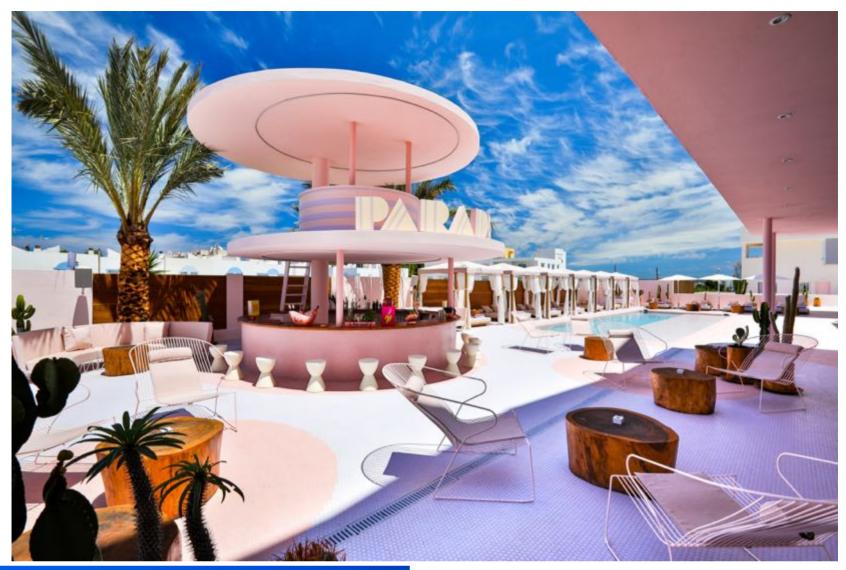
The entrance hall is designed as a multifunctional



space, where, in addition to the reception we have added a library space, a coffee bar for events and a "Zero Suite" room. This is a transparent space where one can sleep for free for one night, as long as they're willing to be seen at all times as in the reality series Big Brother.



"We worked on all aspects to fully remodel the existing building."

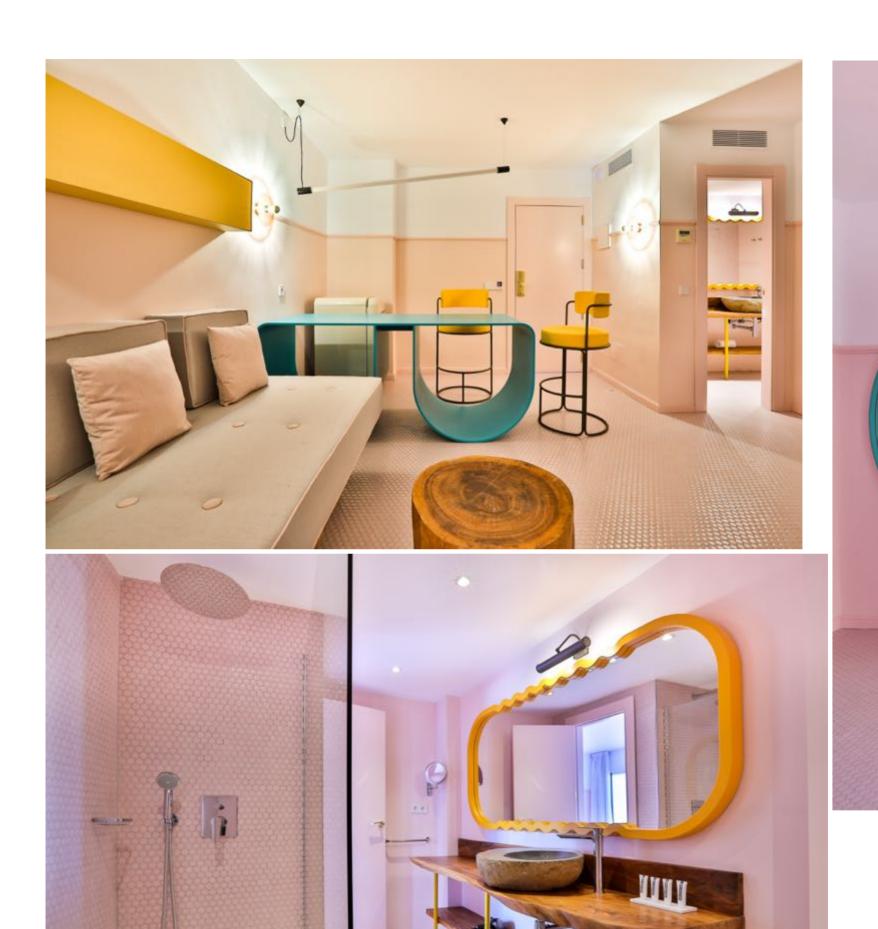




"We liked to mix contemporary design with a natural element and in this case tropical like the wood from Bali that we have used for the tables and beds."

From the hall one can watch the exterior relaxing area. This area is marked by the choice of pink and purple tiles in the floors extending in the pools as well, achieving an aesthetic continuity. The bar area is inspired by the typical "Bay Watch" style turrets where in this case the watchman is the DJ who animates the public and below is the bar.







On the other hand, the rooms and corridors are an explosion of colours. There are three different types of colour palettes for the rooms, mixed throughout the 60 rooms of the hotel. In them, the designers wanted to design a unique environment where the customer can enjoy the abundant details discovering them throughout their stay. Also here VITROGRES' tiles have been used as "rug at the foot of the bed" creating it through a change in the tone of the material. The

designers opted for custom-designed furniture and lighting objects that offer an added value to the interior design project and a more genuine character to the hotel's creative essence, such as the headboard, the sofas, the bar that, depending on the type of room, incorporates a Smeg refrigerator and finally the stools by the Spanish outdoor furniture firm Isimar.

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