

**APIR PROJECT FOR THE VILLA IGIEA HOTEL IN PALERMO**

**BETWEEN HISTORY AND FUTURE**

The APIR project for the Hotel Villa Igiea in Palermo is born form the meeting of two historical companies that today combine the value of tradition and the strength of a contemporary brand, with a vision orientated towards the future.

Located on the Gulf of Palermo, 2 km from the port and in a panoramic position, Hotel Villa Igiea is an accommodation facility of the Rocco Forte Hotel chain, the client who trusted APIR for this project, whose first graphic proposals were developed in 2019 and the completion of the works and the full installation took place in July 2021.

Owned by the Florio family, Villa Igiea was the favorite destination of Donna Franca, Ignazio Florio’s wife, who used it both as a family villa and as a hotel to accommodate her many guests, of which some of the most renowned people at that time. It was redesigned as far as possible by the Architect Ernesto Basile – one of the protagonists of the Liberty and Modernism at the time – and inaugurated as a hotel in 1900.

For its fascinating history and structural characteristics, the Villa Igiea project required APIR’s extensive involvement and specific design commitment to find a signage solution that combine artistic and cultural heritage with the traditional high-end hotel usability. The sign had to reference the Liberty style inspired by the environments but, at the same time, it had to be functional to allow the customer to easily find all the hotel’s services. The biggest challenge was to ensure fast, efficient and effective access to services for all guests, as expected from a modern high-end hotel.

The type of work involved the production and installation of interior directional signage for all four floors of the hotel, security signage, and exterior signage, including the gardens. Overall, the areas of the facilities worked on are: interior/exterior/gardens/private port dock area.

**PRODUCT CUSTOMIZATION**

There was a focus on the study of customized and exclusive elements for the client at the level of signage, key rings, room bells. Specifically, the specifications of the products used in the project are as follows:

Indoor signage: LETB Lettering with bar
Keychains: HEXAGON
Outdoor signage: GARDEN
Safety signs: SURETE
Doorbell: BELL

For the Villa Igiea Hotel, the noble material par excellence, brass, was chosen in a light burnished shade, to give it a vintage patina of time. The font chosen for all the signage refers to the Liberty style and Art Nouveau, to give an overall elegant and harmonious style.

**Credits to report, photographers and actors involved**

Project management: Stefania Campestri
Contractor: Studio Elisa Ferrari
Project realized in collaboration with: Carmelo Marino PM Rocco Forte Hotels

Photo service by Valerio Colizzi

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*Born as engravers in 1918, APIR is a company with a consolidated family history, now in its third generation, with its headquarters and production site in Acquaviva – Republic of San Marino. Throughout the years, the company has developed a high level of expertise and quality service in the production of indoor and outdoor signs, furnishing and hotel accessories for the hotel industry. Today, APIR provides some of the most prestigious hotels in the world and is able to carry out projects with the best architects and designers in the sector, with particular attention to realizing creative and highly customized ideas and projects, in a logic of a constant innovation and dialogue with the territory and history, such as the Villa Igiea project.*

For press inquiries and custom interviews:

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