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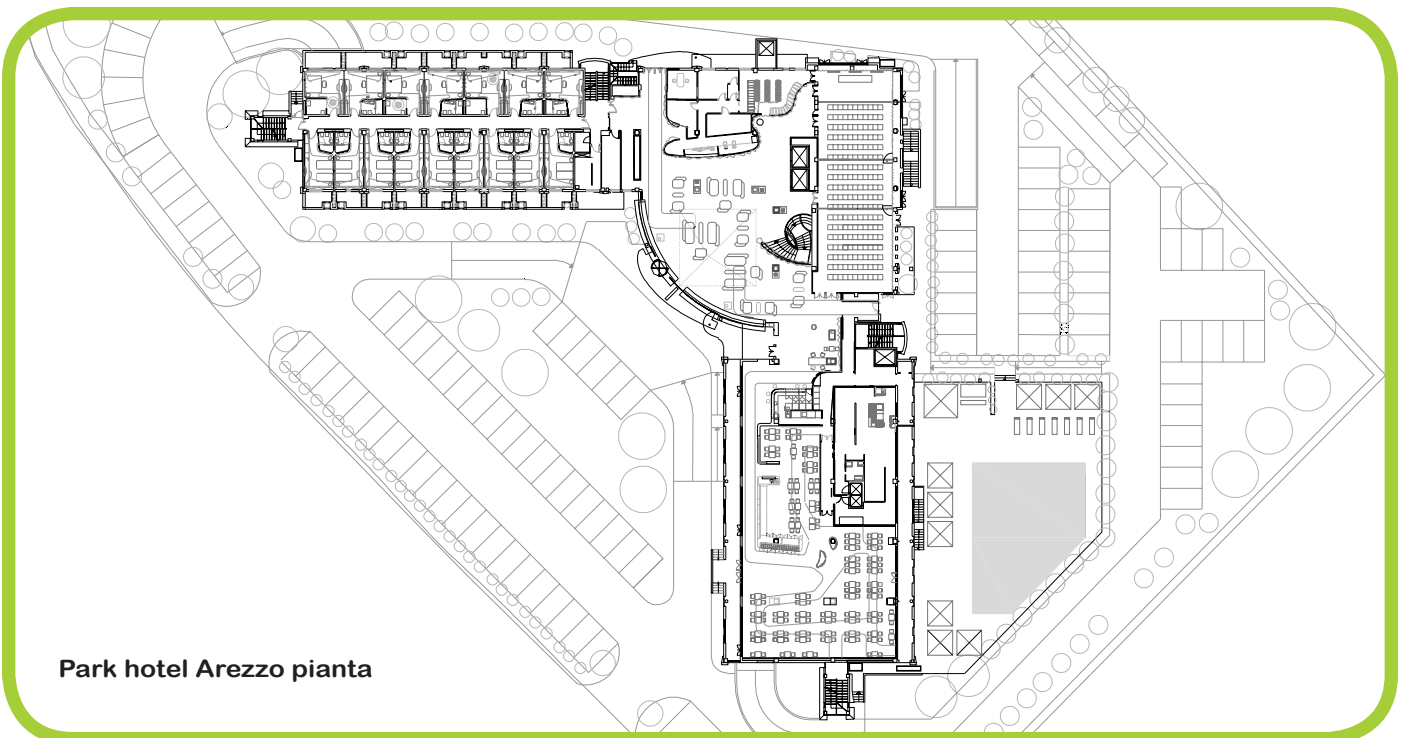
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Park hotel Arezzo pianta

The new hotel of the **APOINT HOTELS RESORTS** hotel chain
Architect Simone Micheli signs the refined interiors.

AREZZO PARK HOTEL

Hotel design

Architectural planning: EN.CO Engineering Contractor Architect Maria Cinzia Alliata Bronner

Urban Planning: Architect Antonella Giorgetti

Architectural interior planning: Architect Simone Micheli

Customer: GRUPPO ALLIATA BRONNER

Company: Olympic Costruzioni srl Gruppo Alliata Bronner

Date of planning: 2007

Date of construction 2009

Location: A1 Motorway – Arezzo Exit –Battifolle 36/T - 52100 Arezzo

Area in square meters: 10.000

122 rooms

1 restaurant

1 bar

1 wellness center

1 250 seat convention center

7 meeting halls

1 open swimming pool

Photocall: Jürgen Eheim

“When it comes to beauty of shapes I do not refer to the type of beauty most people may think about as for instance the beauty of human beings or the one of certain paintings but rather to something rectilinear, circular to plane and solid shapes generated by lathe, ruler or set square. I do not mean they are beautiful things compared to something else but rather they are naturally beautiful per se always....” Plato

OUTside

A contemporary stone and concrete made fortress, a bastion of the contemporary design aiming at defending its architectural freedom without surrendering to the return of a nostalgic style linked to the the old tuscan country-side. A mown lawn, a statuesque olive, some young cypresses are the main characters of the green environment portraying the autochthonous vegetal kingdom in order to tame it and convert it into an essential and rigorous garden where alignments and the weave passages from the stone to the mantle of the lawn are generated by the projections of the main volumes. Squared arcades mark the external covered ways and surround the large windows along the restaurant untill they meet the edge of the swimming pool where the trapezoidal design of the pool bordered with white and dominated by turquoise joins the orthogonal symmetry of the South-facing façade. The bright terracotta pantiles pitch roofing slide gracefully behind the hefty rationalist moulding where some grid like volumes emerge and where the systems and the air processing equipments are concealed. The architecture of the Arezzo park Hotel features graceful volumes and unbroken surfaces harmonizing perfectly with the Arezzo scenery which treasures the heritage of ancient civilizations together with the smooth arrangement of the Santa Fiora stone slabs. This architecture faces the challenges of the metropolitan life which is fed by a crucial freeway junction and animated by the desires of those who wish to be active members of the contemporary world. The barbicans and the counterforts blend gracefully with the truncated cone surfaces generated by the rotation of the two main wings on the hinge pin of a thin metal strut, eccentric foot of a static device compressed by a glass and steel made pyramid, transparent Ark which welcomes the visitor by day by means of a natural light bath, sky and clouds reflections or follows the way of the stars (...the most shining stars than can overcome the albedo of the near Arezzo!).

INside

"The work of interior architecture I designed for Claudio and Cinzia Alliaa bears the anticanonical message expressing ethics, beauty and contemporaneity. The day I met the two brilliant entrepreneurs from Rome as for designing the interiors of the hotel facility which was about to become a milestone of accommodation in the Arezzo area, we got in tune at once. The aim of my customers was creating a tridimensional symbol capable of integrating with no effort and in a contemporary way with the cultural and artistic contents of the Arezzo and Tuscany surroundings. My answer consisted in generating a continuous space bubble capable of expressing "unique meanings" osmotically connected to the past, present and future by means of counterpoint, by using natural materials, by colours and light creating muffled chromatisms, by fluid geometries suspended between present and future. I created the interiors of the Arezzo Park Hotel in the same way as an architectural suite instead of just as a furnishing installation. I considered this place in the same way as a space machine being charged with emotion having flawless logistic and functional features. All the details of this hotel were put through a sieve and been taken care of in an almost obsessive way in order to create a new ethical hotel pattern aiming at reducing the running, logistics, maintenance and consumption related costs. The Arezzo Park Hotel means to represent the manifesto of a new possible sustainable Hotel dimension". Architect **Simone Micheli**

The planimetry of the fluid environment is marked by walls, animated sculptures, concave and convex shapes carved in the chalk and resined with the sky shades of Piero della Francesca resting on the silver porcelain stoneware floor. Blue Led shots enhance the harmony of these shapes, lengthen the outlines by means of shadow play which results in orienting the visitor towards the reception. The mouth of the reception is coated with brushed steel tape and it represents a silver dish apt to receive the customer and a stage like wing separates the space from the personnel office and the back office. White ice and mirror wood covered sculptured pillars work as flat built in screen and ultra slim rubber keyboard electronic stations which alternate between the pure wide seats of the couch featuring an highly fluid design and offers the visitor short spells of relax. The mirror satinated elevators feature fluid shapes hint at a forest of abstract magic branches or at filaments of liquid texture dilating and extending and then they result in rhythmic patterns interrupted just by the portals and by the essential brushed steel indicator signals. From the mirror clear surfaces the focus of the attention moves to the continuous parapet concealing the light valve of the helical staircase connecting the basement which leads to the wellness center named "Splash down", to the meeting rooms and to the toilets. The Wellness Center floor reveals at once its strong features as we can see in the curved wall having mirror mouldings connecting the elevators and the resinated fluid concave and convex shapes wall. A ground located system of lights featuring screen printed backlit inscriptions on oval shaped on steel plates accompany the visitor along a number of space adventures. A sinuous shaped fluid ante bathroom separates the women and the men toilets where a large stainless iron stela and a mirror having backlit inscriptions works as air, water and soup dispenser and it is located above a monumental bath. Vanishing doors located in other mirror panels enable the visitor to reach the white processed private facilities. By following the sinuous pathway underlined by blue leds we arrive to the Santa Fiora corridor where the five doors of the meeting rooms are located. They are authentic conference halls of reduced size where business meetings or appointments take place in an environment rich in formal rigour and in technology as we can see in the contrast between the white curtains with the Santa Fiora stone walls where wide built in monitors coupled with sound systems are placed. The entrance door of the the wellness center "Splash down" is composed of a glass membrane, the wellness center is completely faced with dark grey porcelain stoneware having a rough mirror surface featuring fluid abstract branches patterns, a mosaic made of aquamarin tesserae goes down into the pool along the edge of the floor. The curvilinear anthrax ways of the false ceiling are enhanced by a blue light beam coming from the perimetral flues. The changing rooms and the bathrooms feature porcelain dark grey stoneware facing and filtered accesses with no doors in order to ensure the privacy and to reduce the visibility from outside. The gym is capable of dilating its space by means of a skillful mirror play where the symbolic satinated drawings rest and reflect endlessly the chromium plated mechanisms of the training and fitness machineries. Behind the satinated mirror ramifications are to be found the ways to the sauna, the aromatic showers and to the treatment cabins. White curvilinear portals link the hall with the Events Hall: it is a multipurpose space offering a number of different space configurations in order to meet the most demanding efficiency requirements. The Conference Hall features a full length absolute white which underlines the long Santa Fiora stone walls. The functions are marked by strong signs: a full height

pleated double curtain unify the variegated pattern of the windows and dim or screen the external light. The podium and the speaker desks become bevelled profile cubic macrolements, solids extruded from the white ceiling where air conditioning, light and vanishing video projection equipment are located. In this way skillful geometries play forms which is emphasized by luminous blue light flues. In the tripartite space distribution the mobile walls emerge from the perimetric eyelets which divide the space into three halls of different sizes thus resulting in a smaller scale reinterpretation of the theme of furnishing elements. The variation of the sculpture walls represents a strong element of transition of the sequence of the different functions: while on the one hand the focal point of the hall is within a square space from which to move towards the different functions, on the other hand, in the perimetric area the flux is canalized by an arrangement of volumes of the American bar "Lounge bar" featuring a brushed stainless steel covering the upper part by its edges where white light built in spotlights point the light on the surface below and form luminous prints. Snow white opaline glass walls surround the interiors where an overhang shelf having a blue lit flue works as a display cabinet for cocktail bottles. These sinuous shapes lead us to an authentic tridimensional display cabinet having its valuable windows on the corner where in a keen balance the most valuable bottles of wine are displayed under the white light produced by several led spotlights. This display cabinet itself conceals the convivial area where its activity develops in the different stages: in the breakfast hall area which is entirely mirror covered and has symbolic satinated patterns tables and white stainless steel frame seats resembling the profiles of the vanishing buffet niches forming a chessboard in the immaculated part. The restaurant area "Gloss" filtered by a sculpture wall having resinated chalk concave and convex elements, is composed of a reception and a wall wardrobe where the handles defy the logic of the strict alignment in order to become a virtuosity in chaos. The back wall with Santa Fiora stone facing is interrupted by two bevelled edge big rectangles underlined by regular vanishing points creating an adequate space for putting the hall service away and for building in a 42" flat screen TV where screenplaying evocative images. White bevelled profile wheeled mobile panels featuring glass satinated patterns which create new spaces for the menu à la carte and make it possible to manage the space always in a different way according to simultaneity and privacy criteria. The sensorial journey of the visitor continues after leaving this muffled scenery and by reaching the threshold leading to the intimate dimension of the bedrooms, the long corridor becomes a sensorial tunnel suspended in a surreal dimension between Picasso and Dalí, where wall built in blue horizontal microleds installed in the silver porcelain stoneware floor sketch the figures of those who walk on the grey shaded moquettes. Oriented spotlights built in in the black microdrilled metal black ceiling project light beams on each sculpture wall, different totemic elements created by asymmetric virtuosisms of white lacquered wood, melted pages looking for a personality, a neutral mirror reflecting the dreams of the guest willing to avoid the mimesis and repetitiveness in order to rediscover his individual dimension. Large size brushed steel elegant numbers attached to edges of the door become a code of signals to each bedroom: 116 "superior suites" boasting thorough finishing, silk screen mirrors, processed stones and color texture melting in a clear and strict pattern. In fact the entrance area features stylized patterns growing from the floor and underlining each structural element which results in a greater continuity and in enhancing the visual space perception. A full height frosted glass sheet slides into the properly moulded Santa Fiora stone wall having bevelled edges and concave profiles which vibrate softly in the matter and wrap the bathroom area with silver porcelain stoneware facing. From here white overhang solids come out: white porcelain bevelled edge parallelepipeds represent the collection of the sanitariums and sink coupled with other box like shapes where the towelling are folded. The curvilinear profile of the wall mirror as well is satinated and features neon backlit white light. The same profile is to be found in the bevelled joints of the shower plate which features white Corian design and has a transparent crystal shielding inserted in a steel framework located in the porcelain stoneware wall. On the floor the soft moquette having 3 shades of green gradation represents the virtual lawn where the white elements of the wardrobe table having a solid surface framework with a pronounced curvature are located. In the lower part it works as a bolster for suitcases and as a wardrobe where the chromium plated clothes hanger and the fluid coat hangers are located. It works as well as a desk with a bolster and vanishing openings for the fridge, the safe and for general stowing. Above this surface a backpainted white glass disc covering the LCD TV is located, it works as ambient lighting by means of a blue light beam projected behind its body, while a metallic brushed steel strip including the switches is located in the stone wall. The white ottomans are enhanced by the strict arrangement of the eiderdown and of the cushions matching the soft shapes of the white trapezoidal bevelled edge bedside tables, of the pattern of the ceiling plasterboard veils where the equipments and the white light led spotlights illuminate the rough surface bordered by amazing fossil remains. A full height double sliding curtain reveals the boundless panorama through the

wide windows facing the countryside characterized by medieval villages and centenarian cypresses. A variation on the theme is represented by the bedroom furnished with moquette having shades of violet ranging from magenta to berry which matches some shades of the Santa Fiora stones. The six suites share the same space dilation and the subdivision into two areas. The "Executive Suites" and "Junior Suites" feature the same tendency which is emphasized as for size and elements arrangement as far as they define solids within solids as shown by wardrobe unit which is composed of a big two faced box shape solid having a bevelled profile with satinated glass patterns, the chromium plated steel pole works as filter element between night area and the living area. The skillful arrangement of the spaces, the transparency of the materials, the space contamination are just some of the features which are going to be printed on the experience of the visitors having the privilege of enjoying this sensorial and spiritual experience. Being surrounded by natural materials will enable the visitor to return to the origins of truth and the beauty of the shapes and will inspire the senses with new positive energies.

COMPANIES:

ADRENALINA – sofas of common spaces designed by Simone Micheli

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CON & CON Gruppo Confalonieri – hat stand designed by Simone Micheli

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DEL TONGO INDUSTRIE – furnishings designed by Simone Micheli

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EGE - moquettes of corridor and rooms

Via Mantegna 9, 13019 Varallo Sesia (VC)
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FRATELLI PIETRELLI - doors

Via XXI Strada 18, 61032 Fano (PU)
Tel. 0721-854495 Fax 0721-854954
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GRAZI CRISTALLI – mirrors with graphic designed by Simone Micheli

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Tel. +39 059 938121 Fax +39 059 938099
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PLANIT - shower in solid surface design by Simone Micheli

Via Nazionale 61, 9040 Ora (BZ)
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PONZI – automatic swing bridge

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SIMAS – wc and sink made of ceramics

Via Falerina Km 3, 01033 Civita Castellana (VT)
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SOEMA® - electronic sanitary system for the public restrooms and for the spa design by Simone Micheli

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SM© SIMONE MICHELI ARCHITECT

He founded the architectural studio having his name in 1990 and the Design Company named “Simone Micheli Architectural Hero” in 2003. Professor at the University, in particular at the Polidesign in Milan, at the Scuola Politecnica di Design in Milan. All the works by Architect Simone Micheli are unique and feature a strong personality in addition to being sustainable, environmental friendly. He plays a crucial role in the planning field in Europe, in fact he developed a number of plans for public administration and for prestigious customers related to the community and to the residence field. A number of monographs and international magazines focused on his works are available. He exhibited his works at the Venice Biennale, in the architectural sector. He works as editor of the theme exhibition named “contract” as well of the major international exhibitions in this field. He represented the Italian interior design at the “30th Colombian Architecture Convention” at Barranquilla, Colombia and in 2008 he attended the International Architecture Convention in Hannover, Germany, for the contracting. The “La Casa Italiana” exhibition taking place at the São Paulo (Brazil) “Mube” sculpture museum in 2008 and in Mexico City and in Monterrey in 2009 bears his name. Here follow some of the awards he recently received: “Best Interior Design” and “Best Apartment Italy” with the plan named “Golfo Gabella Lake Resort” for the home constructor Sist Group located in Maccagno on Lake Maggiore, in the contest “Homes Overseas Award 2007” – London (international award for developing the best world residences); the International Media Prize 2008 – Shenzhen (“Annual public spaces grand award” category), the International Design Award 2008 – Los Angeles (“Interior Design” category) e he ranked 2nd at the US Awards 2008 “Workplace: quality and innovation”, Il sole 24 Ore – Milan, with New Urban Face plan for the Provincial administration and for the municipality of Milan; he won the International Design Award 2008 – Los Angeles as “Interior Designer of the Year”. The planning company Simone Micheli Architectural Hero based in Florence and Milan provides contract and residence related services in different fields: architecture, interior design, design, visual design e communication. Among the works realized in 2009 we remember: interior design of the bigger wellness centre in Europe “Aquagrande Livigno Wellness Park” for Aquagrande; interior design of “Arezzo Park Hotel” for Alliata Bronner Group; interior design of “i-SUITE hotel” in Rimini for Ambienthotels, interior design of the Wellness centre of Exedra Nice Hotel in Nice and “Atomic Spa Suisse” inside of Exedra Milan Hotel in Milan for Boscolo Hotels; interior design of franchising “Fit Express” for Swim Planet. If you wish to see all the works please visit the website www.simonemicheli.com



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