

Hotel & Design

CaberlonCaroppi



Hotel Indigo Rome - St. George

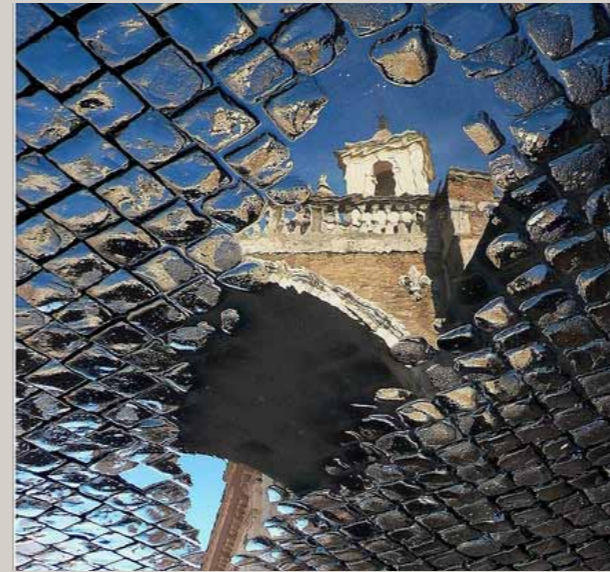


Hotel Indigo Rome - St. George





Via Giulia - Historical district



THE PLACE



BUSINESS TRAVELLING | MEETINGS | CONFERENCE | SHORT STAY



LEISURE | SIGHTSEEING | DEGUSTATION | SHOPPING | ROMANTIC | ARTS

TARGET

Indigo Rome St. George Hotel- an hotel which differentiates itself from others enlightening the story of its vibrant street, the cobblestoned “Via Giulia” lined with Renaissance buildings. It is located in the charming neighborhood built by the most inspiring architects and artists, positioned in the Rione Regola area; famous for its craftsman, custom designed furniture, art deco objects, antique watches, wonderful galleries showing work of artists working in Rome today, with contemporary pieces, boutiques and the workshops.

As a translation of Via Giulia’s character into the fascinating spaces of the hotel, we kept the artistic charm of the street constantly into the interior design of all the rooms. Nowadays, the street even has contemporary art galleries, which provide a pleasant contrast with the historic architecture, also shown in our designs.

The Entrance of the Hotel welcomes guests with a beautiful contemporary baroque inspired mirror, reflecting the space around. Existing architectural elements such as the stone walls, Roman pavement, arches and thick pillars are seen throughout the hotel which are emphasized with soft relaxing lighting. The windows are revisited and undressed from their drapery to show visual clarity and give the space transparency towards the encompassing neighborhood. Most of the furniture is custom made giving the feel of craftsmanship. Some walls are covered by pictures of roman sculptures, and architectural details. Libraries, bookshelves and tables are decorated with artisanal frames, antiquities, small statues, alphabetical letters inspired from the embossed Roman lettering. These small details reminisce the roots and history of the region, yet in a renewed, up-to-date manner; giving it constant resonance including pieces from local artists

The restaurant accomodates a modern buffet area displaying all the food as a typical Italian market, with a picture of a Roman column covering the opposite wall.

The hallways leading to the bedrooms have carpets inspired from mosaic patterns. Additionally, the walls behind the beds are made of mosaic revealed in a fashionable way inspired from the sharp angled Roman mosaic.



It is all about the juxtaposition between the old and new; renaissance and contemporary in a modern twisted way to give guests an inspirational stay in the mood of the old Roman heritage motivating them to explore the landmarks, workshops, galleries, and antique shops around.

THE NEIGHBORHOOD STORY

MOOD BOARD



BLUE INDIGO



CLASSIC GREY



AMARANTH
PURPLE



BLUE GREEN



TENDER WHITE



YELLOW OCHRE



BRIGHT GOLDS



GROUND FLOOR PLAN



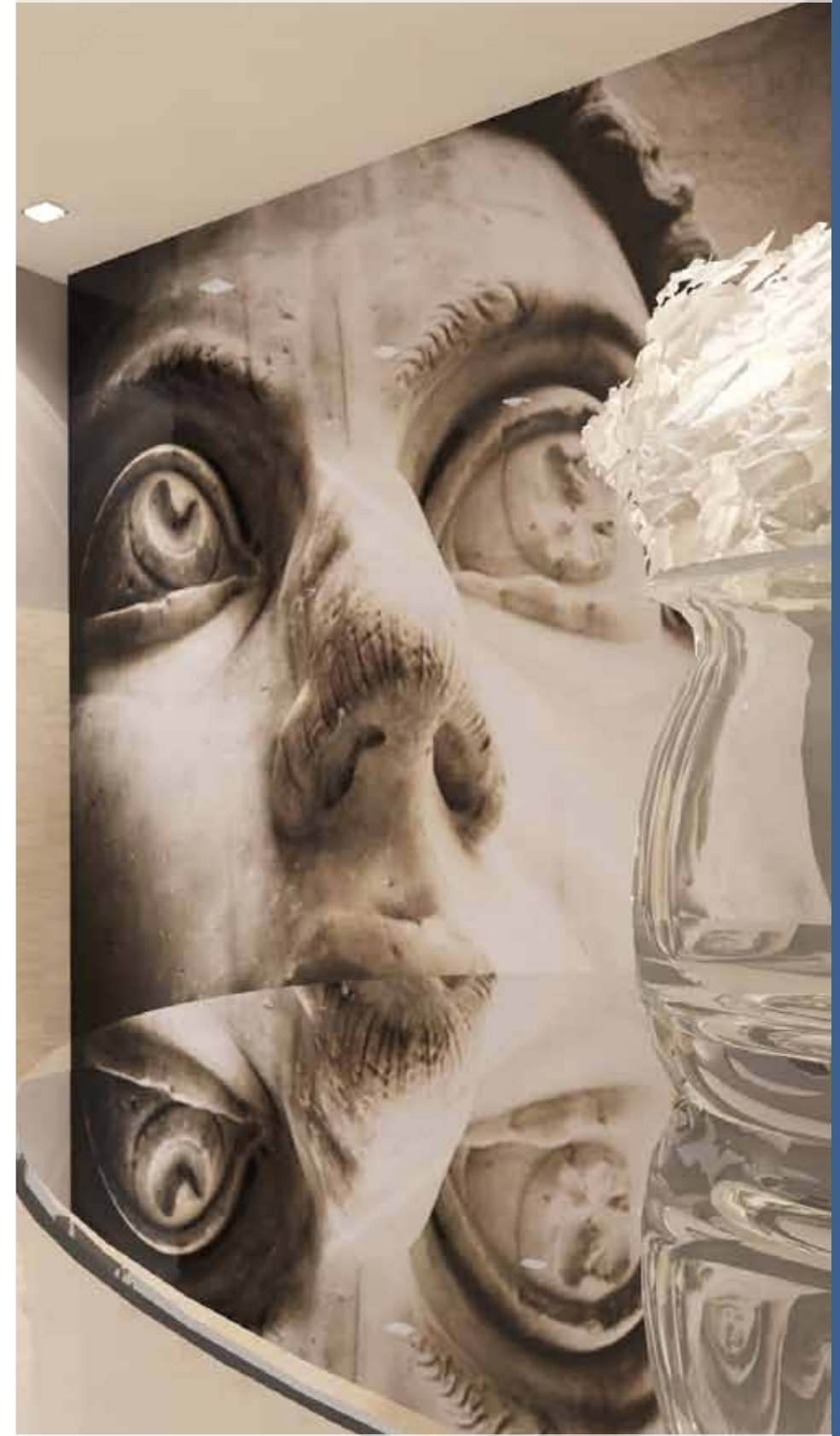
VIA DEI BRESCIANI



A combination of Ancient & Art - The big painting represents the ancient art and sculptures of Rome, while the lamp is a modern pendant lighting.



FINISHES&DETAILS



ENTRANCE





The Reception represents the art galleries available in Via Giulia, which contain contemporary art created by young designers. It is a small art gallery itself.



The back panel is a picture taken from the detail of Capital Frieze



DETAILS

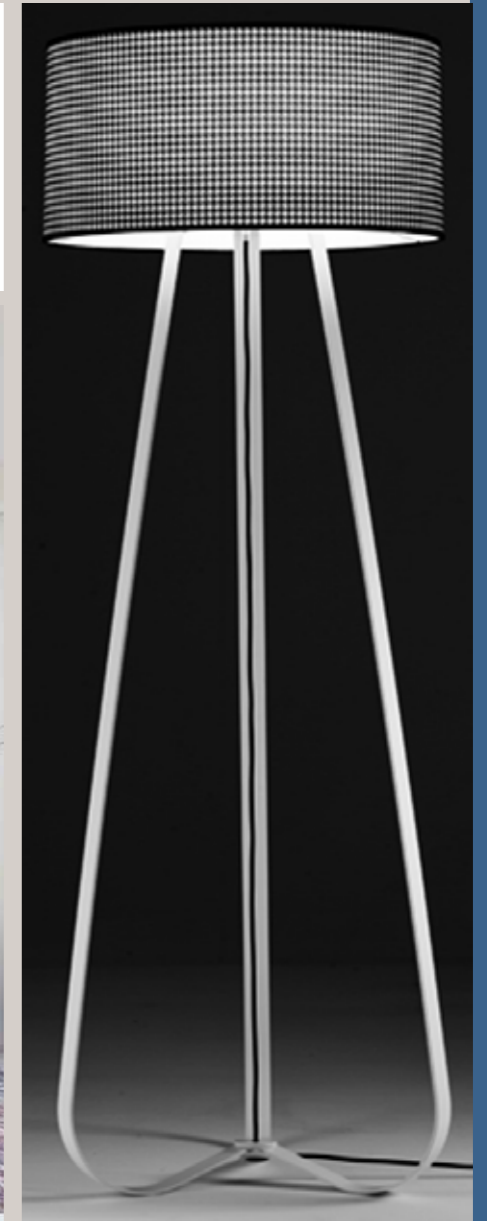


The Lobby has a community spirit similar to Via Giulia's. Holding historical books and artisanal pieces displayed in the library.



FINISHES&DETAILS

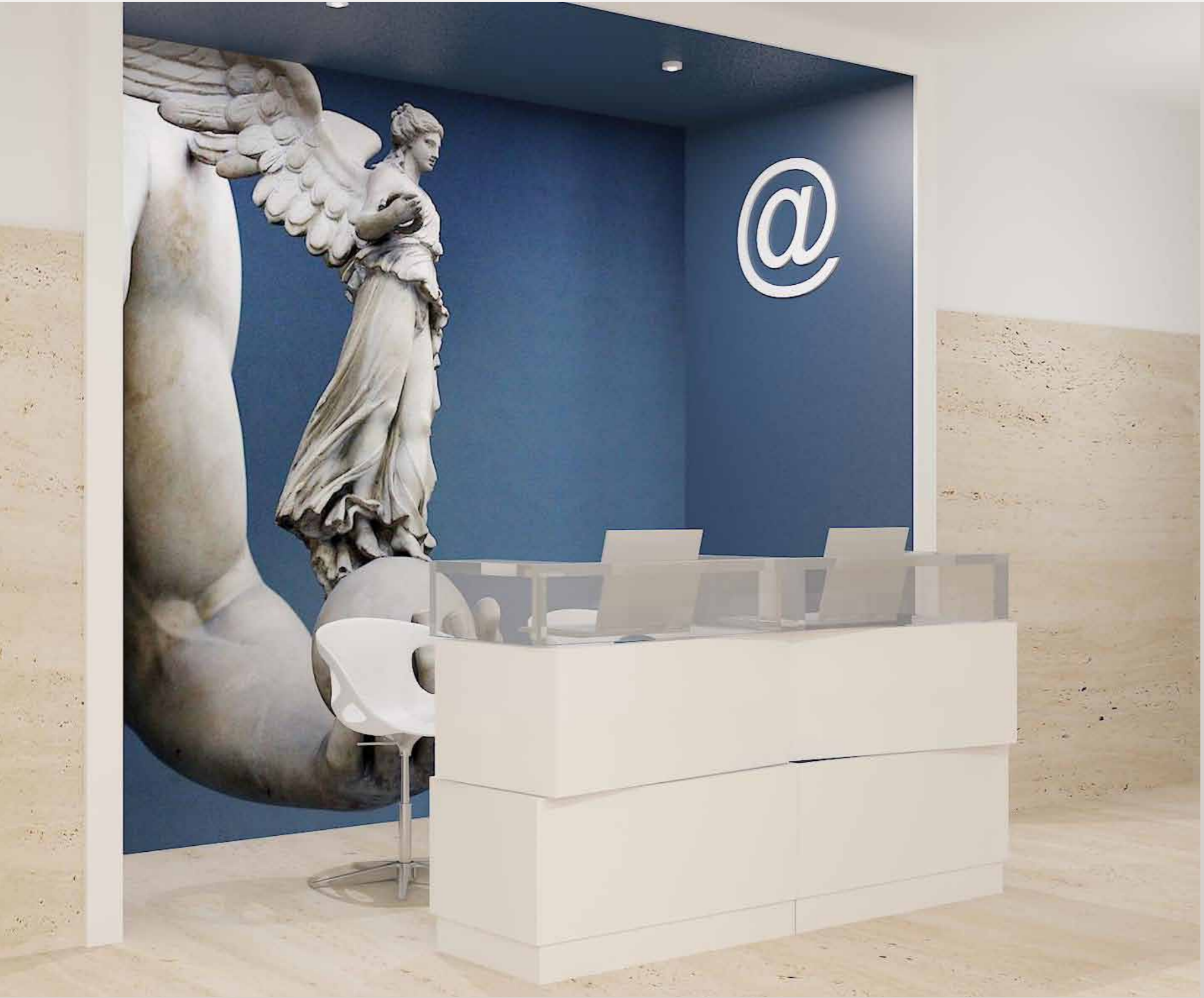
LOBBY



DETAILS



INTERNET POINT



DETAILS

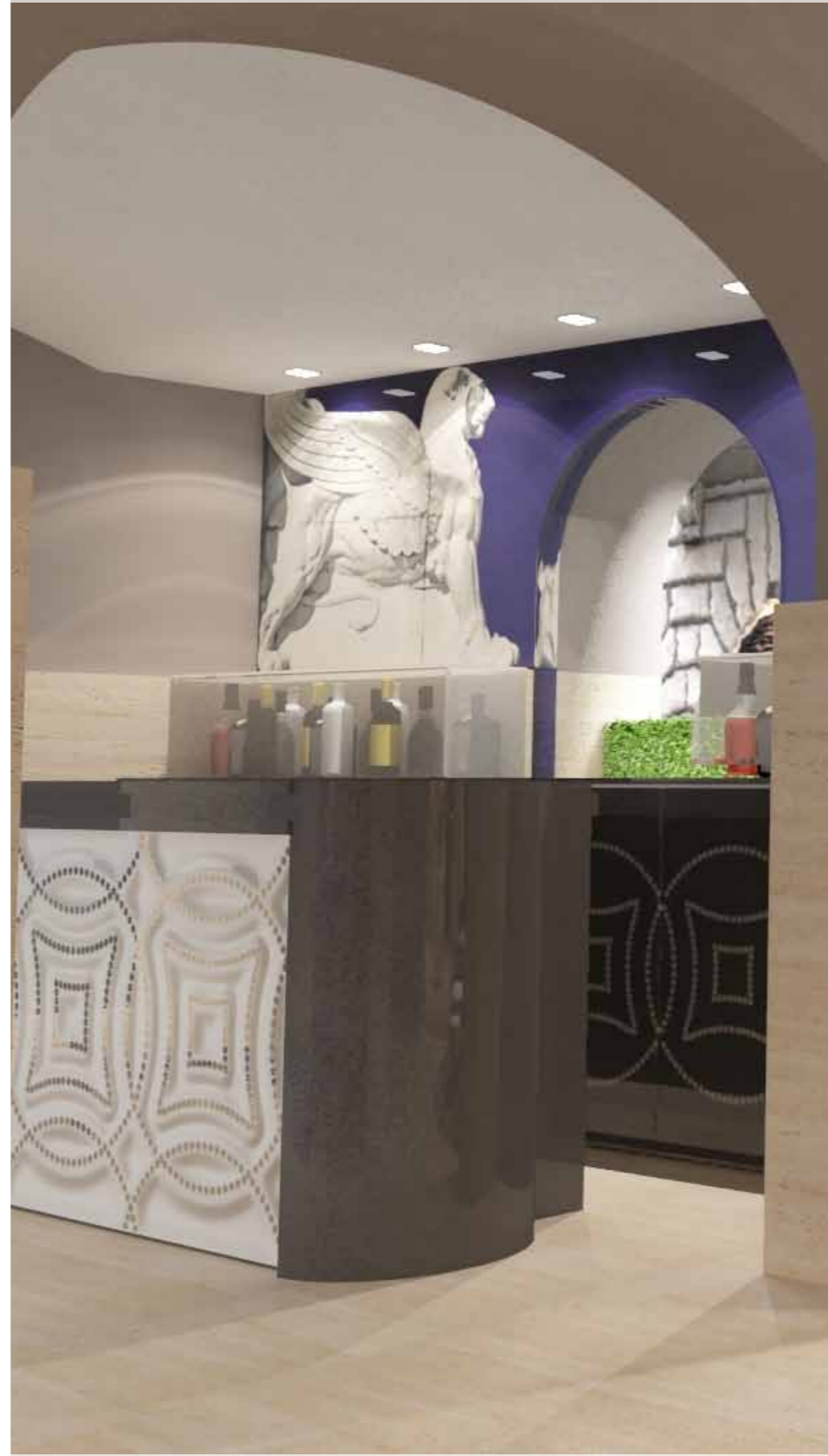
INTERNET POINT



Through the view, the spirit of Via Giulia enters the bar area, representing the original designer of the street; Bramante with a history dating back to **500** years.



BAR



FINISHES&DETAILS



DETAILS



I SOFA' DI VIA GIULIA

EXHIBITION SHELF: restaurant entrance



I SOFA' DI VIA GIULIA

EXHIBITION SHELF: restaurant entrance



I SOFA' DI VIA GIULIA



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FINISHES&DETAILS



I SOFA' DI VIA GIULIA



DETAILS



Wine Cooler

Matelec silver bronze
satin painted glass

Pattern in caffè
back painted glass

Matelec silver bronze
satin painted glass

MDF painted
wood

ELEVATION A.A



Meridiani - Cross console

Matelec silver bronze satin painted glass

ELEVATION B.B

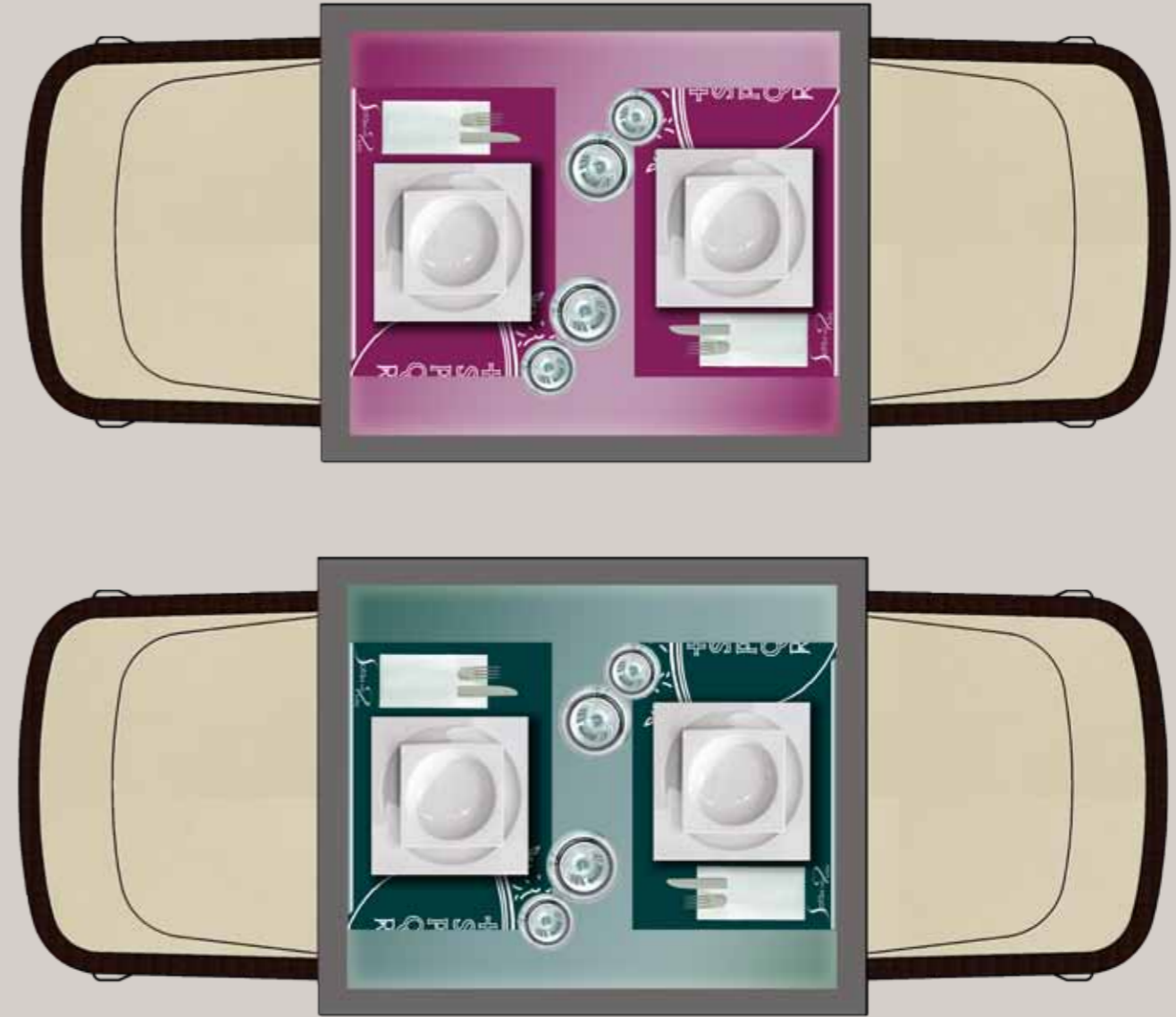
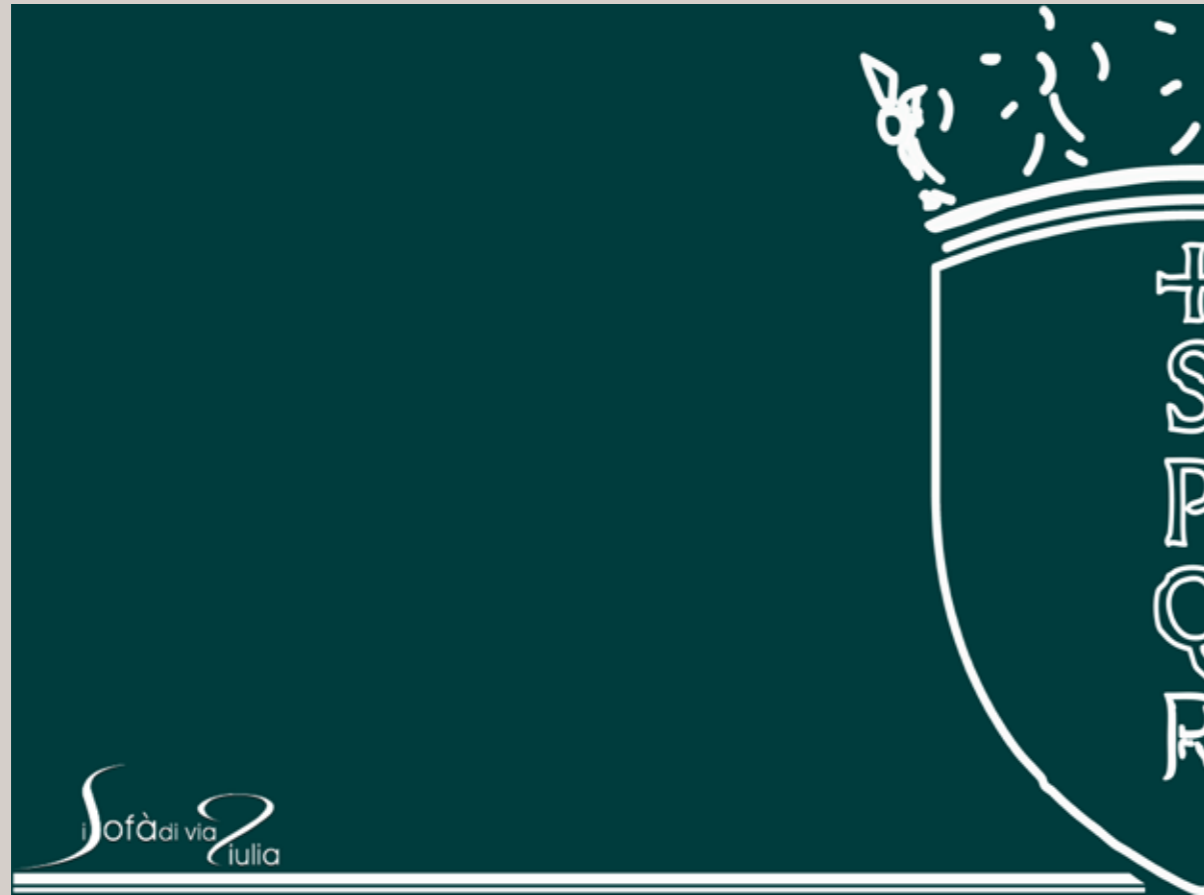


TABLE SETUP

The placemat design is taken from the famous logos found on the traditional flags of the Via Giulia street.



EXISTING CHAIR: cushion detail



DETAILS

RESTAURANT

BUFFET AREA



The buffet is designed with the inspiration coming from the traditional Italian food market, selling fresh food.



BUFFET AREA



BUFFET AREA

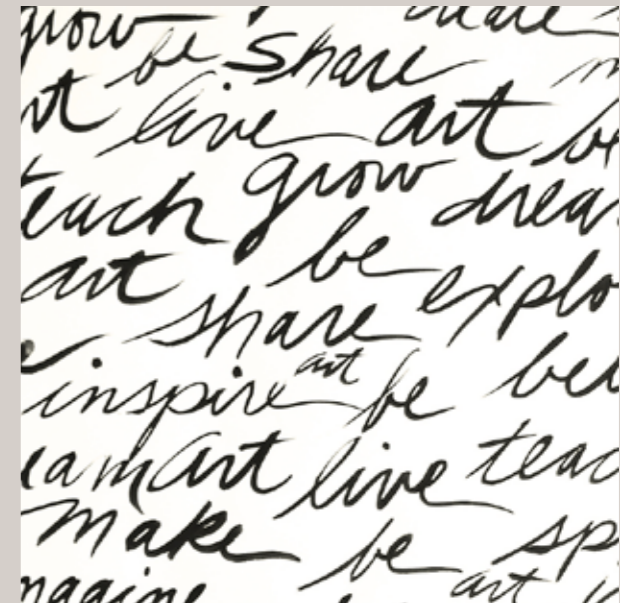
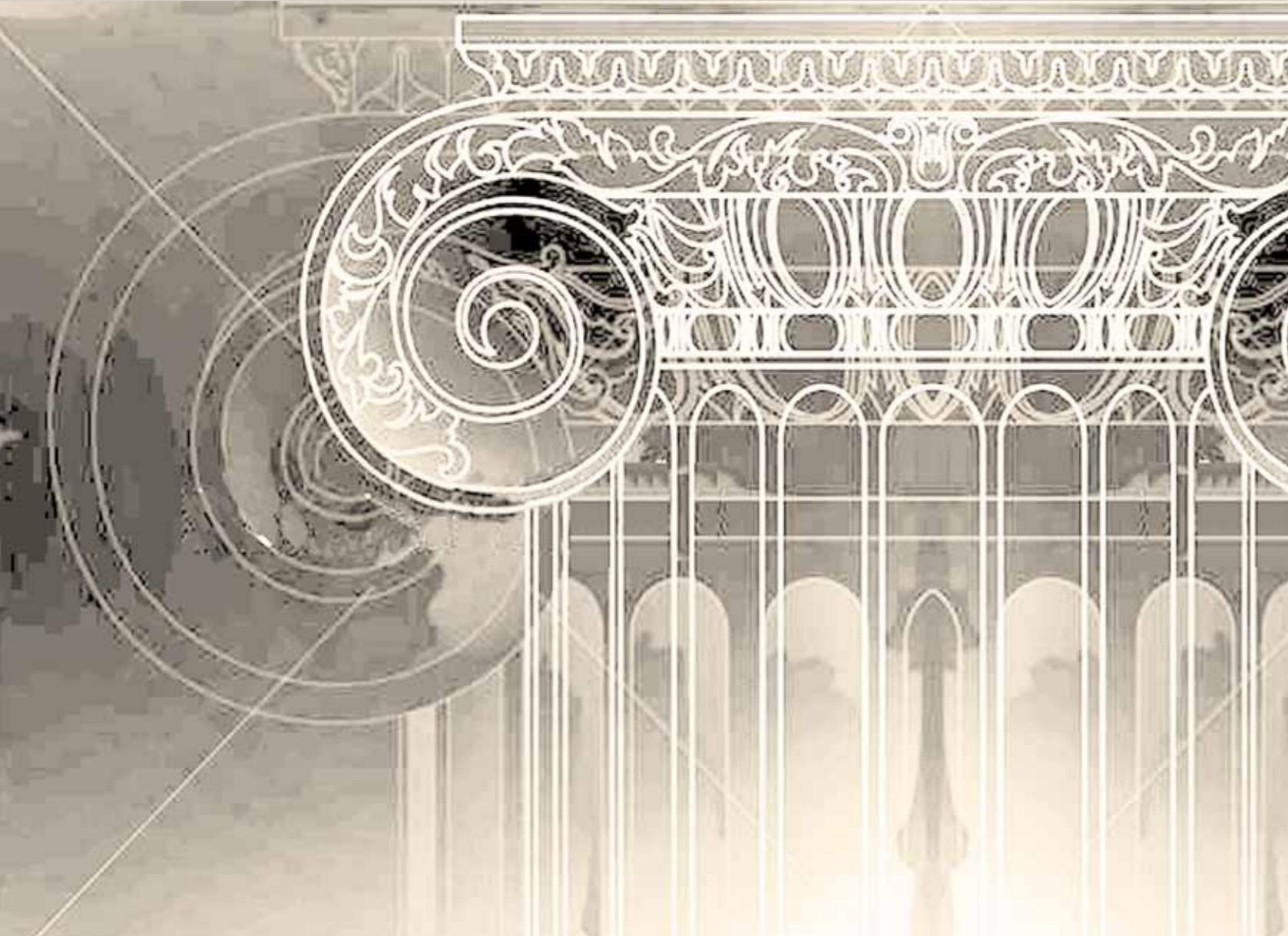


BUFFET AREA



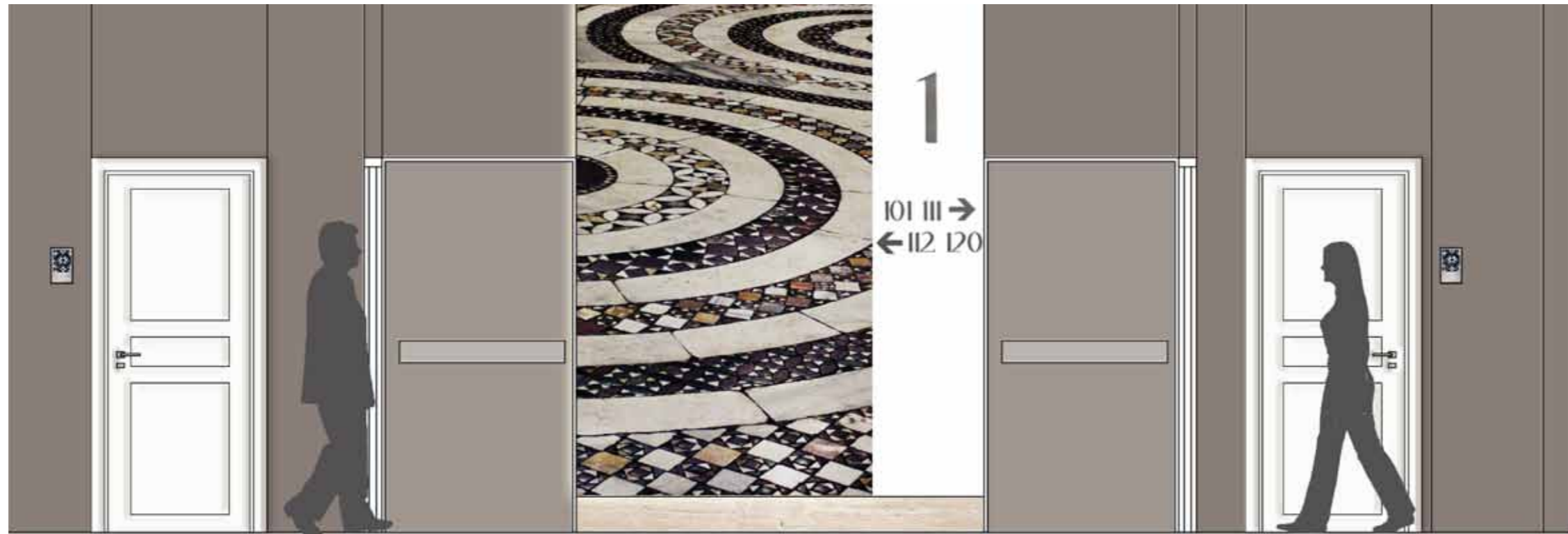
BUFFET AREA

DETAILS



DETAILS

HALLWAY FLOOR PLAN





The hallway panels hold pictures of cosmati mosaics representing artisanal roman mosaic. The design of the running carpets are also derived from them.



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HALLWAY opz.A



HALLWAY opz.B



FINISHES&DETAILS



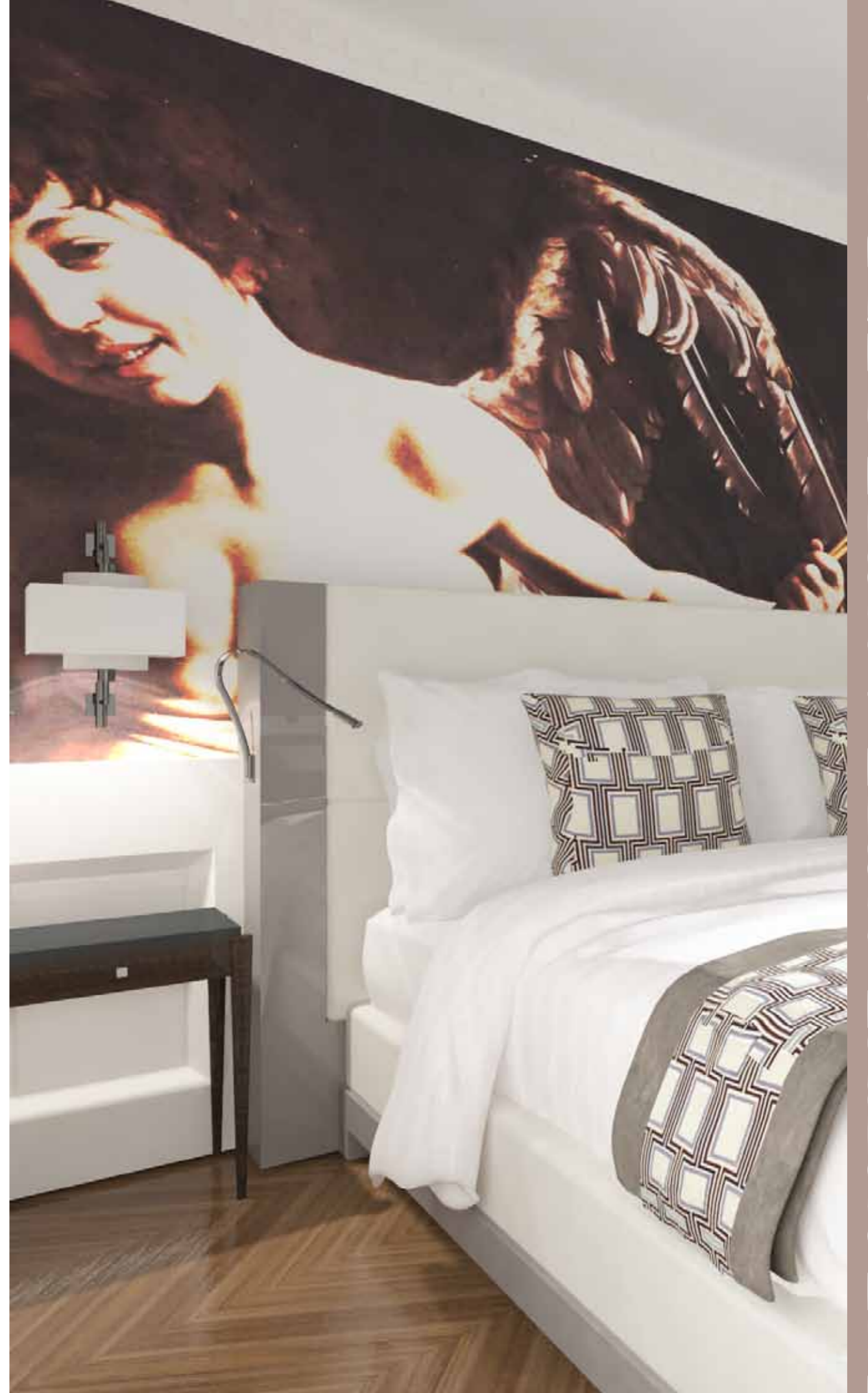
HALLWAY opz.B



The wall behind the bed represents the art of the **16th** century and the works of the Italian artist Caravaggio.



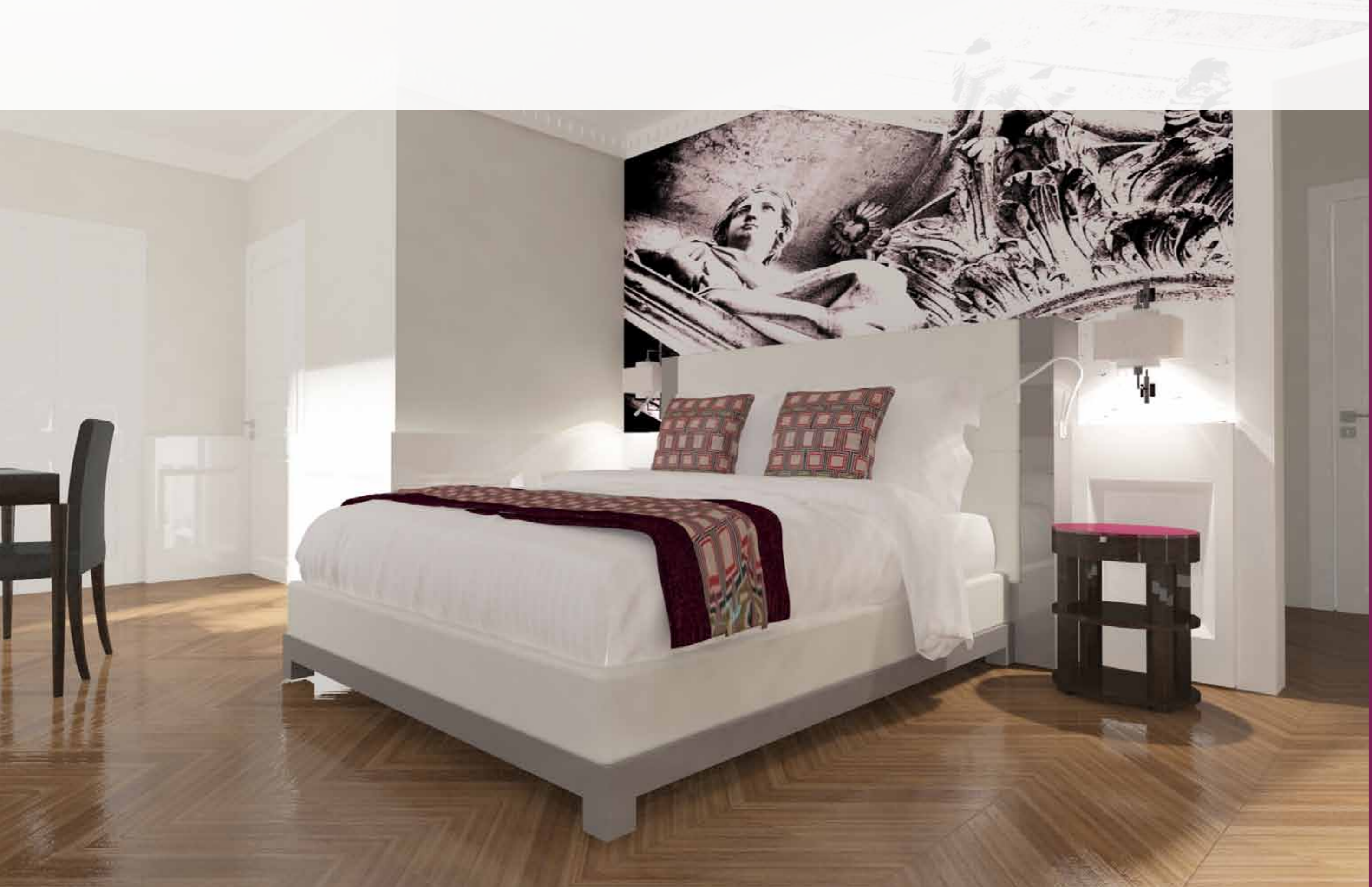
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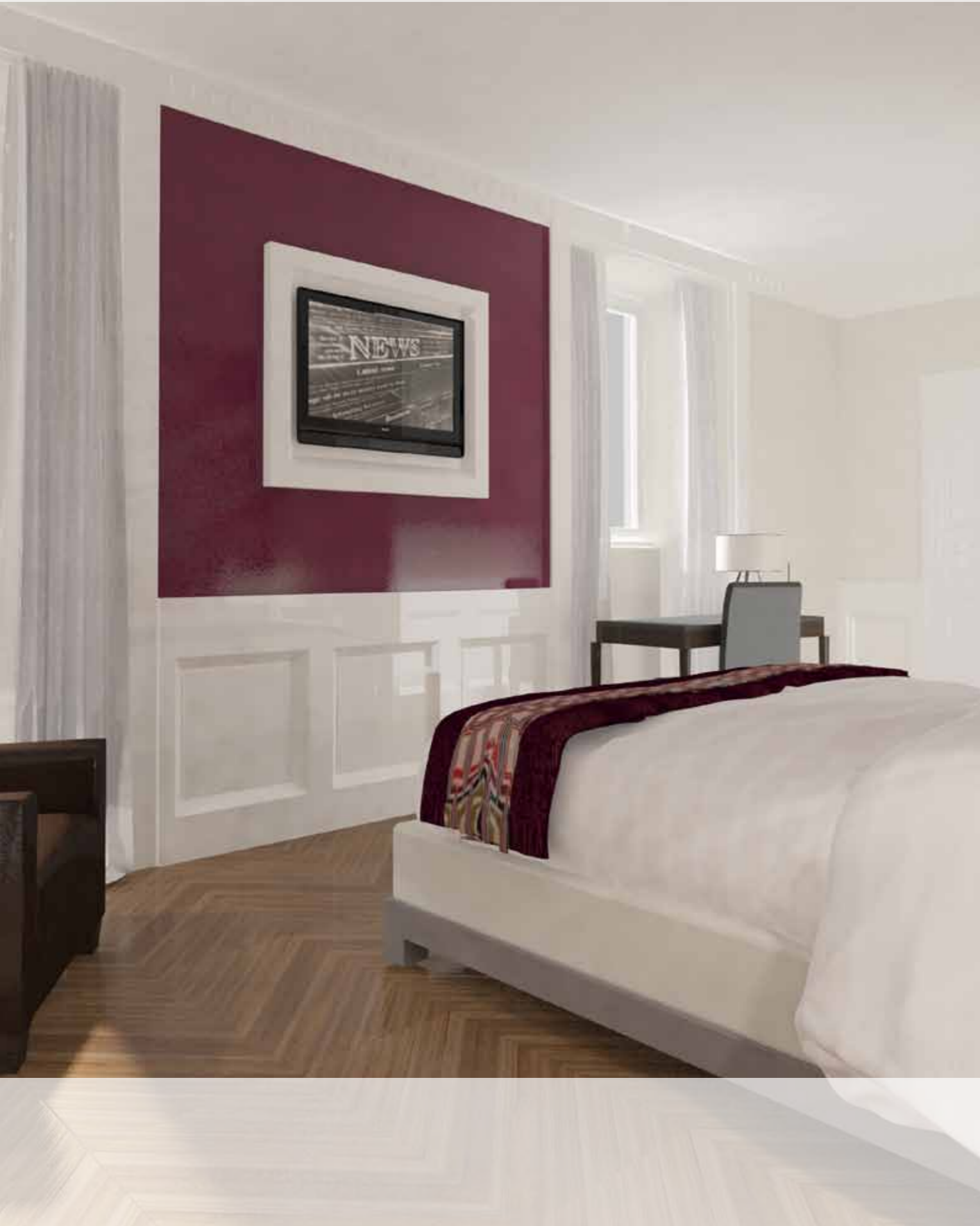
FINISHES&DETAILS



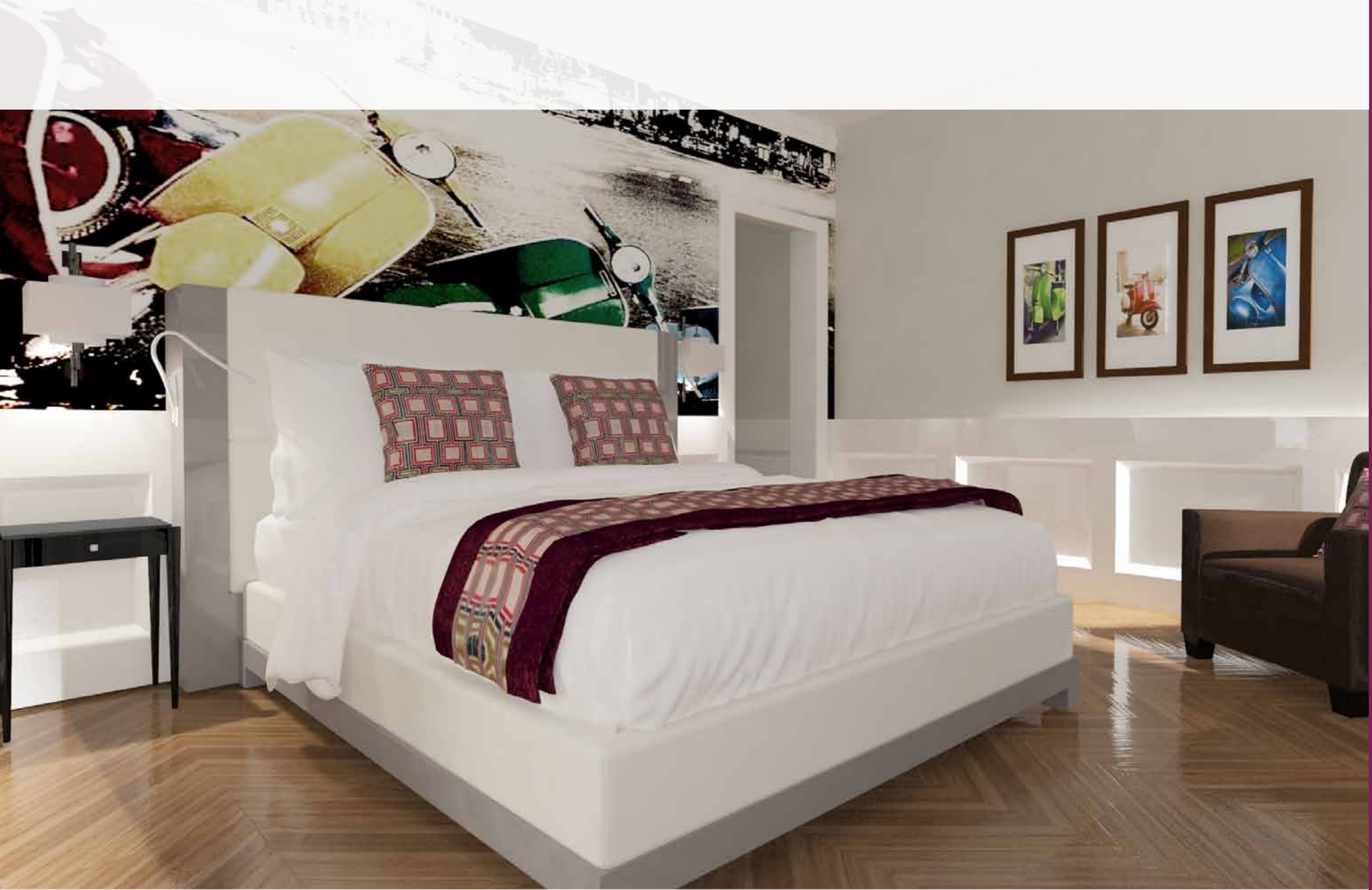


STANDARD BEDROOM

Through the view, the spirit of Via Giulia enters the standard bedroom, representing the original designer of the street; Bramante with a history dating back to **500** years.



STANDARD BEDROOM



STANDARD BEDROOM

The wall behind the bed holds the picture of the famous VESPA which represents the history of Italian design of the **19th** century.



STANDARD BEDROOM

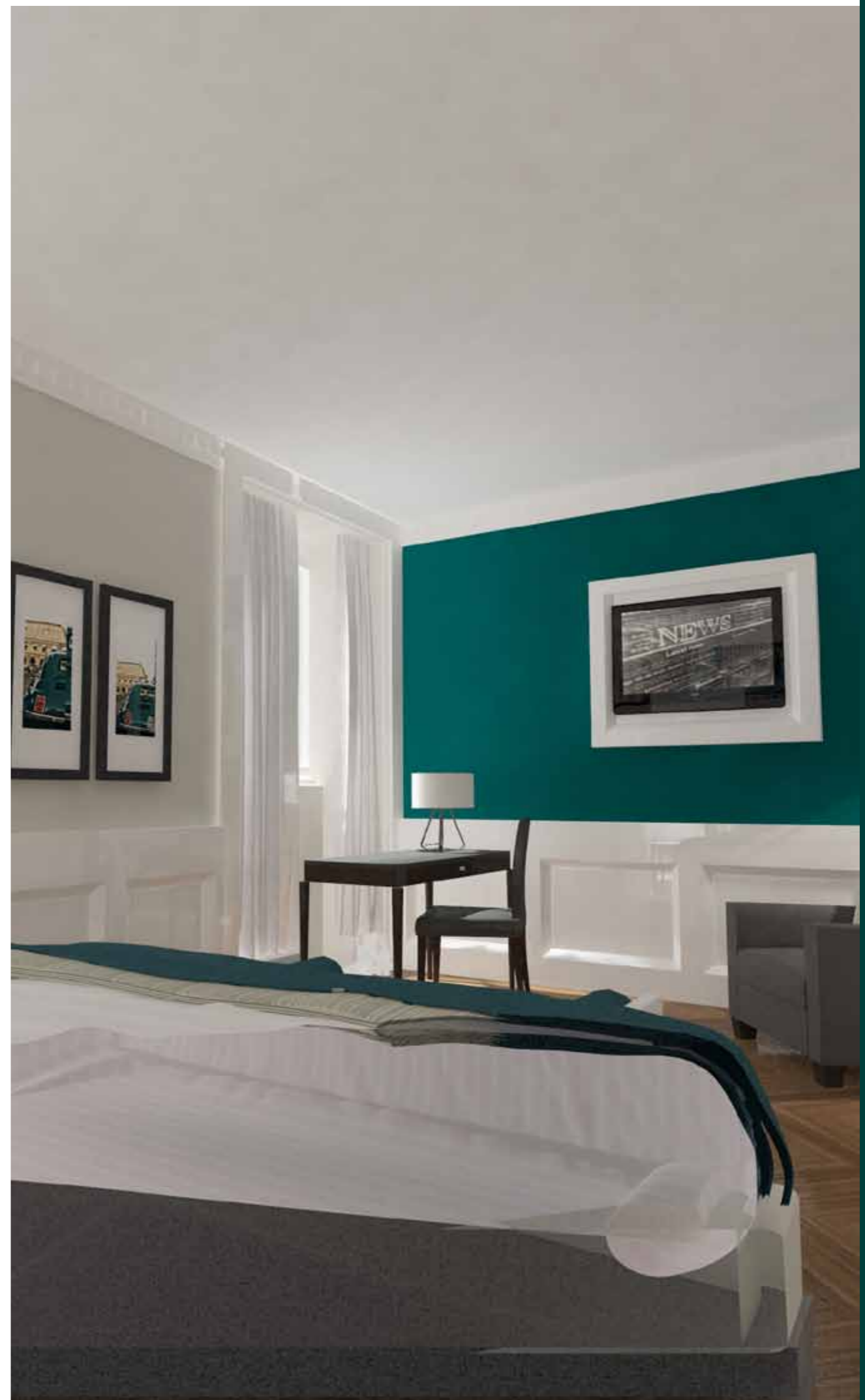


EXECUTIVE BEDROOM

The wall behind the bed holds the picture of the famous Fiat **500** car which represents the history of Italian design of the **19th** century.



FINISHES&DETAILS



EXECUTIVE BEDROOM



DETAILS

Chiara Caberlon si è laureata in architettura al Politecnico di Milano. Dal 1997 al 2001 ha collaborato come interior design per diverse compagnie di moda e banche d'affari internazionali.

Ermanno Caroppi si è laureato in architettura al Politecnico di Milano nel 1998. Dopo un workshop sui materiali presso la Brunel University a Londra, ha iniziato una lunga collaborazione come designer alla Fratelli Guzzini: oggetti per la casa, stand per fiere ed eventi, showrooms.

Nel 2004 è nato lo studio associato CaberlonCaroppi Hotel&Design con l'obiettivo di unire e condividere le diverse esperienze maturate per elaborare e sperimentare nuovi concept di ospitalità non solo verso il turista e l'uomo d'affari ma anche verso la città e i suoi abitanti. Dal 2005 si uniscono al gruppo gli architetti Sara Del Ponte, Annalisa Antinori, Michele Arndt e Silvia Valori.

Lo studio svolge attività di consulenza per società di gestione alberghiera, società di servizi per lo sviluppo turistico immobiliare, e clienti privati.

Inoltre si occupa della progettazione per prestigiosi marchi internazionali (catene di hotels e resort) situati nelle città più importanti d'Italia: Marriot a Venezia; Holiday Inn a Roma, Milano, Torino e Siracusa; Falkensteiner hotel a Palermo; Borgo di Fiuzzi resort&spa in Calabria e il Grande Hotel Rosa Marina di Ostuni. In fase di progettazione due Boutique Hotel a Ginevra e due hotel sul lago di Garda e a Rimini.

Nel 2006 hanno partecipato in Cina all'evento BDCI "Brand & Designer China Initiative" una serie di conferenze sul design italiano organizzata dalla città di Shenzhen e dal governo cinese.

Nel 2009 hanno partecipato al convegno CDIF "China International Design & Art Fair" durante la fiera dell'architettura di Pechino.

Nel 2010 lo studio è stato invitato ad Equipe Hotel di Parigi con il progetto Room 2.0.

Nel 2011 insieme con Teamwork e Hospitality Project hanno inaugurato un workshop itinerante per gli albergatori nelle principali località italiane con il marchio Hotel Innovation Lab.

Dal 2007 gli architetti acquisiscono la docenza del corso di Interior Design incentrato sulla progettazione di hotel, presso il Poliarte di Ancona.

Lo studio ha tenuto diverse lezioni presso il Politecnico di Milano, la Domus Accademy di Milano e la Tsinghua University di Pechino.

I progetti dello studio sono stati pubblicati in numerose riviste e libri del settore.

Nel 2009 è stata aperta una sede a Pechino.



ph. Giorgio Salvatori

www.caberloncaroppi.com

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Milano via Scipione Piattoli, 7
20127 / tel-fax + 39 . 02 . 2871216
info@caberloncaroppi.com