

**DEMO. The courage of an idea.**

**The permanent showroom in the hotel.**

*Awaken the sense of wonder and create a memorable experience is the goal of DEMO, a visionary idea embodied in the context of the Romagna coastline with toes sinking into the golden sands of Rimini. Starting from the recovery of a local boarding house in the project has involved fourteen architectural firms called to rethink the spaces of what was once a local spaces of what is already an experimental hospitality hub.*

A smart idea has been realized in Rimini, to convert an old hotel on the Romagna coast without anything more to offer into a hotellerie point of reference. From an idea of Mauro Santinato, president of Teamwork Hospitalit - the well-known hotel consulting company - the structure will open in summer 2021 bringing with it an air of innovation. Already the name and the payoff are programming: **DEMO Design Emotion**, a design hotel that gives emotion and that at the same time wants to be a symbol of sustainable and valuable design, a concentration of innovation in the sector.

"***DEMO is a hub of experimentation*** *both for the architects involved and for the partner companies, a creative laboratory where the novelties of hospitality are being concentrated. It is a strong message not only for the city but for the entire hospitality industry. There is a need for renewal*." Santinato affirms.

The idea was born from a winning intuition developed in parallel with a successful event, *Rooms*, conceived by Teamwork Hospitality and realized during an industry trade show.

The concept, developed in two consecutive years in 2018 and 2019, focused on hotel rooms each designed by a different architect who gave voice to his or her personal idea of hospitality. The rooms were open for viewing during the three-day duration of the trade show event.

**If designers and companies agree to put themselves on the line for three days of the fair, why not propose the concept in a permanent showroom set in a hotel that really works?**

That's what Santinato thought when he proposed his vision to the **fourteen architects** involved in the project. "*The designers, all of them specialized in the hotel industry, were enthusiastic about the initiative because it was an opportunity for them to express themselves freely and represent their idea of hospitality,"* Santinato continues*. "There is no other example of this project in Italy, it is a unique experience that wants to be an attraction in the destination and aims to make it an emotional and experiential adventure staying in the hotel thanks for its originality*."

**PECULARITIES**

- It is a completely non-managed structure, for which the technologies utilized were requested to achieve their maximum potential. A challenge also for the partner companies.

- Aesthetic research at the highest levels combined with simplicity of use and functionality.

- Extreme attention to detail.

- Particularly sophisticated site logistics.

- Involvement and participation of 14 design studios.

- Partnership with 90 companies.

**THE BRAND**

The brand and the visual identity have been studied by the communication studio Santacroce DDC. "*We wanted to emphasize the dynamic and emerging character of DEMO, studying a brand able to compose and recompose itself, able to communicate also by abstraction*", explains Paolo Santacroce. The color plays a fundamental role, and not by chance is the language chosen for the common parts.

**THE FOURTEEN DEMO PROJECTS.**

**The common areas on the ground floor:**

DEMO consists of nine suites, a lobby, a co-working area, a laundry, and services on the ground floor. Each space has its own identity that can be previewed by the title of the project.

The exteriors and the common areas identified by the incipit of a famous Italian song *Cerco l'estate tutto l'anno* ("I'm looking for summer all year round"), are designed by **CaberlonCaroppi studio**, which has created a concept inspired by colour, with each floor characterized by a different shade. The inspiration is industrial *"with a reference to the new creative hubs and to the dynamic business and co-working environments but revisited with a very strong Pop and Deco note*". Stunning exterior solutions with colourful glass balconies and a stunning wall wallpaper outdoor which reflects the pattern of bricks and outsized dots. "*Building among buildings, it aims to be a landmark*."

The support for the landscape comes from **design studio Progettisti**, who is specialize in landscape architecture.

Chiara Tabellini, founder of **Ligh8Space**, oversaw the lighting aspects of the exteriors, as well as coordinating the selection of lighting devices. "*Every place, every project, every concept signed by an architectural designer has its own light: my task is to know how to bring it out while respecting all the factors involved.*"

On the ground floor, the visiting card of every public space: the restroom. Poetically named *Drama*, it was designed by **Laura Verdi**, who wanted to dedicate the room to the heroines of Italian operas - a tribute to Verdi and Puccini - each evoked by a different theme on the walls covered in wallpaper. "*The bathrooms are accessed through a corridor. I transformed this place of passage into an experiential moment, made of darkness and light cuts: a prelude to a scenario that will surprise open behind a theatrical curtain*." And just like in the theatre, you go on stage with a specially designed playlist that repeats in loop the most famous arias of the selected works while you are reflected in a magic mirror that transmits emotional and evocative images. And everything is designed to enhance femininity, from designer furniture thermostats to free-standing washstands.

Always on the ground floor, adjacent to the common bathrooms, there is the space designed by **Ovre.design**, *Spin the wheel*: laundry for guests and changing rooms. An explosion of black and white ceramics, both floor and wall covering. "*Service spaces are always too unthinking. With DEMO, on the other hand, we wanted to create a dynamic and fun laundry and changing room where people have the curiosity to go there and come back*," explain Giulia Del Piano and Corrado Conti.

**SUITES**

Surprising and unique are the nine suites of DEMO. With one or two bathrooms, they have a living area, equipped in some cases with a very functional kitchen, and an important sleeping area, also with two bedrooms.

**On the second floor** we find Circle Room, designed by Silvia Ticchi and *SMOOVE!*! by **FDA Fiorini D'Amico Architetti.** Circle Room is a fluid space without physical barriers, with curtains instead of doors and sliding doors. The interior is studied on the shape of the circle, retro looking, the interior is casual and welcoming, deeply harmonious.SMOOVE!!! is an invitation to escape. It is organized on a cross element of the space, a wall that alternates the normal accessories of a modern and comfortable hotel room with a complete equipment for sport and wellness to a complete set of equipment for sport and psychophysical wellness. Between natural materials and technological finishes.

On the second floor are the suites designed by Alessia Galimberti, **Hub 48 and Fragment Hospitality**. With the concept *Una vita da (A)mare* - (A life to be loved). the Galimberti studio creates a suite connected to the genius loci characterized by Mediterranean colours, teal and sand. The interior is deliberately neutral, flexible and versatile, ready to be 'dressed' in accessories that will identify and customize the style.

Colour Episodes by Hub48 celebrates joy, with fluid surfaces and volumes that are defined by different shades, in which the furnishings are integrated by their shape and function.

*Fragment Hospitality*, on the other hand, creates an immersive experience using the fluid element of water. It is a fully accessible suite designed with the expertise of Roberto Vitali of **Village for all**. The concept is called “*In a Light Wave*” and, in addition to having a bathroom with a double sink at different heights to ensure flexibility of use to an extended user base - even the smallest - it has a wellness area that offers guests an enlarged experience.

**On the third floor** we are welcomed by *Just Like Home* by **Contract Lab**, *Tropicana Club* **by Rizoma Architetture** and *Into the Cloud* **by Barbara Vannucchi**.

Contract Lab with Just Like Home intended to create a multifunctional space that meets the needs of comfort but also flexibility. Living room and kitchen area can become workspaces, visually divided by a suspended library, as well as the bedrooms, textured and multifaceted. A smart and green suite.

*Tropicana Club* by **Rizoma Architetture** tells a story made of joy and colour. An explosion of shapes that evoke pop atmospheres with industrial materials and bright nuances. The living area has a kitchenette created as a real corner bar; the bed is an imitation of a canopy that mixes graphic elements with metal materials.

*Into the cloud,* designed by Studio Vannucchi, is an invitation to lightness and to take care of ourselves through a repetitive format.

The penthouse of DEMO, on the fourth and top floor, is the Sea Suite, designed by **Studio Bizzarro** with the shades of the sea. It is not just a suite but a fulfilling experience that makes peace with oneself in an environment made of light, tangible experiences, fragrances, and relaxing colours. A large terrace that connects the inside and the outside, a living room with a hidden kitchenette, a double room with a multi-sensory shower area.

**CREDITS**

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