

**HIGH ALTITUDE PROJECT – BETTIOL ARCHITECTURE FIRM DESIGNS**

**THE PRINCIPE DELLE NEVI HOTEL**

Situated in a privileged position on the Alpe Giomein within the mountain resort of Breuil-Cervinia in the middle of the ski slopes, the **Hotel Principe delle Nevi** was designed by **Bettiol Architecture Studio** of Aosta. It was built in two distinct stages, crowning a collaboration that began in 2008 between the client – the McNeill family, and Bettiol Architecture.

**Two architectural interventions** and two identities that gave birth to an original and contemporary structure characterised by a well-defined concept: to offer guests a unique holiday experience, with a linear but sophisticated style and attention to detail; to redefine the concept of hospitality by offering modern, chic and contemporary Italian design in Cervinia, in a mountainous environment but with a classic chalet touch.

The **first phase** of construction of the Principe delle Nevi Hotel dates back to 2008. It has recently continued with a second phase and the construction of an **ex-novo structure** consisting of the extension of the existing one – a project with a visionary design that anticipates current trends in hospitality for **a more digital, international and dynamic clientele**. The firm, coordinated by the architect Mariapia Bettiol, has been entrusted with the architectural and interior design project of this new space with the aim of expressing all the creativity and interpreting the client's needs in order to develop environments that would represent a modern boutique hotel characterised by a warm soul and a welcoming atmosphere.

The two structures of the Hotel Principe delle Nevi are connected by an **underground tunnel** of approximately 80 metres in length that crosses the mountain and encloses the hotel. This tunnel has been transformed into an **exhibition gallery** – a wine cellar where wine can be stored and displayed for tastings, a tribute to the breathtaking panoramas of Italy and its wines, giving the tunnel a clear identity, which goes beyond the logistical and functional characteristics of the connection between the two hotel spaces.

The new accommodation is characterised by **exclusive spaces with a high level of comfort** and a large surface area. Guests are welcomed in the basement by a second reception area. On the same floor there is a multi-purpose room for fitness and yoga, characterised by slits of light that create a mirrored space, and an area for luggage storage and the ski room, in addition to the one already present in the original structure.

The new extension covers a very large area divided into several floors, with a total of 7 suites on the first floor, 4 suites on the second floor ranging in size from about 40 to 75 square metres, and 1 suite of approximately 200 square metres on the top floor, with a kitchen, a living room, a dining room, bedrooms and a mezzanine - a true modern luxury flat. On the second floor there is also a **terrace with a solarium function**, which can be used by all guests.

The **rooms** have been studied and created with a strong design personality and equipped with everything necessary for comfort. The rooms communicate with each other through doors concealed by elegant and aesthetically discreet sliding mirrors. Their function is to connect but also to divide, in order to give the client freedom to enlarge or not the spaces and to guarantee total privacy for separate reservations.

The **private spa suites** are a new feature added to each room. They consist of a sauna or Turkish bath and a Jacuzzi located outside on the private terrace, offering guests a moment of complete relaxation in complete privacy and with a view on the ski slopes. The private in-room spa suites offer all the services of a spa combined with the comfort of a suite. A spacious lounge completes the spaces of the new suites. The bathroom area has been designed to create an open and harmonious space.

Architect Mariapia Bettiol's work also included the former common areas, to accommodate a larger number of guests, and the **Snowflake restaurant**, with its refined and exclusive design, bringing guests into a comfortable environment for a quality dining experience.

The **furnishings**, designed by the architect Bettiol, were provided by the **interior contractor Concreta**, which specialises in the design, production and supply of customised, made-to-measure furniture. The choice of materials was based on the use of wood and stoneware, which gives the structure a modern and elegant look. Every element and furnishing accessory were chosen in a synergic relationship with the client and customised to their requirements.

For the **external parts of the structure**, the material chosen is larch wood in large format with a sheet metal roof. The idea was to create a non-invasive building that would blend in perfectly with its surroundings. The use of rocks in the lower part emphasises the profound relationship between the structure and the place where it is located, to give the feeling that the building was born from the mountain itself: recalling the mountains, following the slope and continuing the play with the ground, giving the building the same angular lines as the mountain. The basement of the building was therefore covered with rocks, between which the natural greenery typical of the Cervinia area was born, thus creating vertical green play on the rocks.

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