

**LUXURY HOSPITALITY IN HIGH ALTITUDE**

**THE 'BETTIOL ARCHITECTURE' FIRM IN AOSTA**

Conceiving innovation while valuing tradition is what distinguishes and characterises the vision, mindset and philosophy of architect Mariapia Bettiol.

An enterprising path, full of deep passions and curiosity began with a degree in architecture from Politecnico di Milano, an experience at the CEU (Universidad de Cardenal Herrera) in Valencia, as well as international workshops and a family history of architectural projects in the hotel industry. In 2017, architect Mariapia Bettiol took over the management of the architecture firm founded by her father in Aosta and created Bettiol Architecture, a consolidated, talented studio with a very international clientele that is now a benchmark in the Valley. The firm specialises in architectural services, consultancy, creative direction and technical management of luxury projects, including hotels, exclusive villas and chalets. From conception to the search for materials, right through to completion, the firm handles the most technical and operational stages as well as the most creative in terms of research and choice of the most suitable solutions. The decoration and interior design are carried out in collaboration with other professionals and general contractors in a true team effort.

The firm’s activity is mainly focused on the major resorts of the Alpine Arc and in the Cervinia region for the construction of four and five-star hotels, villas and sophisticated mountain chalets. The projects realised are intended for an international clientele in the Northern European market who, thanks to her solid experience in the field, her knowledge of the project locations, her creativity and her international perspective, find in the architect Mariapia Bettiol the ideal interlocutor. Experiences abroad have in fact played a fundamental role in the architect's training, allowing her to have cross-cultural influences brought to her designs.

The projects carried out range from the renovation of buildings to properties developed from scratch. The identity of the place and the location of the facilities remain a priority and are reflected throughout the entire project. Each project is thought out and cared for down to the smallest detail depending on its location, so that the mountains can be enjoyed in every season. The fondness for wood and its mastery stems from the roots of an architect who has made the Valley and its *Genius Loci* a constant cultural and professional reference.

**Designing chalets**

The firm specialises in the design of chalets, a concept of luxury living in the high mountains that combines the classic and traditional nature of a chalet with the elegance of contemporary interior spaces. Wood, stone and glass are the materials most widely used, giving warmth, harmony and intimacy to the spaces of each project with various techniques and finishes. The tradition of the Alpine region is combined with a constant search for contrasts in materials and shapes, to give a "wow" effect to each chalet. The shapes, often classical at the request of the clients, leave one with the curiosity of entering inside since it gives a feeling of refined and sophisticated contemporaneity, in a perfect harmonious combination of interior and exterior. These types of projects are operated on large surfaces starting at around 400 square metres, and each chalet is located in prestigious places right below the ski slopes or a few steps from Mount Cervino.

Among these is the chalet **La Fenice** **del Monte Cervino**, a project in which the Bettiol Firm collaborated on the reconstruction and architectural design with contractor Concreta for the interior decoration. La Fenice is an emblematic example of a listed historic building, since it is a villa built in 1936 by the engineer Bacchini. It recently became the property of a family from London who wanted to restore it to its former glory by transforming it into a luxury Alpine chalet with optimal comfort and quality materials. One of the works that has just been completed in 2022 is "**Il Gufo**" chalet, which was started in 2018 and involved the Bettiol firm with Concreta for the interior design and construction management.

**Designing mountain hotels**

One of the most recent architectural projects by architect Mariapia Bettiol, **La Cresta Chalet** in Cervinia reflects the personality of the owners and their philosophy of hospitality inspired by criteria of familiarity, welcoming and warmth, particularly through the pleasant atmospheres created by the rooms and the sense of well-being provided by the place.

The five-star **Grand Hotel Cervino** in the middle of nature has created a link between the interior and exterior spaces, with nature as the absolute protagonist interacting with wood, glass and stone. The hotel was designed by architect Bettiol in collaboration with Concreta for the interior and construction company VICO.

Among the firm's other hospitality projects is the **Hotel Principe delle Nevi** in Breuil-Cervinia.

Current projects include **Hotel Piolet** in Cervinia, which will be ready in June 2023, an ambitious project for the grounds on which it stands. It is a listed building built before 1945 located near a deep ice tongue in constant movement.

The **Hotel Planet in Cervinia**, after a first renovation and extension four years ago, is in the process of redesigning its existing rooms.

The latest project is the renovation and extension of the **Hostellerie des Guides** in Breuil-Cervinia. Founded in 1965 as an operational base and shelter for mountain guides, the structure has become over the years a house-museum of high mountain and arctic exploration.

**Design and market insights**

Hotels, chalets and luxury guest villas become accommodations that can be rented out. The architect Mariapia Bettiol, in collaboration with the local authorities and Studio Odisio, is studying new accommodation and business design formulas in the Alpine landscape that may be of interest to foreign investors, increasingly looking for historical and luxury structures. The aim is to create unique living spaces, places that can be rented out with excellent staff, while maintaining an amiably domestic character where the bedrooms, living room, dining room and kitchen are juxtaposed with more exclusive environments such as the Spa, indoor and outdoor pools, gym, cinema room, Ski Room and Bike Room.

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