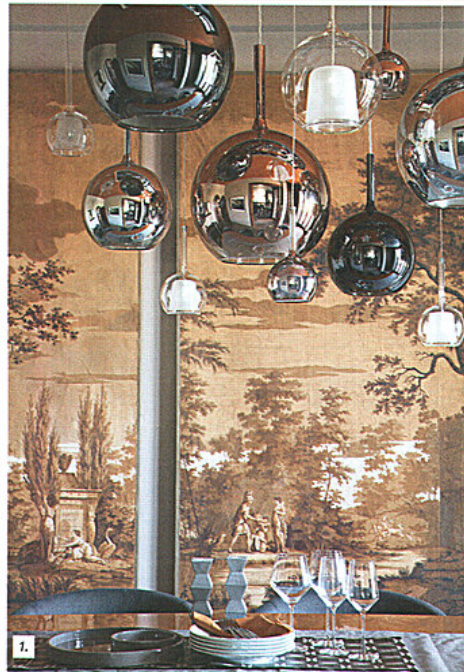




50 / Interviews

TRENDS

M
News



1.2. Renovated with a project by the architect Stefania Pessina – who for the furnishings has chosen many pieces by Minotti Italia, and for the lighting has selected lamps by Penta Light – the Roman Villa Nocetta is immersed in a private park (3330 m2), with maritime pines, palm trees, orange groves, a patio and a nocturnal lighting system.

3. Designed by the Austrian architect Hannes Ganahl, the Privà Alpine Lodge in Lenzerheide (Grisons) is a chalet-resort offering 90 residential units, including the wooden "penthouse" in the image.



GLAMOUROUS STYLE TO RENT



As Francesco Merlo explains, regarding his latest novel *"Stanza 707"* (Bompiani, 2014), "the hotel room is the literary prototype par excellence," though today the new hotels, even the most luxurious, are "junkspace, all the same, filled with modernity, containers without seasons." It is no coincidence that *"How to Spend It,"* the weekend supplement of the *Financial Times*, recently published a big article on "hospitality beyond the hotel," narrating the unstoppable rise in the true luxury segment of

'shelters' that offer an alternative to the anonymity of hotels, meaning – for those who can afford them – chalets, villas and penthouses, perhaps created at first in a family setting, but now transformed, for a variety of reasons, into residential units to be rented out to the wealthy.

Among the various European examples of a "home away from home," in Switzerland we can mention the Privà Alpine Lodge (www.privalodge.ch), a chalet-resort opened five months ago in

Lenzerheide (1450-1600 meters above sea level), in Canton Grisons, near the Heidsee and the ski lifts of the Rothorn. Luxury and personalized service, but also intimacy and nature, make the Privà – designed by the Austrian architect Hannes Ganahl – a place of chalet-apartments equipped with high-tech kitchens, a fireplace or Swedish stove, furnished patios and terraces, and storage rooms for ski gear. On the other hand, apart from independent privacy, one can opt for the resort's centralized

services, including two restaurants (also with room service) inside the Alpine village, a mini-market with fresh bread baked daily, an Alpine swimming pool and a gym.

Italy is also adapting to this latest trend, and one good example is Villa Nocetta in Rome (www.villanocetta-rome.com), a patrician estate built towards the end of the 1950s on a green road that leads to the historic Via Aurelia. The villa has recently been renovated by the designer Stefania Pessina (www.stefaniapessina.it), who has conserved the original layout and transformed the residence into a luxury home (with an entire series of services provided by the personal concierge, a studio with fax, PC, printer and scanner, and a fitness center with Technogym machines), where the rooms and the large age-old park-garden (including a large outdoor swimming pool) maintain the atmosphere of the period intact, that famous Italian Style that now seems vintage, and is so thoroughly appreciated by foreigners. This stylistic signature of the project is reinforced by a series of pictures by outstanding art photographers on the walls. (Olivia Cremascoli)