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THE VALUE OF BEAUTY AND TECHNOLOGY

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columns

LIVING

Hotel Design Puglia

BUILDING

INNOVATION AND TECHNOLOGIES

ASI Caivano - Made in Acerra

CHOSEN FOR YOU

specials

Canton Ticino

Catania heading for the G7

Orvieto and its excellence

close up

SALVADORI DIAMOND ATELIER

PINE LODGE DOLOMITES

HIDALGO RESTAURANT BEEF

TASTING SUITES

BAIA BIANCA SUITES

AZIENDE AGRICOLE CIRULLI

AD+P ARCHITETTI SA

BISCOZZO IMMOBILIARE

PUCCIPLAST • IMAGO CONTACT

GRASTIM JV • STUDIO GIORDANO

L'AUTOMOBILE • NETCOM GROUP

dossier EYEWEAR

Living Hotel Design Puglia

A magical route between
art and nature

At the heart
of a show



Visiting a place, in this case Puglia, is not just about discovering the most beautiful locations, but also meeting the local people to come into contact with their values - explains Sandro Pedone Ceo of pugliatravel-design.com -. We invite our guests to sit down around a table to taste and discover the best of this land, we take them around to artist and artisan labs. We make each one feel like they are at the heart of a metaphorical theatre, where we prepare the scene and they interpret it, thereby living a unique and authentic experience.

More tourists,
year round



Travelling is a constant discovery. The tourist flow in Puglia can expand over the years, in favour of the quality and presence of travelers 365 days a year, with an increase in cultural offerings, from art to fashion, music and cinema, to food and wine and design - say the travel designers Alessandra Recchia and Giuliano Monteneve, owner of Masseria Montenapoleone -. A program of events of a national and international level can push people to explore the region every season of the year.



COMMUNICATION PROJECT IDEA BY
GIUSEPPE CIRASINO

Puglia never stops surprising us. This region, famous for its beauty, has an extremely high level of hospitality and has some of the top facilities in the world. What I wanted to highlight and tell is just a mini tour of some of the most beautiful locations in the Valle D'Itria and Salento which come closest to the concept of "design hotel" or "lifestyle hotel" where, in addition to relaxation, visitors can admire and appreciate the careful attention placed on interior design, external spaces and the style of the welcome. Each facility has been twinned with an artist, an artisan or a creative space of the region to create a permanent bond between art and hospitality and further incentivize select cultural tourism.



PALAZZO SCOTTO

ALFIERI MAIOLICHE
Martina Franca (Ta)



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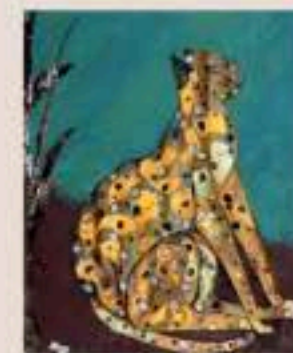
CASINA METRANO

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Cavallino (Le)
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LA FIERMONTINA

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Lecce
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SOTTO LE CUMMERSE

FRANCO FARINA
Ostuni (Br)



MASSERIA MONTENAPOLEONE

PINO GIACOVELLI
INCREDIX GOOD LAB
Locorotondo (Ba)
www.incredix.it



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www.bottegadelmonaco.it



LE DUNE SUITE HOTEL

KUBICO
Galatina (Le)
www.kubico.it



It stands in the centre of Alberobello, buried in the trulli cluster in via Montegrappa, with a breathtaking view onto the Basilica dei Santi Medici and the entire town. Palazzo Scotto: built at the end of the 800s and recently undergoing 10 years of reconstruction works, is now the ideal place for a "made to measure" holiday featuring luxury and comfort.

The building houses two suites, Trullo and Foresteria, and two apartments, Cummerse and Nobile.

The first, furnished in the country style, is recommended for guests wanting to live an experience in the past, without forgetting facilities.

Whilst the design elements mixed with nineteenth century antiques, represent the essence of Foresteria, boasting a bed suspended on crystal glass, the only one of its kind.

The Cummerse are built in stone, but unlike the trulli have sloping roofs which inside turn into high, impressive vaults, whilst the Nobile

A "made to measure" holiday in luxury

In nineteenth century Palazzo Scotto, after a ten-years restoration

apartment boasts a lounge frescoed by masters of the Neapolitan school. Solarium and private garden complete the offer of an elegant building standing on Puglia soil.

i PALAZZO SCOTTO
ALBEROBELLO (BA)
www.palazzoscotto.com

A vacation full of emotions

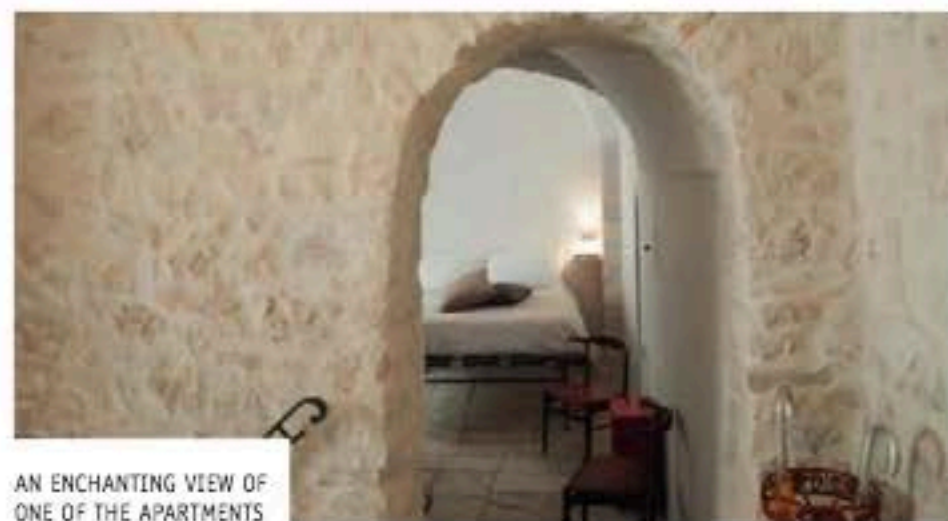
At Albergo Diffuso Sotto Le Cummerse in an old village

Discover the "enchanting hospitality" of the widespread hotel Albergo Diffuso "Sotto Le Cummerse" in Locorotondo, born of the love of Angelo Sisto and Tere-

sa Salerno, for this village, elected one of the most beautiful in Italia, and part of the plateau of the Murgia dei Trulli.

Making up the hotel is a series of delightful mini-apartments complete with all comforts, in the heart of the historical centre, restructured and furnished in harmony with the interior architecture of the "cummerse", homes with unusual pointed roofs and barrel vaulted ceilings, overlooking the marvellous Valle d'Itria. Many services are offered to guests: transport to and from all destinations, spa treatments, babysitting services, horseback rides, rides in the "Ape Calessino", free Wi-Fi in all rooms, tastings of local products, private beach and much more. Albergo Diffuso "Sotto Le Cummerse" is a pleasant and welcoming place, perfect for couples and families.

i SOTTO LE CUMMERSE
LOCOROTONDO (BA)
www.sottolecummerse.it



AN ENCHANTING VIEW OF ONE OF THE APARTMENTS

A small oasis of wellbeing

Canne Bianche Lifestyle&Hotel, in the heart of Puglia

A refined boutique hotel overlooking the sea of Torre Canne, in the heart of Puglia, inside the Regional Nature Park, Dune Costiere. This is Canne Bianche Lifestyle&Hotel. Harkening back to the style of the ancient whitewashed farmhouses, with its timeless charm and the values of respect and care for the land and its guests. The soft colours, artisan furnishings, local artistic ceramics, authentic kindness and warm smiles of



NIGHT VIEW OF THE RESORT

the staff complete the unique atmosphere of this hotel. With 54 rooms, with bathrooms in prestigious white Italian marble, it has a lounge bar and two restaurants, where guests can enjoy the delicious local cuisine of Puglia, full of delicious food and wines. This can be seen in the use of seasonal local products, at Km 0, coming from organic, biodynamic and Slow Food farms and wineries, and fresh fish is always caught the same day.

Unforgettable is also Aqua Spa, an oasis of beauty and wellbeing, where the energy of water is inflected according to ancient rituals through the skilled motions of beauty therapists, with products based on the "marine biomimetic" philosophy. Well-being experiences long to be remembered.

i CANNE BIANCHE LIFESTYLE&HOTEL
TORRE CANNE DI FASANO (BR)
www.cannebianche.com

A holiday enwrapped by the fascination of an masseria

Exclusive charm at Masseria Montenapoleone, where every detail has a story to tell

Masseria Montenapoleone stands on an ancient rural settlement looking onto the sea, in the valley of centuries old olive groves in the Fasano district. The refined originality of this fortified farmhouse, dating back to 1600 and undergoing an eco-sustainable refurbishment project, is initially revealed in its rooms and suites, all different and furnished with handmade furniture. The colours and essence of the decor convey a desire to match up pieces from the past with an innovative workmanship: shoe cupboards made

from old shutters, primitive farming implements transforming themselves into pieces of furnishing. "La Falegnameria" restaurant - similar to a real carpenter's workshop, with tins of paint and tables in unfinished wood - is the place to discover the authentic flavours of Puglia cooking with products grown a 0 km in the Masseria's organic kitchen garden. Guests can sip a drink or read a good book in the winter garden, amongst wrought iron decorations, vintage armchairs and damask sofas to settle down by the fire burning in the



AN ORIGINAL BEDROOM IN THE MASSERIA

hearth. Or take a dive into the swimming pool on a cliff facing the Adriatico: surrounded by Mediterranean scrub and buried in the fragrance of herbs, amongst thyme, myrtle and rosemary.

i MASSERIA MONTENAPOLEONE
PEZZE DI GRECO (BR)
www.masseriamontenapoleone.com