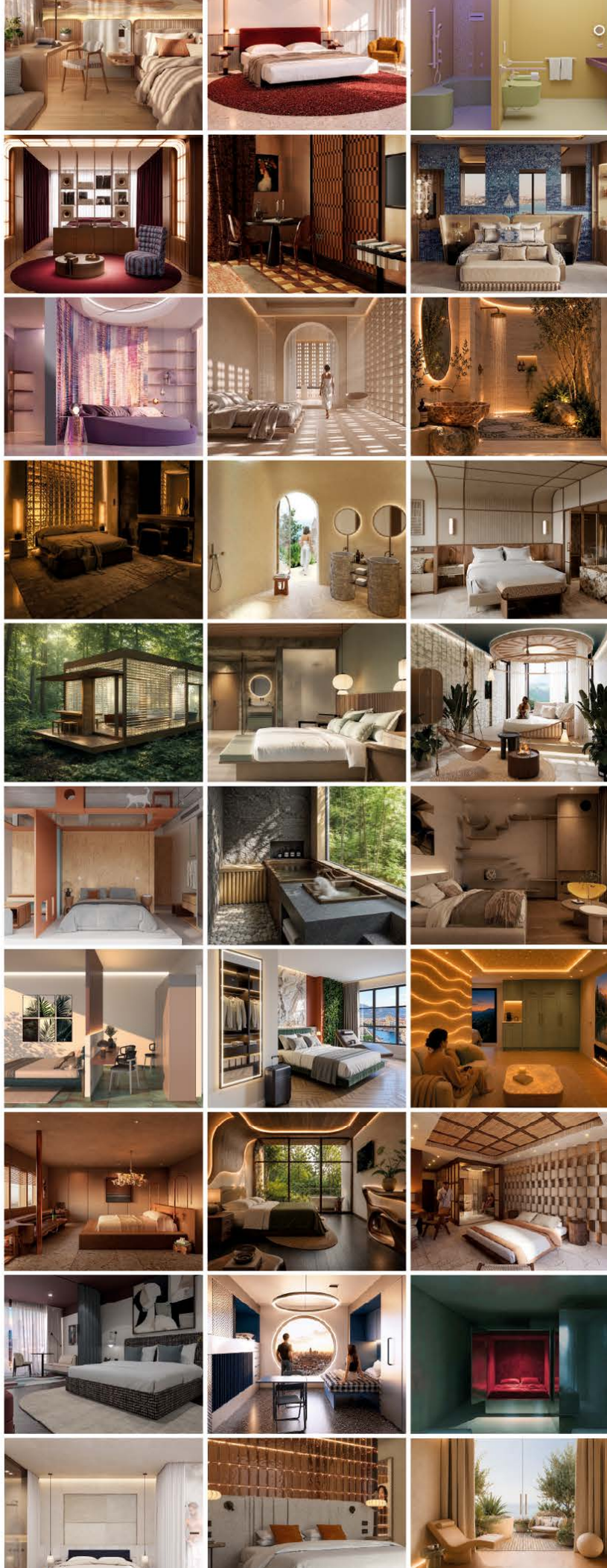
HOTEL
DESIGNER
AWARDS

Next-gen hospitality: 36m² to redefine hospitality

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HOTEL
DESIGNER
AWARDS

Best Hotel Designer Awards.
The international award for architects under 40.

The Best Hotel Designer Awards is the award conceived by Mauro Santinato, President of Teamwork Hospitality, Italy's leading hotel consulting firm. In its inaugural edition, the award attracted 180 under-40 designers from around the world, who were invited to take on the conceptual design of a 36-square-meter hotel room across 10 typological categories.

"Hospitality is experiencing one of the most profound transformations in its history. Travelers are changing, expectations are changing, lifestyles are changing, and with them, the very concept of the hotel is changing. The hotel room is no longer just a space to sleep. It has become a place capable of telling a story, generating emotions, fostering well-being, forging connections with the local territory, and integrating technology, sustainability, accessibility, and new forms of experience. Today, designing a room means interpreting the shifts in society even before sketching a space. It is from this awareness that the inaugural edition of the **Hotel Designer Awards** was born—the premier international award dedicated to under-40 architects and designers specializing in hospitality design. The goal was not simply to organize a competition, but to create an international laboratory of ideas. A free space where a new generation of designers could imagine the future of hospitality without being constrained by established models, commercial limitations, or conventional design practices.

The response exceeded all expectations. We received **180 submissions from various countries**, from professionals who accepted the challenge of reinterpreting a 36-square-meter hotel room across ten different design categories. Ten themes representing the distinct directions in which the sector is evolving: from accessibility to sustainability, sensory experiences to contemporary luxury, pet-friendly hospitality to smart technology, right through to wellness and the indoor-outdoor connection. The result is an extraordinary wealth of creativity, research, and vision. Many of the projects gathered in this volume are not merely stylistic exercises, but genuine reflections on the future of hospitality. Some ideas may become reality, while others will inspire new approaches to hotel design in the years to come. All of them, however, demonstrate how design can serve as a powerful catalyst for innovation. The quality of the submissions was evaluated by a jury composed of seventeen of the most respected figures in international hospitality, design, architecture, and the hotel industry. This diversity of expertise ensured that the awards recognized not only the aesthetic quality of the projects but also their ability to meet the demands of a constantly evolving market. This catalog brings together the thirty finalist projects. It stands as a tangible testament to the talent of a new generation of designers who look beyond disciplinary boundaries, interpreting the hotel as a dynamic, inclusive, sustainable, and profoundly human space.

I wish to express my gratitude to everyone who made this initiative possible: the members of the jury, the partners who believed in the project from day one, the design studios that participated with such enthusiasm, and above all, the young professionals who chose to step up to the challenge.
I hope these pages become a source of inspiration for architects, interior designers, hoteliers, investors, and industry professionals. Because the future of hospitality always begins with an idea. And every great innovation starts with someone who has the courage to imagine it."

Mauro Santinato
Creator of the Hotel Designer Awards, President of Teamwork Hospitality



The Jury and Evaluation Criteria.

The projects were evaluated by seventeen jurors, comprising some of the leading experts in the hospitality and design sectors, who assessed the submissions based on five evaluation criteria: consistency with the selected category, originality and innovation, overall aesthetics and design, functionality and layout, and ease of maintenance and cleaning.

The jury included: Elisabetta Fabri (President & CEO of Starhotels Group), Sara Digiesi (CEO of BWH Hotels Italy & South-East Europe), Cristina Paini (CEO of LHM Hotel Management Company), Chiara Boni (Fashion Designer), Laura F. Verdi (Architect and Director of we:ll magazine), Giovanna Manzi (Board Member of HNH Hospitality), Donatella Bollani (Sustainability Consultant and Journalist), Mia Pizzi (Editorial Director of Pianeta Design), Roberta Battocchio (Managing Director of Hearst Global Design), Giorgio Marchegiani (CEO of Gruppo UNA), Alan Mantin (Vice President Development Southern Europe at Hilton), Gianleo Bosticco (Vice President Development Southern Europe at Marriott International), Francesco Scullica (Architect and Professor at Politecnico di Milano), Marco Gilardi (Director of Operations at Minor Hotel Group Europe and Americas), Mauro Vinci (Managing Director & VP Business Development Italy at Radisson Hotel Group), Mauro Santinato (President of Teamwork Hospitality), and Nicola Delvecchio (Strategic Hospitality Consultant at Teamwork Hospitality).

The partners.

This initiative was made possible through a synergy with some of the most prestigious brands and players in the furniture, design, wellness, and hospitality sectors.
These are companies that believed from the very beginning in the importance of investing in the creativity of the next generation: Schneider Electric, Simmons, Technogym, Unopiù, AdjStyle, Bonfante, Duravit, STS Hotel, Lema, Kaldewei, Rockfon, Lemi, Tecnostile, Liuni, BWH Hotels, Tubes, Perdormire Hotel, Hansgrohe, Concreta and Guldmann.

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CONTENTS

The 10 Categories & 30 Finalist Projects

P. 6 **CONCEPT STORYTELLING ROOM**

Ayşe Şama with the project: Istanbul: The Century-Old Ritual (Shama Concept & Design).

Anshika Mangla with the project: Party for one (Elena Pelosi Studio).
In collaboration with: Elena Pelosi, Carla Sanchez, Bruno Oprandi e Basak Kileci.

Martino Semeraro con il progetto: Studiolo – An Italian Chapter (Martin Atelier).

P. 6 **ACCESSIBLE ROOM**

Angela Parisi with the project: Linee di Autonomia (DAIR Architects).
In collaboration with: Fabio Passon, Laura Vidali, Filippo Orecchia e Veronica Fusaro.

Cinzia Agnello with the project: Suite Velaria – Room designed for everyone (Lombardini22).
In collaboration with: Alessandra Magri, Cristian Catania, Jana Stojanovic e Roberto Vitali.

Francesco Casucci with the project: Orbita (luoghiCOMUNI studio d'architettura).
In collaboration with: Enrico M. Turella e Chiara Celidoni.

P. 6 **OUTDOOR EXPERIENCE ROOM**

Federica Cucco with the project: Questa stanza non ha più pareti (NUMI STUDIO).
In collaboration with: Annalisa Battistini, Michela Funari, Annalisa Antinori e Alessandra Conforti.

Martina Anna Seeberger with the project: Aether – live the Fifth Element (MIDE Architetti).
In collaboration with: Sergio de Gioia e Fabrizio Michielon.

Veronica Fusaro with the project: Echoes of Nature (DAIR Architects).
In collaboration with: Fabio Passon, Laura Vidali, Filippo Orecchia e Angela Parisi.

P. 6 **LUXURY EXPERIENCE ROOM**

Corrado Conti with the project: Aevum Longevity Resort (Ovre Design).
In collaboration with: Giulia Delpiano, Anna Manfredi e Maria Martino.

Stefanie Battistella with the project: Limen (BBA Studio).
In collaboration with: Barbara Ballabio, Tiziano Rizzuti, Sara Arangio e Luca Colombo.

Federico Pagetti with the project: Amber Suite (Nick Maltese Studio).
In collaboration with: Camilla Piantanida.

P. 6 **EMOTIONAL SENSORIAL ROOM**

Gerald Somovidis with the project: A Place to Be Again – Architecture for Renewal, Reconnection and New Beginnings (Prime Renovation). In collaboration with: Elena Kotelnikova-Brand.

Maria Giovanna Manfredi with the project: Dreamscape.
In collaboration with: Jessica Bombelli, Santo Logozzo

Roy E. Chaaya con il progetto: WAQT (Atelier Roy Chaaya).

P. 6 **SUSTAINABLE ROOM**

Robyn Davis with the project: Rethinking Hotel Lifecycles (reWorks).

Giancarlo Tosti with the project: Finca Tierra (Giancarlo Tosti Interior Designer).

Florian Mouafo with the project: Living Canopy (Studio 127_1).
In collaboration with: Sandrine Simo, Patrick Yakana, Baudrel Nde e Lizette Tsafack

P. 6 **PET-FRIENDLY ROOM**

Victoria Ceaglei with the project: Shared Space: A Retreat for Two Species (SOLVI Design Studio).

Haochen He con il progetto: Co-Habitat Suite (Haochen He Design).

Alessia Angelica Alison Netrella with the project: CO-STAY hotel.
In collaboration with: Giulia Almici, Martina Piccini e Giada Quinte.

P. 6 **URBAN LIVING ROOM**

Melania Durante with the project: Dinamismo Agile (Bozzini Associati).
In collaboration with: Claudia Falzone.

Luca Cerinza Pettreca with the project: FULL – Flexible Users' Living Layout (okam Studio).
In collaboration with: Michele Bonetti, Claudio Rossi, Emanuele Maria Munaretto e Michele Forchini.

Leonardo Martini with the project: City-Cube Hotel (S2A + Leonardo Martini).
In collaboration with: Massimo Contini e Carlo Galli.

P. 6 **SMART & TECH ROOM**

Federica Buscema with the project: Nefusa Circadian Room (IngegnoLab).
In collaboration with: Giovanni Nicosia, Chiara Lombardo e Mattia Giugno**.**

Eugenio Santelli with the project: Terra viva: la stanza che respira (Studio Santelli).
In collaboration with: Virginia Laise da Silva Rodriguez.

Gerald Somovidis with the project: AEES – Adaptive Emotional Environment System. One Room. Multiple States (Prime Renovation). In collaboration with: Elena Kotelnikova-Brand.

P. 6 **WELLNESS ROOM**

Sara Frassineti with the project: ORIGINE, ritorno al benessere essenziale (Politecnica Building for Humans).

Elsa Sanfilippo with the project: ES Room (ES Architettura).

Melania Durante with the project: Armonia Sensoriale (Bozzini Associati).
In collaboration with: Claudia Falzone.



Hotel Splendide Royal, Lugano CH - Progetto: Studio Gascón - Realizzazione: Bonfante Interior Contractor

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CATEGORY
CONCEPT STORYTELLING ROOM

A project founded on a clear concept and a strong narrative identity. Color choices, geometries, finishes, and selected materials interact cohesively to breathe life into a space with a well-defined character. Every furnishing element and architectural detail goes beyond mere decoration, becoming an integral part of a visual and spatial narrative capable of engaging those who experience the environment and making their stay a truly unique experience.

FINALISTS

AYŞE ŞAMA
Shama Concept & Design

ANSHIKA MANGLA
Elena Pelosi Studio

MARTINO SEMERARO
Martin Atelier

Sponsored by

BONFANTE
INTERIOR CONTRACTOR

CATEGORY CONCEPT/STORYTELLING ROOM

AYŞE ŞAMA

Shama Concept & Design



Progetto

Istanbul: The Century-Old Ritual

Resisting placeless minimalism, this design weaves Istanbul's rich heritage into modern luxury to create a deep sense of belonging. Centered on longevity and well-being, it reinterprets the century-old Turkish hammam tradition into a private, restorative ritual featuring heated marble, integrated steam, and advanced tech. A bespoke mosaic inspired by Devrim Erbil's Istanbul paintings frames the skyline. Maintaining a fluid visual dialogue with the room, a freestanding tub overlooks the Bosphorus, offering an immersive, soulful hospitality experience.









Plan - Scale 1:50



CATEGORY **CONCEPT/STORYTELLING ROOM**

ANSHIKA MANGLA

Elena Pelosi Studio

In collaboration with:
Elena Pelosi, Carla Sanchez,
Bruno Oprandi, Basak Kileci

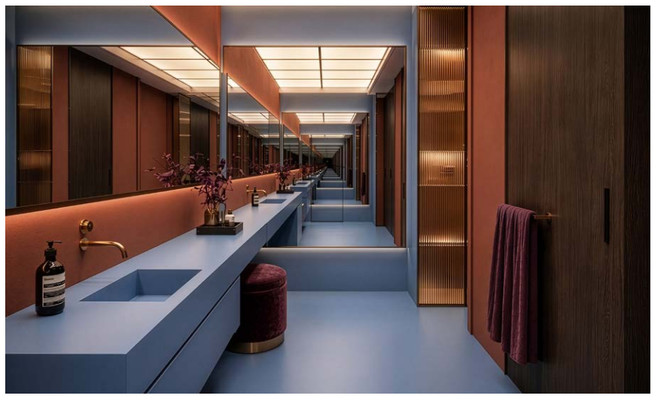


Project

Party for one

PARTY FOR ONE is a hotel room transformed into a private listening room: a party with no guests, no crowds, and no need to leave. Intimate, tactile, cinematic, and deliberately introverted, it stems from a simple idea: sound is not an accessory, but the invisible architecture of a space. At its core, there is no fixed layout, but rather a system of custom elements—an acoustic cabinet, sound panels, lighting surfaces, seating, and a rug—capable of transforming any hotel room, anywhere in the world, into a PARTY FOR ONE room: a place to listen, slow down, and celebrate one's solitude in intimacy. In the bathroom, mirrors multiply the guest, turning solitude into image, rhythm, and ritual. A room to choose a track, gaze out at the city, and inhabit solitude as a quiet luxury.

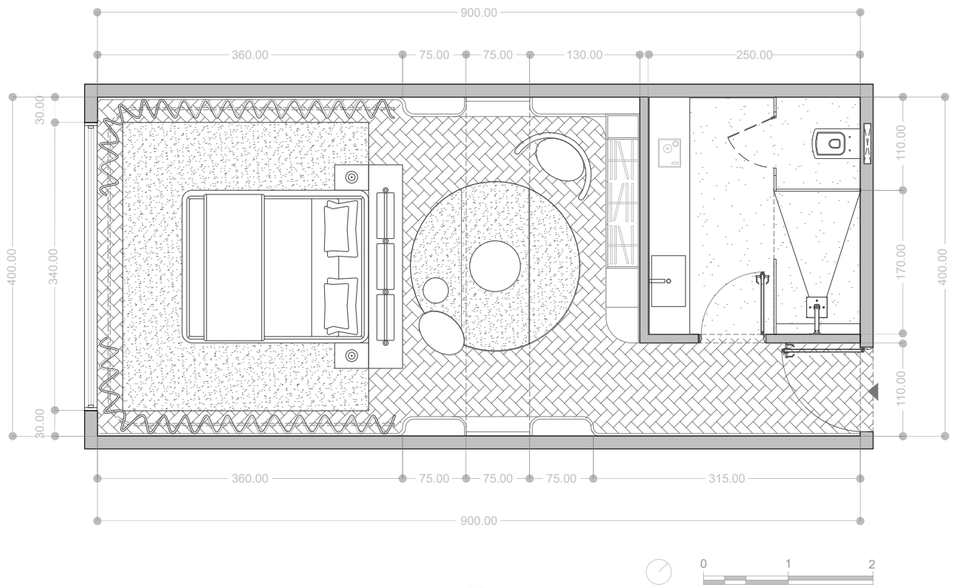








Plan - Scale 1:50



CATEGORY CONCEPT/STORYTELLING ROOM

MARTINO SEMERARO

Martin Atelier



Project

Studiolo – An Italian Chapter

Conceiving a room as a place of discovery. Not a space to merely pass through, but an environment to inhabit slowly, capable of restoring the pleasure of observation, knowledge, and contemplation. The project stems from a contemporary interpretation of one of the most refined archetypes in Italian culture: the studiolo. Not as a historical reconstruction, but as a spatial principle. An intimate space where architecture, art, and knowledge coexist within a cohesive system, constructed through geometry, proportion, and materiality. The space is organized as a sequence of continuous surfaces that integrate functionality, storage, and display. Boiseries, cabinetry, niches, and bookcases all contribute to the construction of a unified interior landscape, where every element finds its place within a rigorous and measured composition.

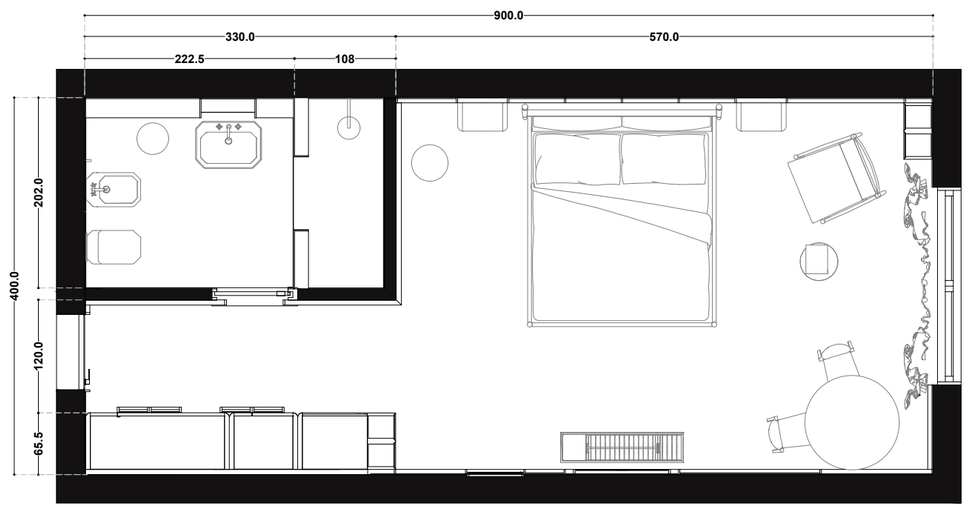




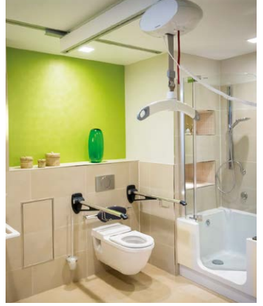




Plan - Scale 1:50







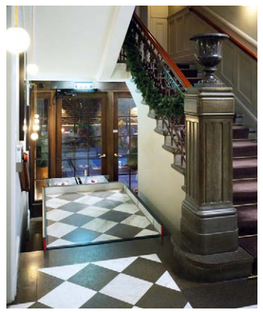

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CATEGORY ACCESSIBLE ROOM

The environment applies the principles of universal design to offer a welcoming and entirely obstacle-free experience. Ample maneuvering spaces, variable-height furnishings, and ergonomic features integrate seamlessly into the interior architecture, ensuring maximum autonomy and safety. The absence of architectural barriers and the selection of slip-resistant surfaces combine with a refined aesthetic, demonstrating that usability is both a value and a beauty.

FINALISTS

ANGELA PARISI
DAIR Architects

CINZIA AGNELLO
Lombardini22

FRANCESCO CASUCCI
luoghiCOMUNI
studio d'architettura

Sponsored by

Stepless™ by Guldmann

ANGELA PARISI

DAIR Architects

In collaboration with:
Fabio Passon, Laura Vidali,
Filippo Orecchia, Veronica Fusaro



Project

Linee di Autonomia

An equitable, intuitive, and independent user experience that translates safety and ease of use into a sophisticated aesthetic language. A tubular handrail that, like a continuous ribbon, accompanies the user: it illuminates, becomes a coat rack, wraps around surfaces at varying heights, and integrates an adjustable-height mirror before terminating on a cabinet. It dialogues with a fluted boiserie featuring a variable textural rhythm, which guides tactile and acoustic exploration, complete with chromatic rods for visual legibility. The Venetian terrazzo floor features a contrasting insert that outlines the suspended, height-adjustable bed, complete with uprights and pivoting shelves accessible at different heights. The color palette is customizable, provided it ensures adequate contrast. The technical element becomes the design signature that redefines the aesthetics of inclusivity.

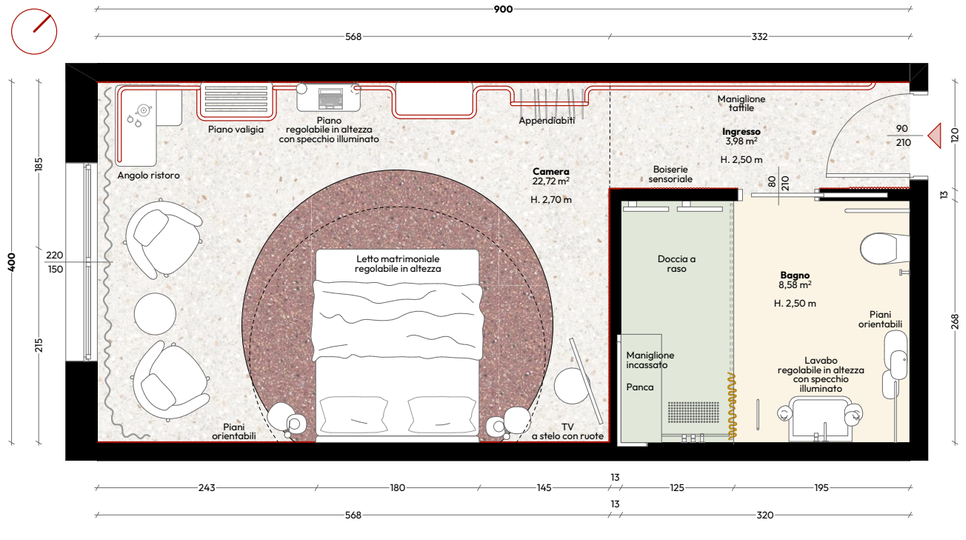








Plan - Scale 1:50



CATEGORY **ACCESSIBLE ROOM**

CINZIA AGNELLO

Lombardini22

In collaboration with: Alessandra Magri, Cristian Catania, Jana Stojanovic, Roberto Vitali (Village for all – V4A®)



Project

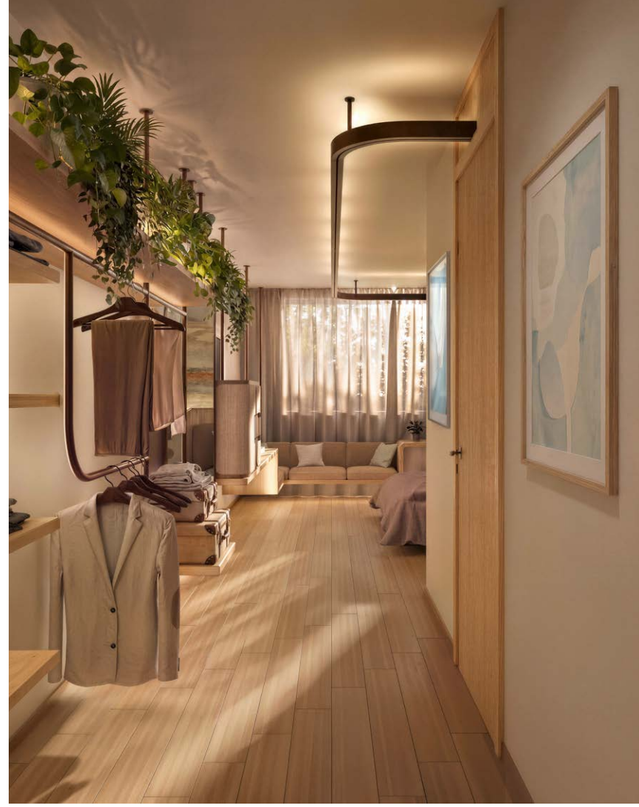
Suite Velaria
Room designed for everyone

Suite Velaria redefines the concept of the accessible room by transforming inclusion into design quality. Spanning 36 square meters, the space adopts the principles of Universal Design to offer an intuitive, seamless, and elegant experience, capable of accommodating everyone's needs without aesthetic compromise. A continuous integrated wall system and suspended furnishings free up the floor space, enhancing orientation, independence, and comfort. Natural materials, diffused lighting, biophilic design, and integrated ergonomic solutions create a welcoming and desirable environment, where accessibility becomes a natural extension of the hospitality experience.

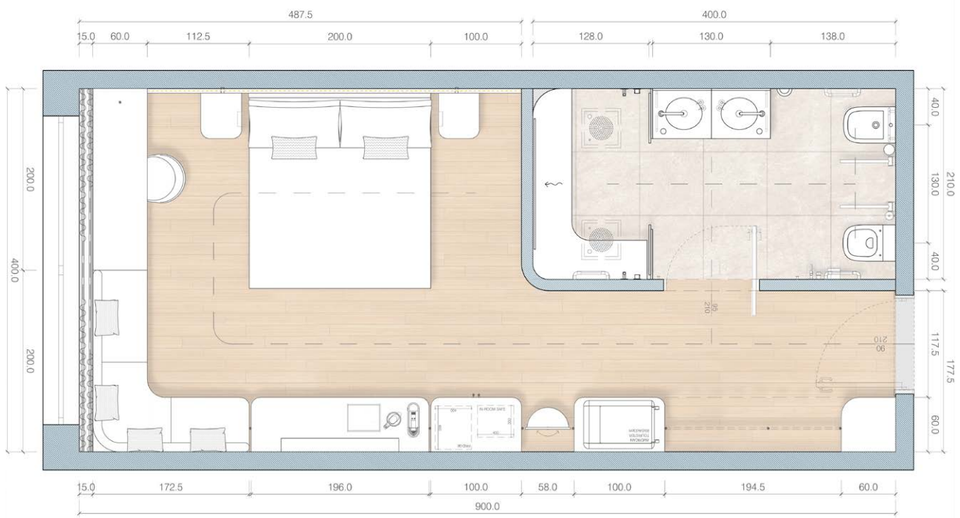








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FRANCESCO CASUCCI

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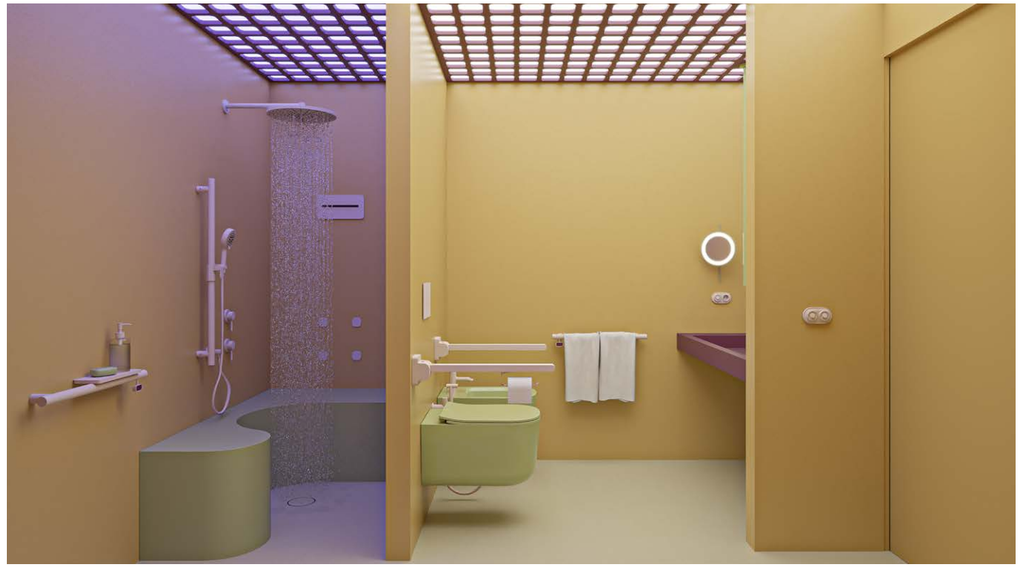
In collaboration with:
Enrico M. Turella, Chiara Celidoni



Project

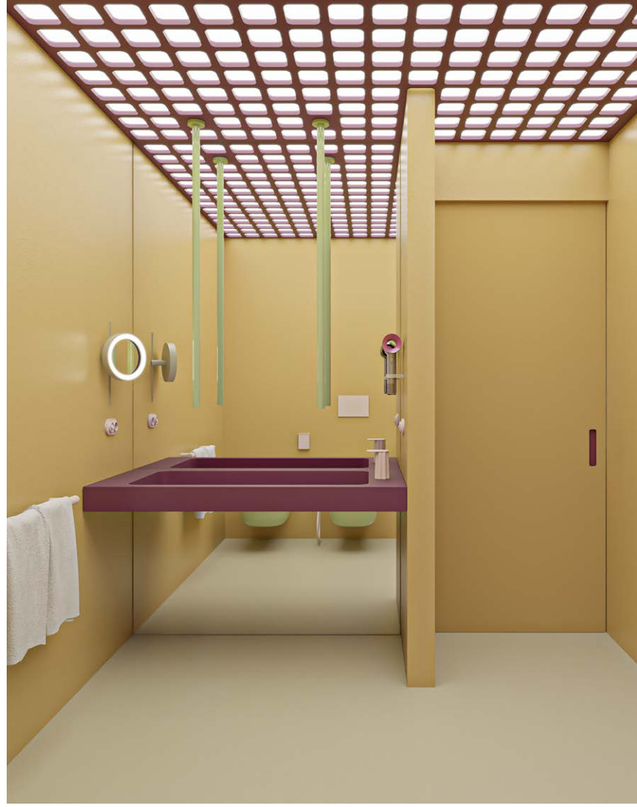
Orbita

Our vision for an inclusive room 'Orbits' around the Retro-Futurist language of the 1960s and 70s Space Age, an era that viewed the future as a realm of dreams and infinite potential. Today, this project reclaims that utopian optimism to transform the desire for inclusive hospitality into a tangible reality, demonstrating that universal accessibility can be expressed through memorable design that embraces the diversity of human bodies. Organic volumes seamlessly integrate key accessibility standards, while chromatic contrasts based on Light Reflectance Value (LRV) ensure spatial orientation for visually impaired guests. Natural clay walls and recycled fabrics weave together sustainability and sensory engagement. Smart automation, voice commands, touchless fixtures, and circadian zenithal lighting enhance independence and well-being, ultimately redefining hospitality.









Plan - Scale 1:50

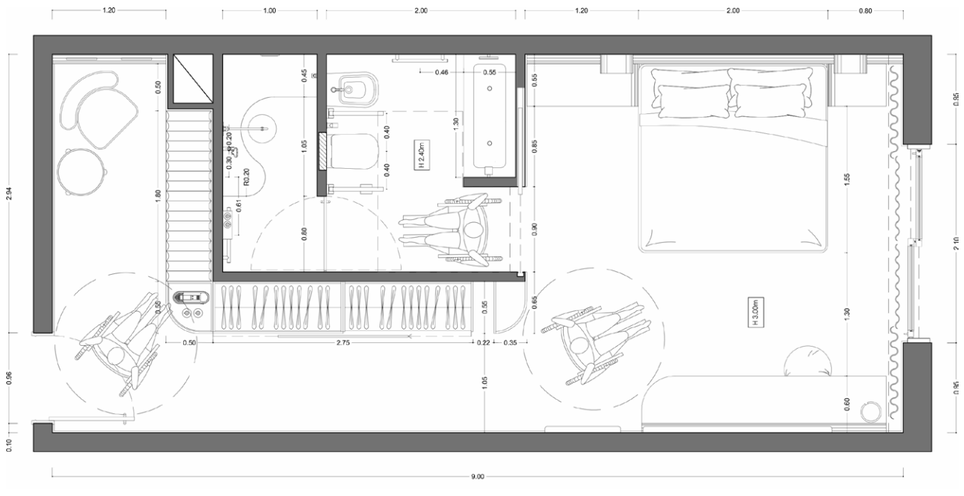




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CATEGORY
OUTDOOR EXPERIENCE ROOM

The room extends outdoors, transforming terraces, gardens, and patios into true open-air living spaces. The design dissolves the boundary between indoors and outdoors through visual continuity, weather-resistant materials, and furnishings that dialogue with the landscape. Solar shading, integrated greenery, and a meticulous approach to privacy shape spaces designed for relaxation, where natural light and the surrounding environment become the raw materials of the guest experience.

FINALISTS

FEDERICA CUCCO
NUMI STUDIO

MARTINA ANNA SEEBERGER
MIDE Architetti

VERONICA FUSARO
DAIR Architects

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CATEGORY **OUTDOOR EXPERIENCE ROOM**

FEDERICA CUCCO

NUMI STUDIO

In collaboration with:
Annalisa Battistini, Michela Funari,
Annalisa Antinori, Alessandra Conforti



Project

Questa stanza non ha più pareti

The concept transforms a standard hotel room into an immersive experience, where the boundary between indoors and outdoors dissolves through design and narrative. Atypical materials, colors, and furnishings evoke the imagery of a campsite at the edge of the woods, while the continuity between the bathroom, living area, sleeping area, and the outdoors creates a unified landscape. The refuge bed, rotating on its axis, continuously offers new functions, transforming the perception of the room. The walls do not physically disappear, but they shed their function as barriers, making space for experience and imagination.

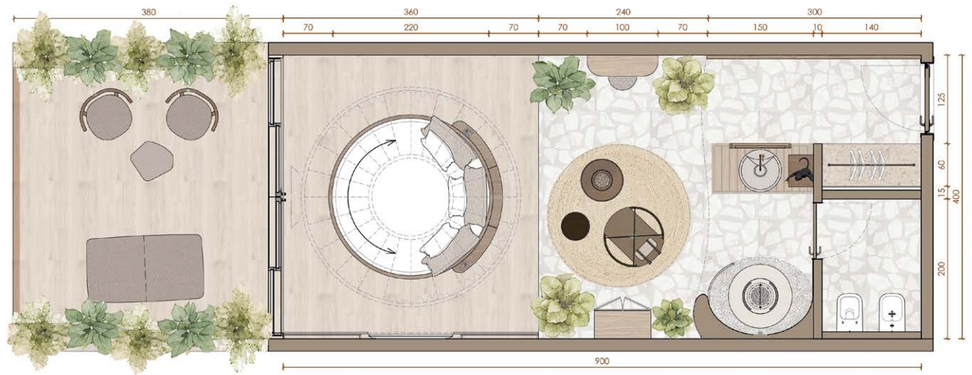








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CATEGORY OUTDOOR EXPERIENCE ROOM

MARTINA ANNA SEEBERGER

MIDE Architetti

In collaboration with:
Sergio de Gioia, Fabrizio Michielon



Project

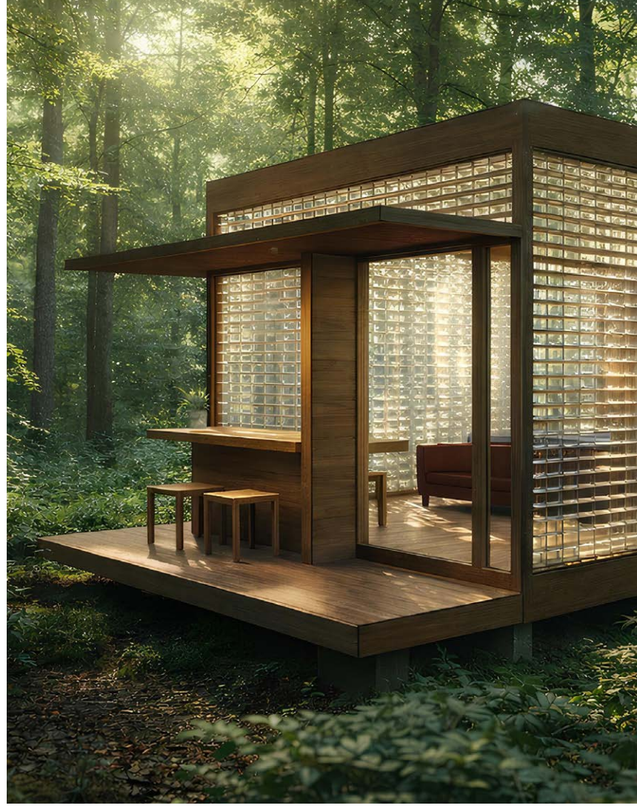
Aether – live the Fifth Element

In ancient Greece, Aether was the fifth element. It was neither earth, water, air, nor fire. It was pure space. The realm where light and sky converge. This structure does not occupy the landscape. It invites it in. It is not a building. It is a medium through which to experience a place. The project proposes a modular hotel room that redefines the concept of hospitality as an immersive experience of well-being and connection with the landscape. A self-contained living unit, capable of integrating into diverse natural contexts while maintaining a strong architectural identity. The landscape is not merely a backdrop, but becomes an active participant in the experience: light, shadows, atmospheric conditions, and the seasons continuously transform the perception of the space, making every stay truly unique.

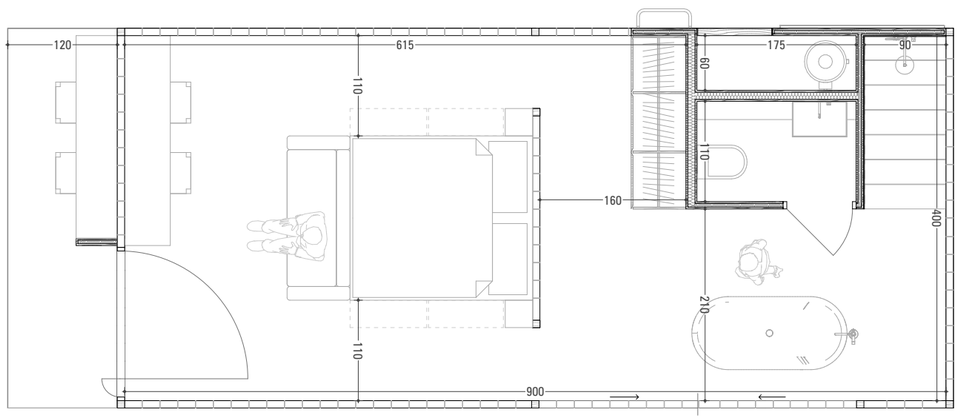








Plan - Scale 1:50



CATEGORY OUTDOOR EXPERIENCE ROOM

VERONICA FUSARO

DAIR Architects

In collaboration with:
Fabio Passon, Laura Vidali,
Filippo Orecchia, Angela Parisi



Project

Echoes of Nature

The hotel room reinvents itself as a suspended threshold between indoors and outdoors, where architecture becomes a transparent filter and the guest rediscovers the landscape as a shared intimacy. A floor-to-ceiling window captures the gaze right from the entrance; the bed, the dramatic centerpiece of the space, opens onto an exclusive private outdoor area that dissolves into the garden's greenery—featuring a sun deck, lounge chair, and open-air tub—creating a sensory sanctuary. Wood, in slats that rhythmically define the ceiling, relaxation niche, and headboard, extends beyond the glass to become a brise-soleil, acting as a guardian of shade and seclusion. The bathroom also dialogues with nature, protected by switchable LCD smart glass. Beige, sage green, and wood intertwine with a botanical wallpaper, culminating in a bespoke ambiance that celebrates biophilia.

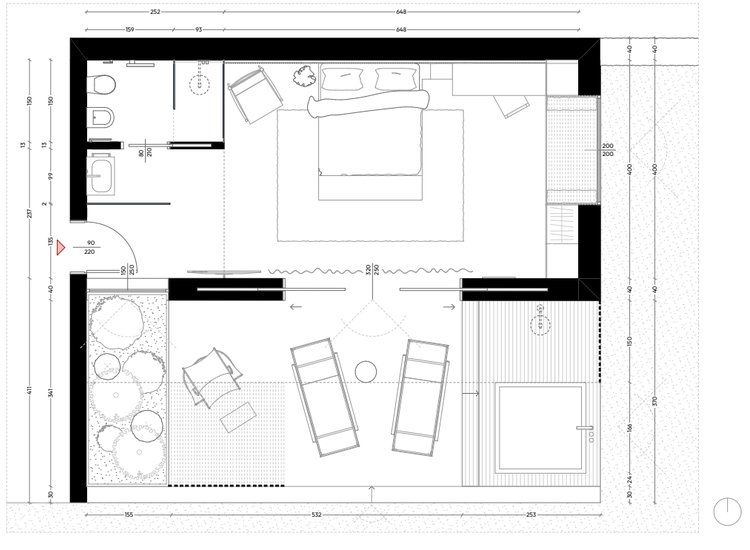


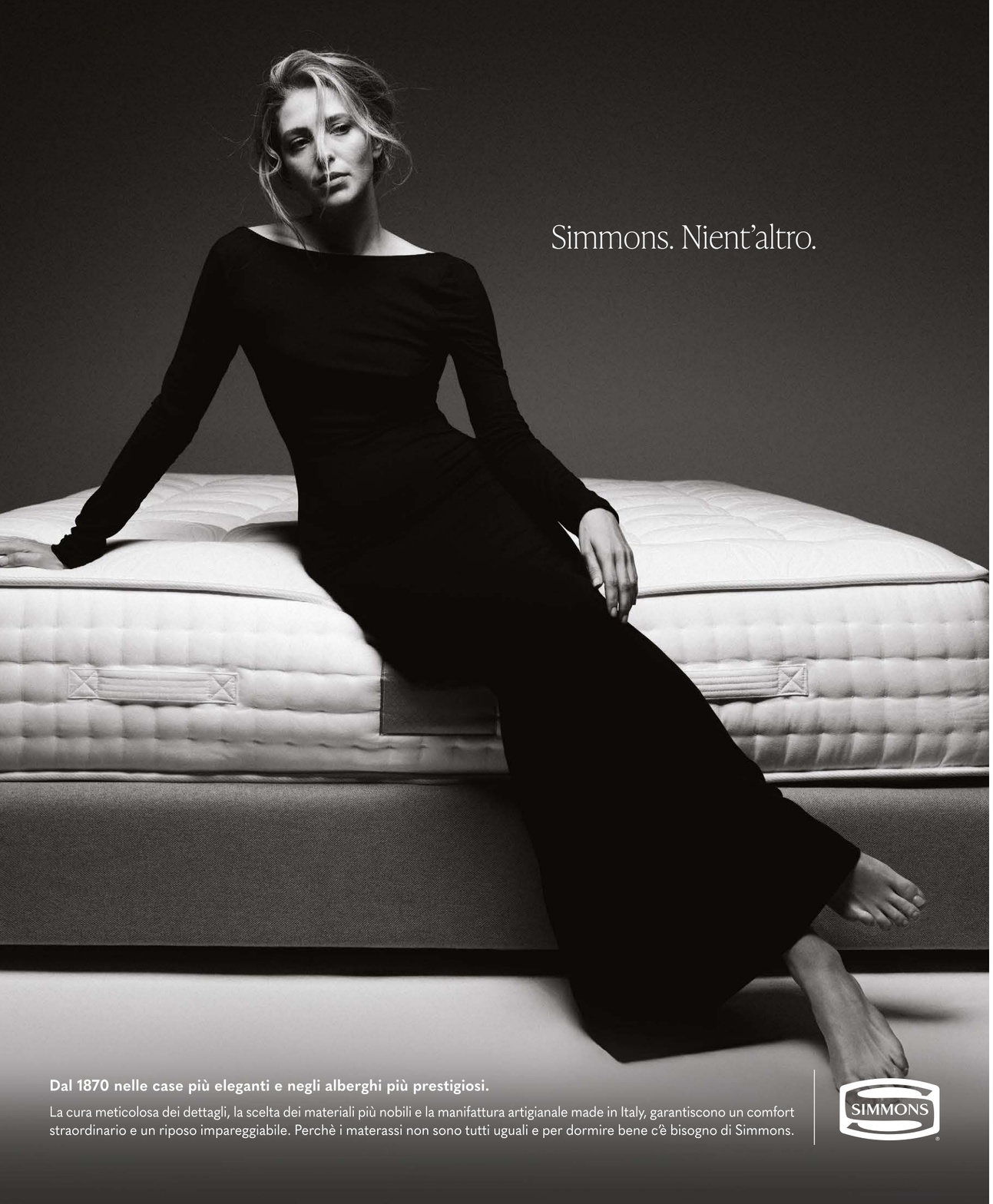






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CATEGORY
LUXURY EXPERIENCE ROOM

An interpretation of luxury understood as sartorial refinement, formal balance, and material quality. Fine finishes, leathers, woods, and refined fabrics clad surfaces and custom-made furnishings, while a dedicated lighting design enhances textures and volumes. The meticulous attention to detail, ergonomics, and the discreet integration of services define an atmosphere of refined exclusivity, where elevated comfort becomes an everyday experience.

FINALISTS

CORRADO CONTI
ovre.design®

STEFANIE BATTISTELLA
BBA Studio

FEDERICO PAGETTI
Nick Maltese Studio

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SIMMONS

CORRADO CONTI

ovre.design®

In collaboration with:
Giulia Delpiano, Anna Manfredi,
Maria Martino



Project

Aevum – Longevity Resort

The room interprets a new concept of luxury hospitality, where well-being, sustainability, and discreet innovation define an exclusive and personalized experience. Designed with a human-centered approach, it offers fluid spaces, natural materials, and artisanal details that foster comfort, balance, and relaxation. Invisibly integrated technology adapts to the guest's needs, streamlining every interaction. The traditional minibar evolves into a wellness station dedicated to self-care, complemented by a sleep corner featuring relaxation rituals and a curated pillow selection. An immersive listening area completes the experience, transforming the stay into an authentic journey of sensory regeneration.

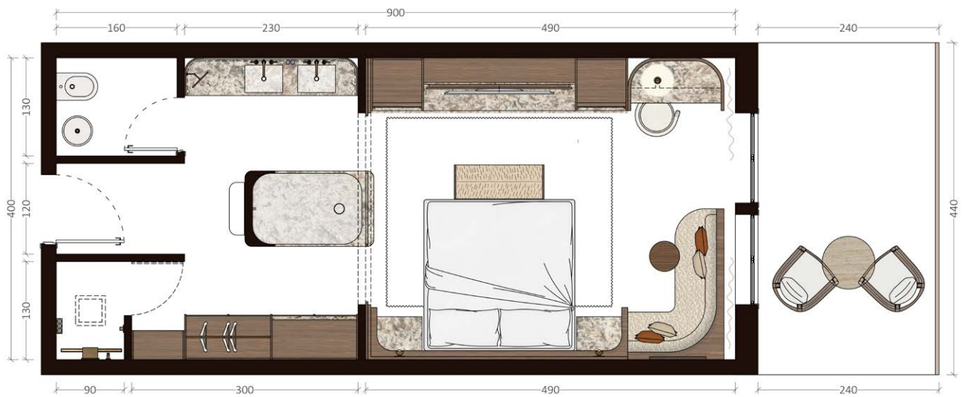








Plan - Scale 1:50



STEFANIE BATTISTELLA

BBA Studio

In collaboration with:
Barbara Ballabio, Tiziano Rizzuti,
Sara Arangio, Luca Colombo



Project

Limen

Limen reinterprets the hotel room as a space of well-being, identity, and sustainability. Drawing from the Latin limen (‘threshold’), the project transforms 36 square meters into a site-specific and guest-specific environment, capable of adapting to the guest’s needs and narrating the essence of the local territory through materials, light, and discreet technology. Set in Sardinia, it celebrates local resources and artisanal supply chains through architecture seamlessly integrated into the landscape. The experience unfolds across three phases—Arrival, Stay, and Rest—guiding the guest toward regeneration and comfort. More than just a room, Limen is a place that evolves alongside those who inhabit it.

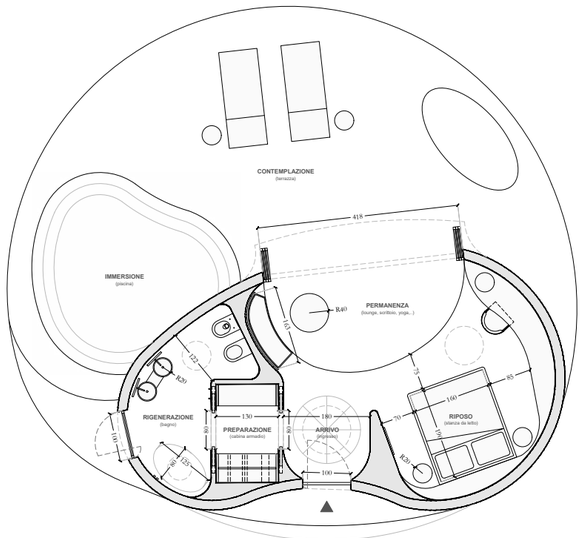


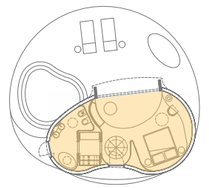






Plan - Scale 1:50





TOTALE	36.0 mq
ARRIVO	04.0 mq
PERMANENZA	12.0 mq
PREPARAZIONE	03.5 mq
RIGENERAZIONE	06.5 mq
RIPOSO	10.0 mq

0 0.5 1 2 3 4

CATEGORY **LUXURY EXPERIENCE ROOM**

FEDERICO PAGETTI

Nick Maltese Studio

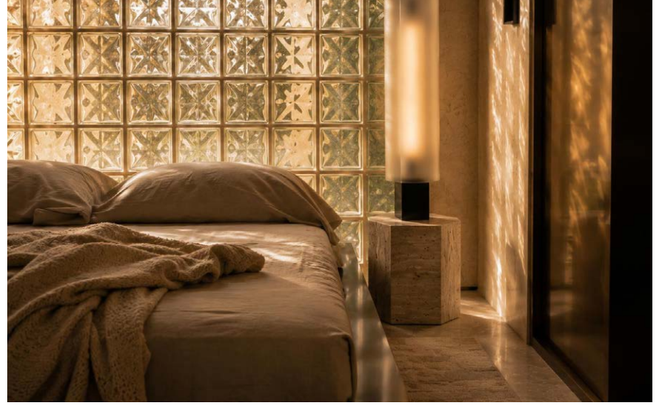
In collaboration with:
Camilla Piantanida



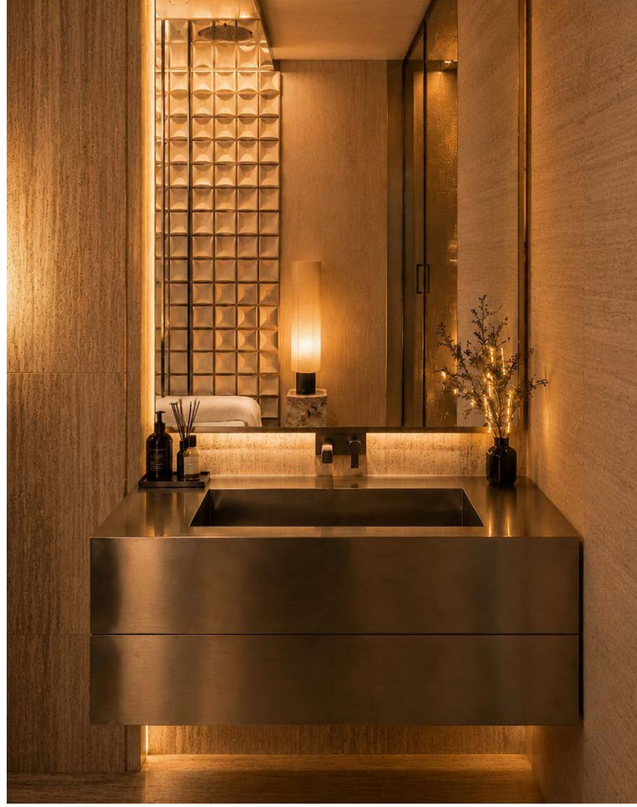
Project

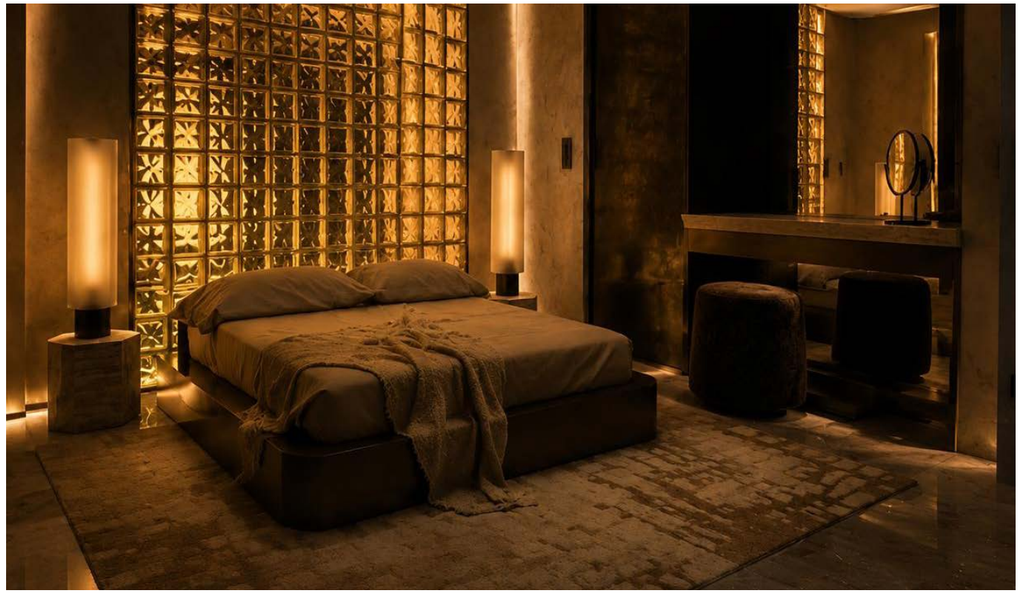
Amber Suite

A contemporary reinterpretation of 1970s luxury, Amber Suite stems from the idea that true contemporary luxury is not found in abundance, but in the ability to construct emotion through light, materiality, and perception. The project interprets one of the Studio's most representative themes: a modern take on 1970s glamour, translated into a language that is essential, sophisticated, and deeply sensory. It is not a nostalgic homage, but an exercise in synthesis capable of transforming iconic references into a contemporary and timeless space. The entire suite is conceived as a cinematic sequence of spaces. Light becomes an architectural material on par with stone and metal, shaping atmospheres, depth, and perceptions.

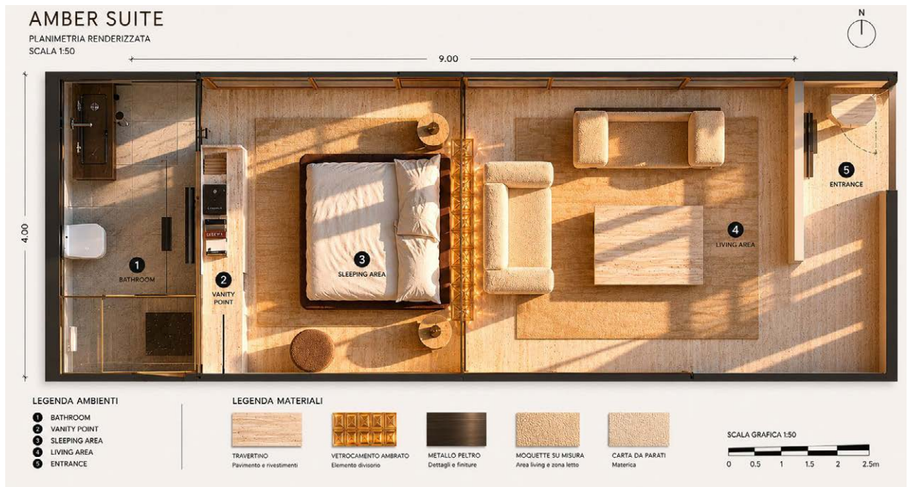








Plan - Scale 1:50



TUBES
THE WARM SIDE OF DESIGN



I CHING
ELISA OSSINO

CATEGORY
EMOTIONAL SENSORIAL ROOM

The environment engages the guest on a perceptual level through the calibrated use of light, color, surfaces, and acoustics. Chromatic tones and textural finishes dialogue with dynamic lighting systems, defining a space capable of transforming throughout the day. Tactile details, natural materials, and careful atmospheric control generate an immersive experience, where visual and sensory well-being guides every furnishing choice.

FINALISTS

GERALD SOMOVIDIS
Prime Renovation

MARIA GIOVANNA MANFREDI

ROY E. CHAAYA
Atelier Roy Chaaya

Sponsored by

TUBES
THE WARM SIDE OF DESIGN

GERALD SOMOVIDIS

Prime Renovation

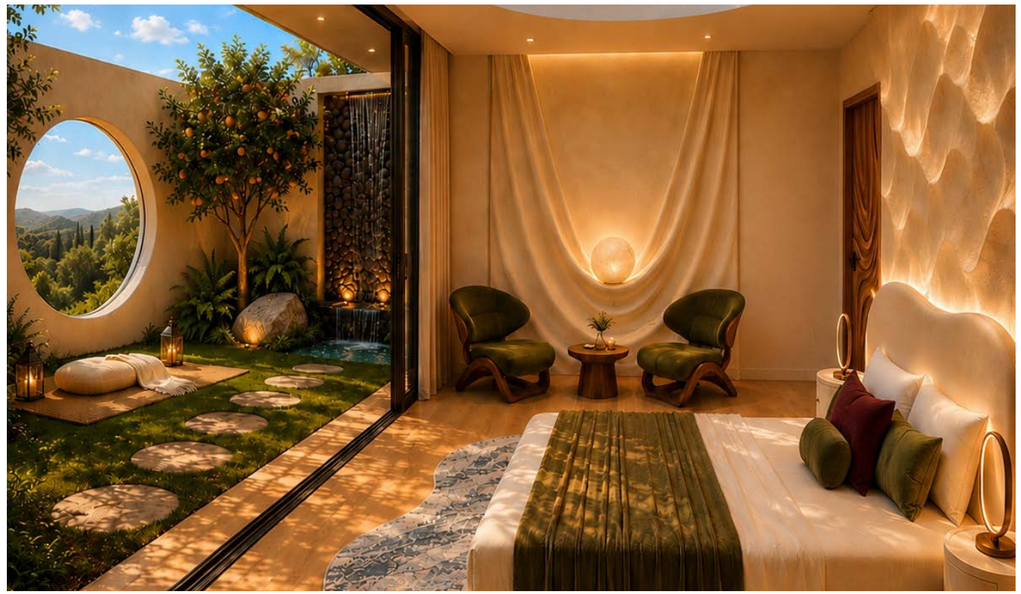
In collaboration with:
Elena Kotelnikova-Brand



Project

A Place to Be Again – Architecture for Renewal, Reconnection and New Beginnings

A Place to Be Again reimagines the hotel room as a space designed not only for sleep, but for emotional recovery. Architecture supports wellbeing, reducing mental overload through gentle forms, natural materials, soft light and a connection with nature. An oval rooflight above the bed reconnects guests with morning light, drifting clouds and the night sky, while a motorised blackout creates darkness for deep sleep. The room extends into a private sensory garden, where flowing water, a citrus tree, natural stone, a meditation lawn and a hotel-safe fire element invite guests to slow down and reconnect. Lime plaster, warm oak, travertine and natural textiles create a calm, grounded atmosphere. Every detail presents a vision of hospitality: a place that accommodates the body, restores the mind and helps the guest feel present again.

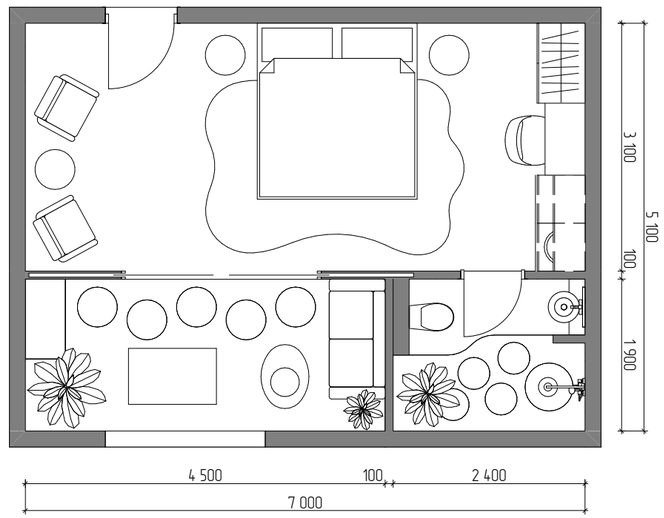








Plan - Scale 1:50



MARIA GIOVANNA MANFREDI

In collaboration with:
Jessica Bombelli, Santo Logozzo



Project

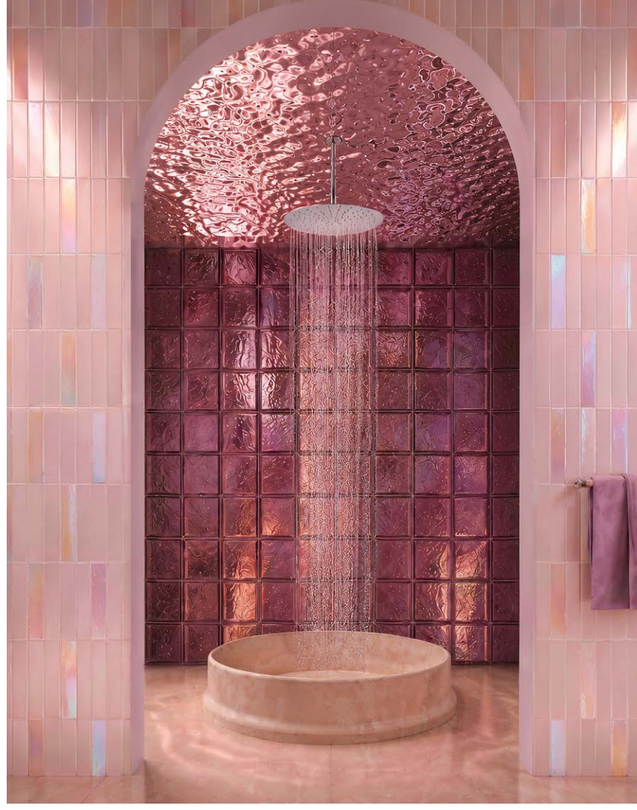
Dreamscape

BEYOND REALITY, WITHIN YOURSELF. The dream is not an escape from reality. It is a new way of inhabiting it. Dreamscape transforms a suite into a sanctuary suspended between reality and imagination, where light, reflections, materiality, and scents guide a journey of self-reconnection through the senses. From the very entrance, the guest is welcomed by sensory rituals: light accompanies the Ritual of Sight, while the bathroom—the heart of the experience, featuring iridescent stoneware, dichroic glass, and a sensory shower—brings the Ritual of Water to life. The living area hosts the Ritual of Infusion, and an exclusive fragrance envelops the space in the Ritual of Breath, while fabrics and metals evoke the Ritual of Materiality. The circular bed opens toward the large panoramic window, where the sea, the horizon, and silence lead to the Sense of Wonder, rediscovering an authentic connection with oneself and with nature.

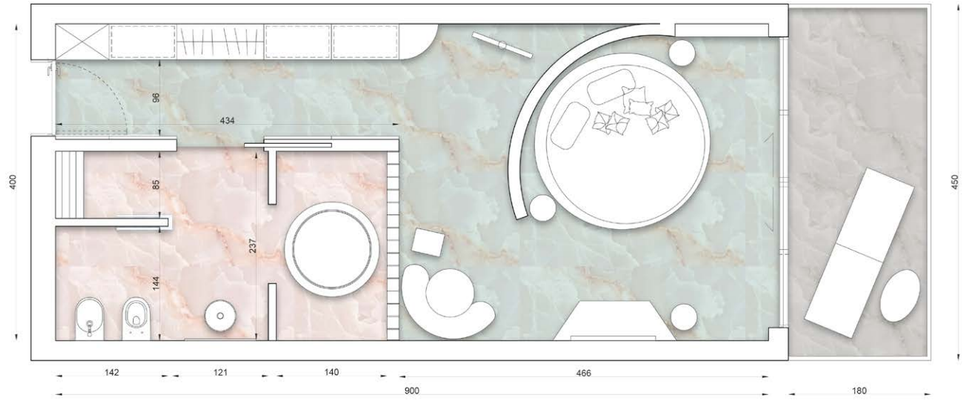








Plan - Scale 1:50



CATEGORY EMOTIONAL/SENSORIAL ROOM

ROY E. CHAAYA

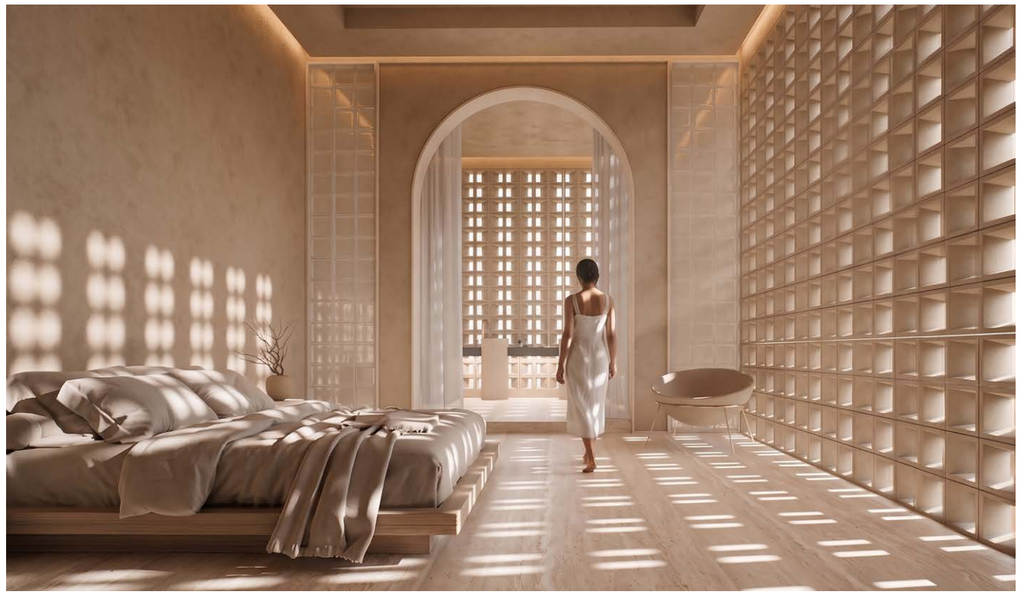
Atelier Roy Chaaya

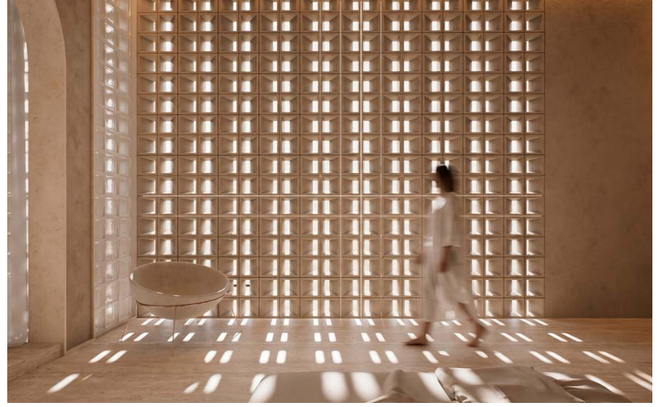


Project

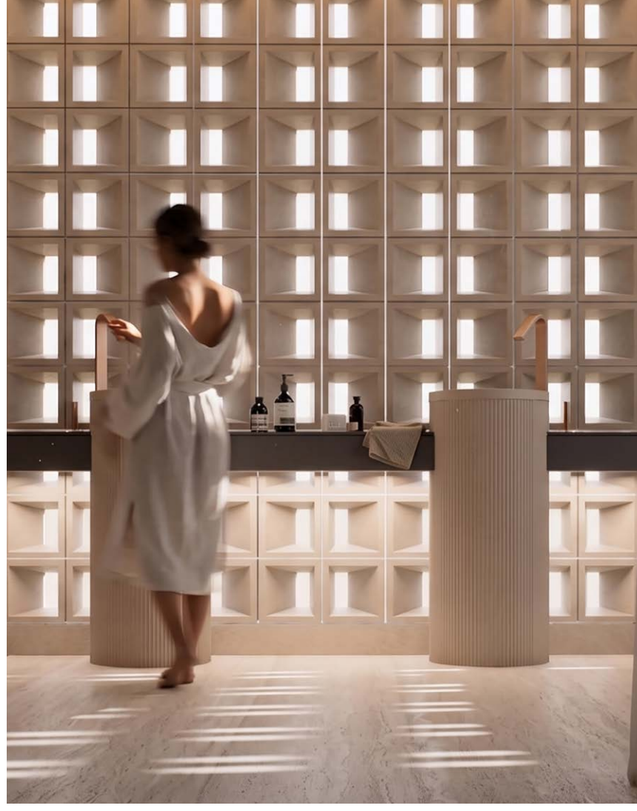
WAQT

Waqt is a hotel room where light tells the hour. A full-height plaster screen runs the south wall, reinterpreting the traditional mashrabiya. As the sun moves, the shadow pattern shifts across floor and walls. At dawn, long diagonal shafts. By midday, compressed rectangles. By late afternoon, light climbs the north wall. The room does not change. Light does. Entry is compressed, the door absorbed into the closet face. The space opens to four metres of height. A plaster arch frames the bathroom, marked by a sheer curtain. A second screen filters the sea light without fully exposing it. Materials are few: hand-troweled plaster, honed travertine running from living zone through bathroom, tadelakt in the wet areas. No shower. Bathing in Waqt is a ritual. The guest enters disconnected. They leave slow.

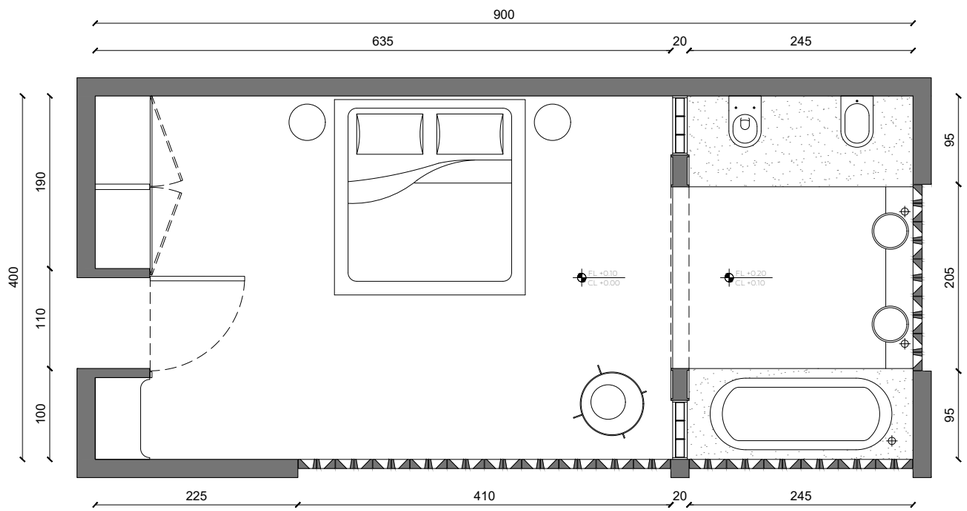








Plan - Scale 1:50





CATEGORY
SUSTAINABLE ROOM

A project founded on principles of environmental responsibility and resource conservation. The selection prioritizes local, recyclable, and low-emission materials, seamlessly integrating technologies for energy efficiency and water management. Pared-back furnishing choices, non-toxic finishes, and natural fabrics ensure a healthy indoor microclimate, where the pursuit of sustainability translates into a conscious, durable architecture dedicated to well-being.

FINALISTS

ROBYN DAVIS
reWorks

GIANCARLO TOSTI
Giancarlo Tosti
Interior Designer

FLORIAN MOUAFO
Studio 127_1

Sponsored by

AXOR · hansgrohe

CATEGORY SUSTAINABLE ROOM

ROBYN DAVIS

reWorks



Project

Rethinking Hotel Lifecycles

Hotel rooms are designed around inevitable cycles of change, yet refurbishment often results in entire interiors being replaced long before many components have reached the end of their useful life. This proposal rethinks the hotel room as a layered system, separating elements according to their lifespan. A permanent architectural core is complemented by repairable materials, components designed for disassembly, recyclable soft goods and a curated programme of artwork and lighting that evolves over time. The result is a luxury interior designed to adapt through successive refurbishment cycles, rather than be repeatedly replaced.

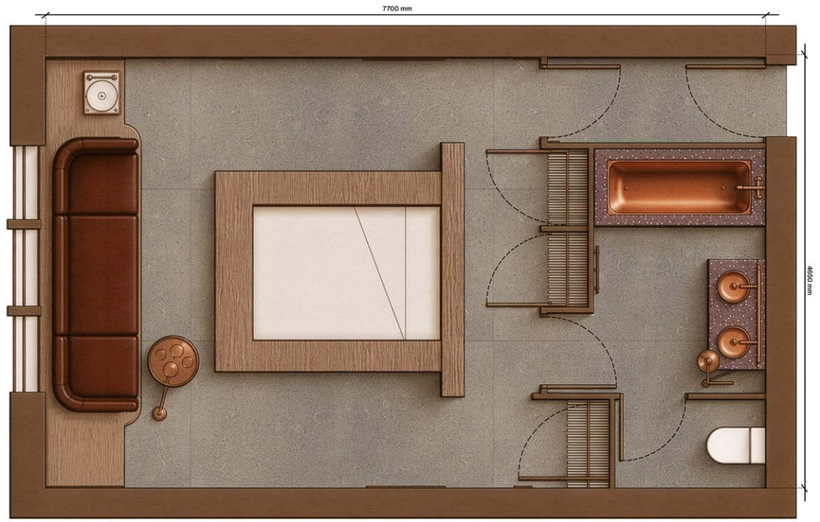








Plan - Scale 1:50



GIANCARLO TOSTI

Giancarlo Tosti Interior Designer



Project

Finca Tierra

The ‘Finca Tierra’ room stems from a contemporary interpretation of Ibiza’s rural landscape, transforming hospitality into an authentic dialogue between architecture, nature, and well-being. The concept draws inspiration from the island’s earth and its traditional dwellings, characterized by mineral tones, natural textures, and a profound balance with the environment, creating an immersive space for a sensory reconnection with the local landscape. The spatial layout develops a fluid sequence of environments that integrate the sleeping area and the wellness zone into a single spatial experience. The heart of the project lies in its low-impact material choices, which prioritize local supply chains and artisanal craftsmanship: native woods, rammed earth, plant fibers, organic fabrics, and local stone transform nature from a mere aesthetic reference into a generative design principle. ‘Finca Tierra’ thus becomes an experiential sanctuary where sustainability, identity, and well-being merge into a stay deeply connected to the most genuine values of the locale.

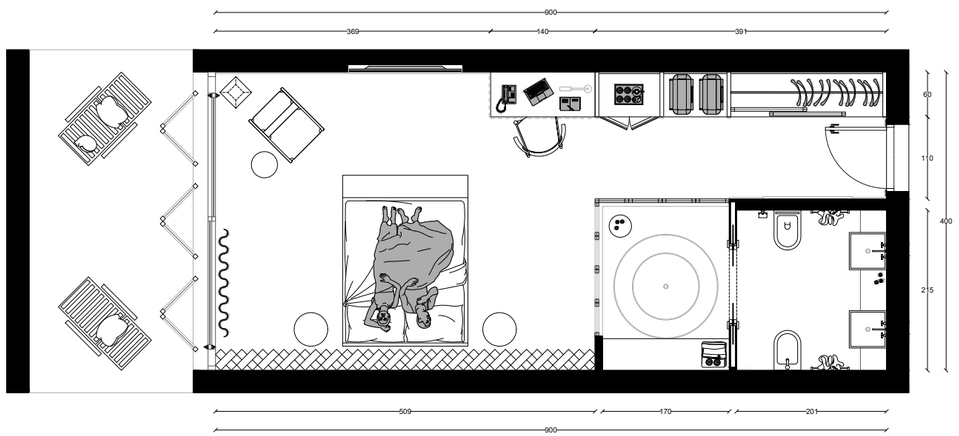








Plan - Scale 1:50



CATEGORY SUSTAINABLE ROOM

FLORIAN MOUAFO

Studio 127_1

In collaboration with:
Sandrine Simo, Patrick Yakana, Baudrel Nde, Lizette Tsafack



Project

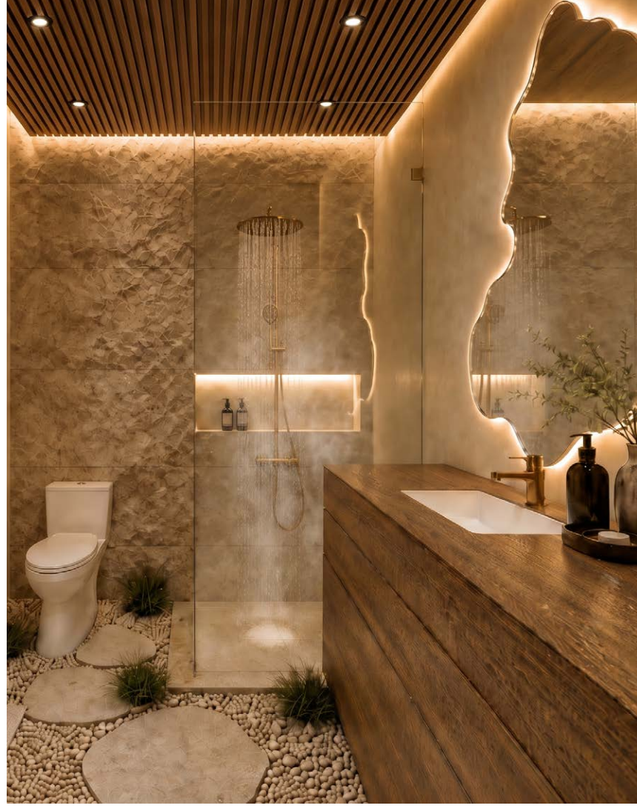
Living Canopy

Living Canopy is a 36 m² hotel room conceived as a calm, low-carbon refuge where architecture, light and vegetation work as one system. The compact plan groups the bathroom, storage and technical functions in a service band, allowing the living and sleeping areas to open toward a vegetated terrace. Natural finishes, repairable built-in furniture, soft mineral surfaces and controlled daylight create a durable, quiet and biophilic interior. The rotating bed adapts to view, privacy and sunlight, while the planted filter acts as a second skin, cooling the threshold between room and nature.

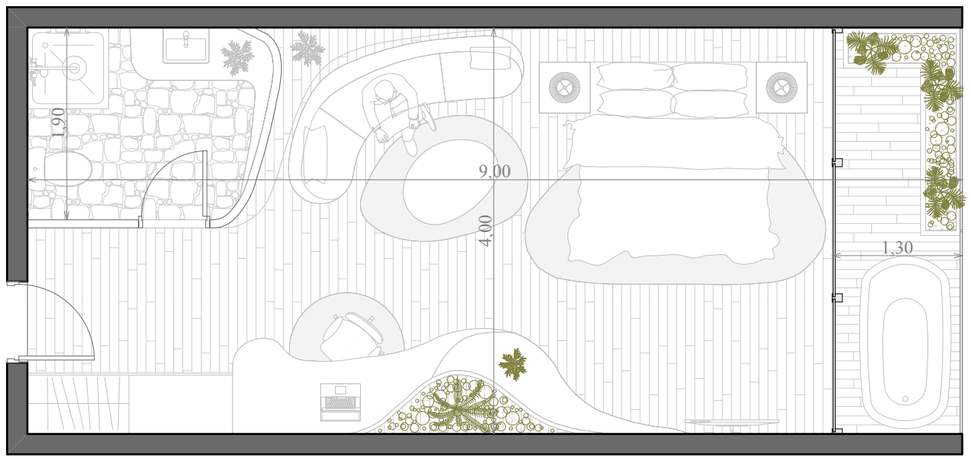








Plan - Scale 1:50



ADJ STYLE
SUSTAINABLE DESIGN

L'accoglienza è un'arte.
La tavola è il suo primo gesto



ADJSTYLE.EU

Made *in* Italy

CATEGORY
PET-FRIENDLY ROOM

The room caters to the needs of guests traveling with pets by integrating their presence into the very structure of the space. The design moves beyond the use of makeshift accessories through the selection of washable surfaces, wear-resistant materials, and stain-resistant fabrics. Furnishings with integrated niches, dedicated care zones, and careful attention to safety and acoustic insulation create a practical yet elegant environment, where daily shared living feels natural and seamless.

FINALISTS

VICTORIA CEAGLEI
SOLVI Design Studio

HAOCHEN HE
Haochen He Design

ALESSIA ANGELICA
ALISON NETRELLA

Sponsored by

ADJ STYLE
SUSTAINABLE DESIGN

CATEGORY **PET-FRIENDLY ROOM**

VICTORIA CEAGLEI

SOLVI Design Studio

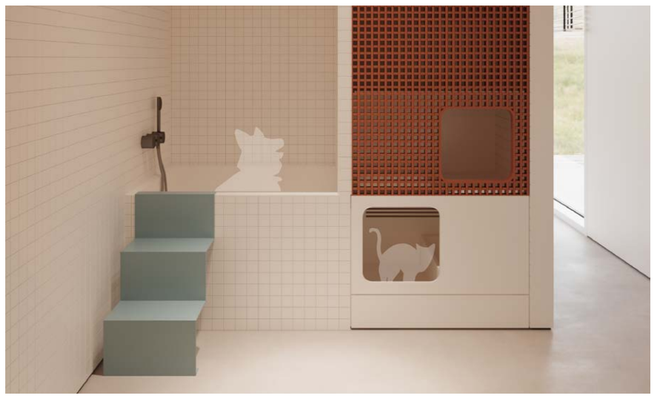


Project

Shared Space: A Retreat for Two Species

Luxury hospitality has traditionally focused on human needs. This project redefines the hotel room as a shared environment where humans and pets coexist. A multifunctional central core organizes the layout, while hidden pet infrastructure, integrated cat pathways, multifunctional furniture, and a vertical exploration area create a parallel spatial network. Acoustic control, air purification, odor neutralization, concealed hygiene systems, and smart technology enhance comfort. Durable materials and modular construction support sustainability, creating a refined and inclusive hospitality experience for both species.

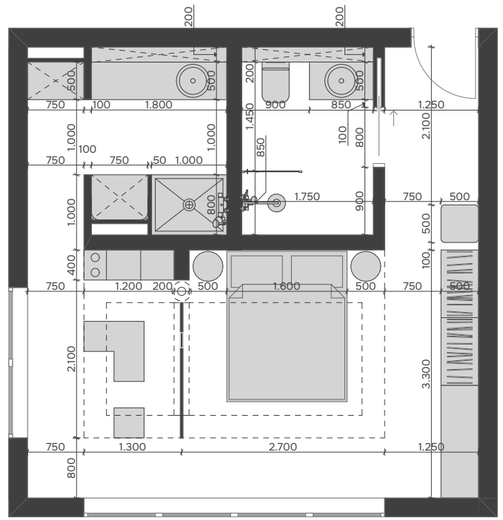








Plan - Scale 1:50



CATEGORY **PET-FRIENDLY ROOM**

HAOCHEN HE

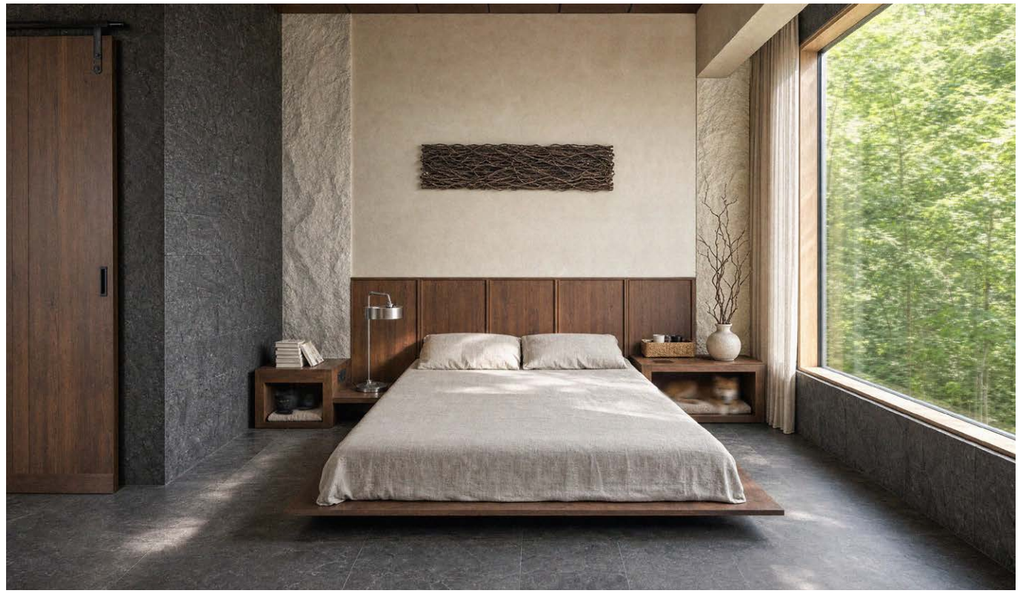
Haochen He Design

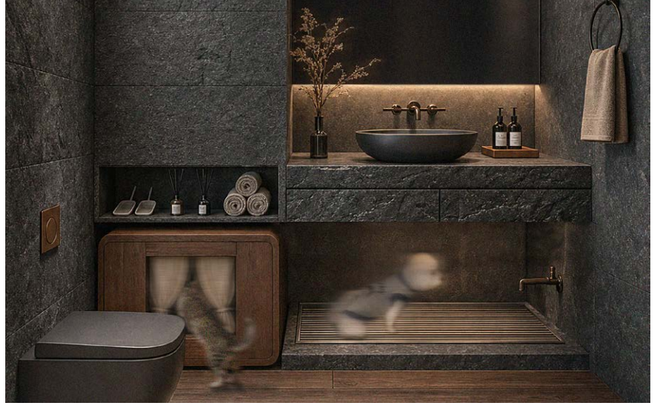


Project

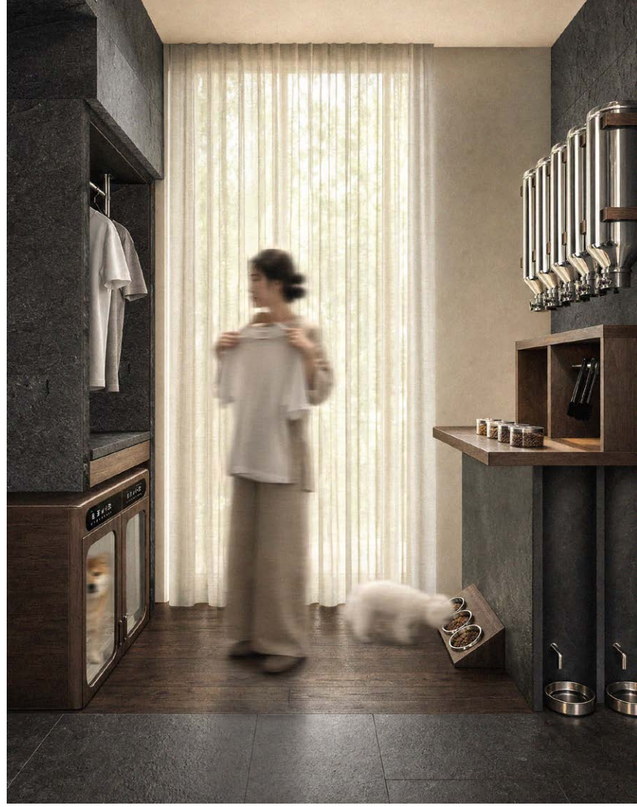
Co-Habitat Suite

This co-habitat suite reimagines the future pet-friendly retreat that establishes a balanced living environment rather than treating pet accommodation as an additional service.
Within the compact 36 m² footprint, the layout organizes a sequence of parallel human and pet experiences. A human bathing area is paired with a dedicated pet spa, while integrated resting spaces, nutrition stations, and hygiene systems allow pets to have their own territory without interrupting the serenity of the guest environment. The material palette draws inspiration from contemporary ryokan retreats, combining rough natural stone surfaces, warm walnut panels, handcrafted furniture, and soft organic textiles, while technology is intentionally invisible.

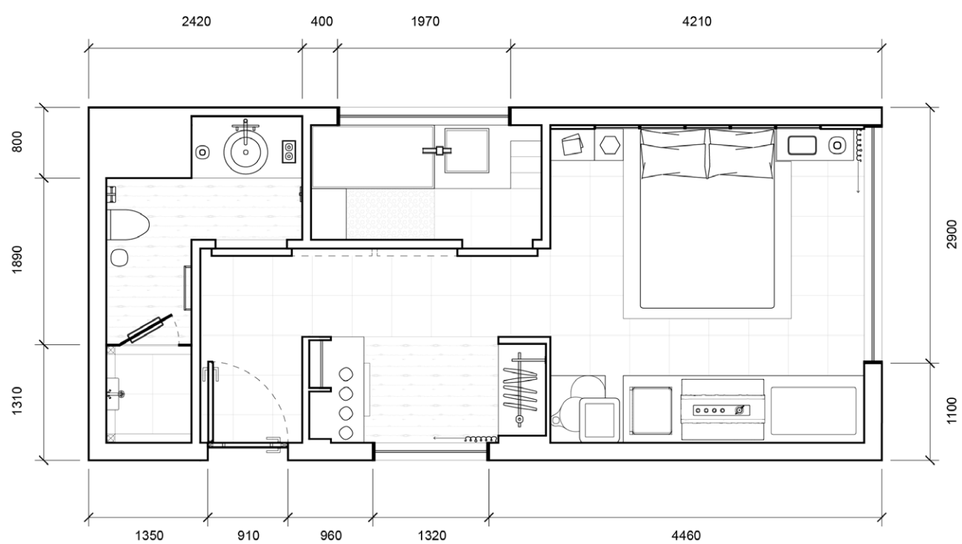








Plan - Scale 1:50



CATEGORY **PET-FRIENDLY ROOM**

ALESSIA ANGELICA ALISON NETRELLA

In collaboration with: Giulia Almici, Martina Piccini, Giada Quinter



Project

CO-STAY hotel

SHARED COMFORT ALWAYS

Co-Stay redefines the concept of pet-friendly hospitality, transforming the hotel room into a space where pets are not merely accommodated, but actively integrated into the design. The goal is to deliver a comfortable and inclusive stay, eliminating the friction often associated with traveling with pets. The centerpiece is an equipped wall unit dedicated to the animal, featuring pathways and shelves that encourage play and movement while seamlessly integrating workspace and shelving for the guest. Bowls, toys, and accessories are neatly organized and displayed for intuitive use, fostering a harmonious co-living experience between host and pet throughout their stay.

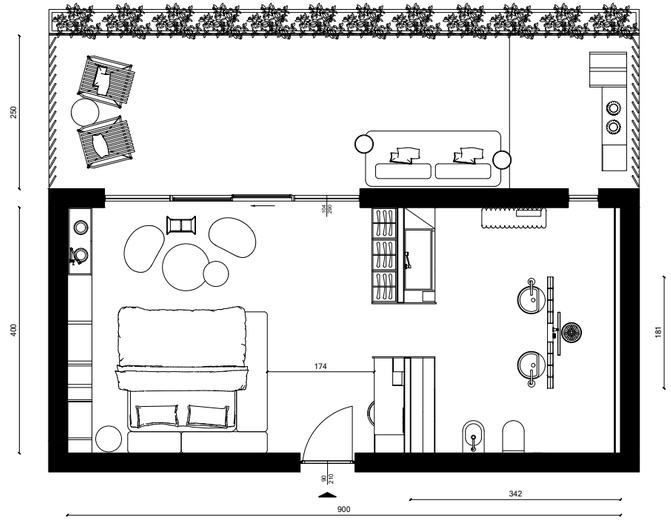








Plan - Scale 1:50



DURAVIT

Balcoon

DESIGN BY
PATRICIA URQUIOLA



Every layer tells a story

Le tonalità naturali e la sovrapposizione di materiali
e texture creano un look caldo e durevole.

duravit.it

CATEGORY
URBAN LIVING ROOM

The space interprets the metropolitan spirit through a dynamic, streamlined layout free of clutter. The interior responds to modern urban lifestyles by seamlessly integrating work, relaxation, and sleep areas into a flexible, fluid structure. Clean lines, contemporary materials, and multifunctional furniture optimize the footprint without compromising on style, creating a modern setting that successfully blends practicality, comfort, and a strong visual identity.

FINALISTS

MELANIA DURANTE
Bozzini Associati

LUCA CERINZA PETTRECA
okam Studio

LEONARDO MARTINI
S2A + Leonardo Martini

Sponsored by

DURAVIT

MELANIA DURANTE

Bozzini Associati

In collaboration with:
Claudia Falzone



Project

Dinamismo Agile

The design adapts to different types of stays: business, leisure, and family travel. The layout is divided into three main areas: the service area, the sleeping area, and the living area. The living area can be separated by a full-height curtain, allowing the feel of the room to be altered with just a few simple movements. During a business stay, it ensures greater privacy and a tidy background. In the leisure configuration, it transforms into a social space. The chaise longue can be used as seating or converted into an extra bed for triple occupancy. The circular table serves as a workstation, a space for breakfast, or a surface for shared activities. The TV, mounted on a sliding system, can be angled toward the sleeping area, used as a monitor in the living space, or shared across the entire room.

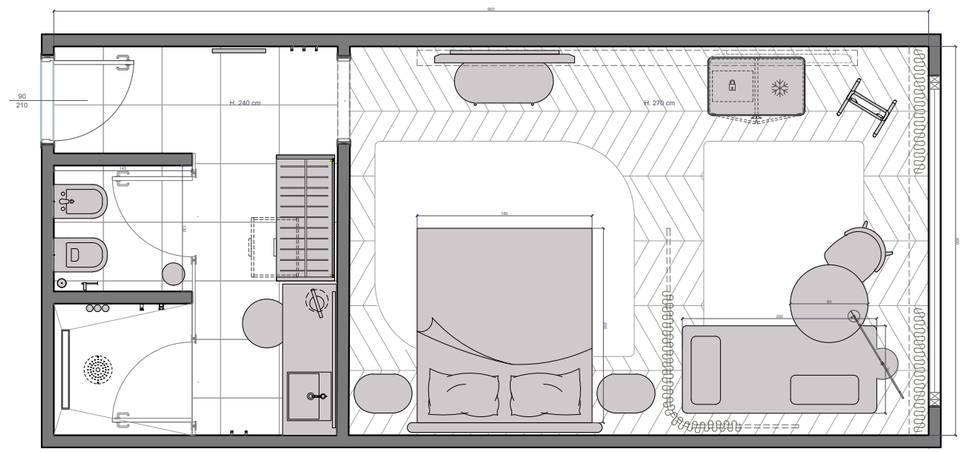








Plan - Scale 1:50



LUCA CERINZA PETTRECA

okam Studio

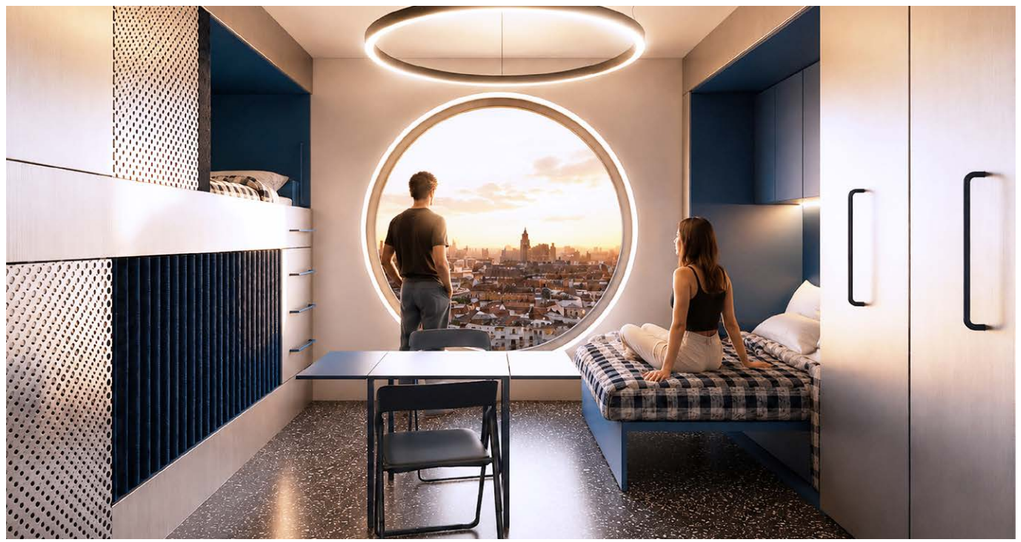
In collaboration with:
Michele Bonetti, Claudio Rossi, Emanuele Maria Munaretto, Michele Forchini



Project

FULL – Flexible Users' Living Layout

F.U.L.L. approaches the room not as a closed environment, but as an adaptive spatial system. Within a 36-square-meter footprint, two 1.10-meter-deep equipped wall units act as living infrastructure: they contain, conceal, and deploy the elements needed for reconfiguration, creating distinct layouts for rest, work, long stays, family trips, couples, or small meetings. Moving past the bed-centric typological model, the central space remains open and available, while functions are activated as needed. Aluminum and cobalt-blue accents establish a design language where technology and domesticity coexist; the lime-yellow resin bathroom acts as an immersive focal point. Flexibility thus becomes a foundational design and operational principle for hospitality—maximizing occupancy while minimizing rigidity and waste.

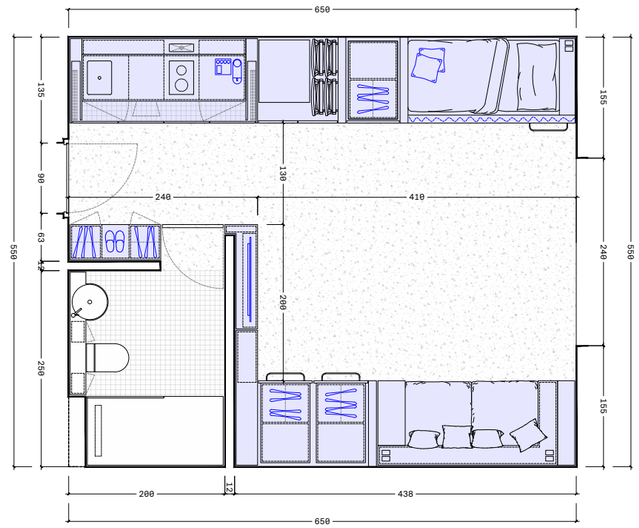








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LEONARDO MARTINI

S2A + Leonardo Martini

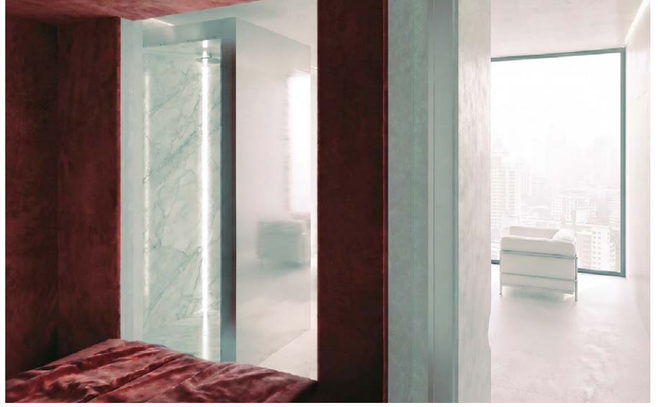


In collaboration with:
Massimo Contini, Carlo Galli

Project

City-Cube Hotel

The project stems from a desire to reinterpret the contemporary urban hotel through a reflection on the relationship between domesticity, the city, and spatial flexibility. The founding concept is to transfer the paradigm of the autonomous urban element into the hotel room, introducing a series of cubic volumes that act as true pieces of domestic architecture.
Like buildings in a city, these elements organize the space without strictly defining it. The room becomes a environment where void holds the same importance as solid mass. The arrangement of the volumes generates a multiplicity of possible configurations and ensures extraordinary spatial adaptability—capable of accommodating different ways of living, pausing, working, or meeting.

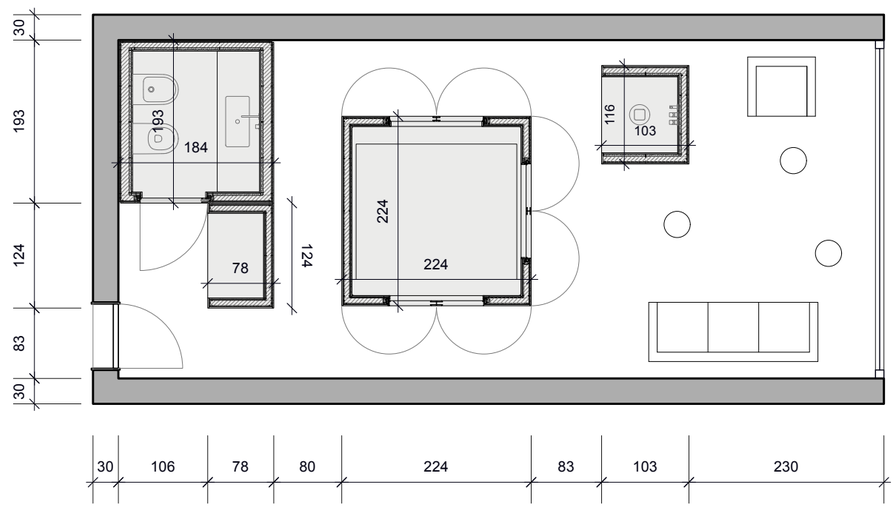








Plan - Scale 1:50





CATEGORY
SMART & TECH ROOM

Technology is discreetly embedded into the interior design to enhance daily usability. Smart home systems, adjustable lighting, and intuitive digital interfaces allow guests to effortlessly customize their stay. Concealed equipment integration minimizes visual impact, preserving aesthetic harmony while delivering both efficiency and comfort.

FINALISTS

FEDERICA BUSCEMA
IngegnoLab

EUGENIO SANTELLI
Studio Santelli

GERALD SOMOVIDIS
Prime Renovation

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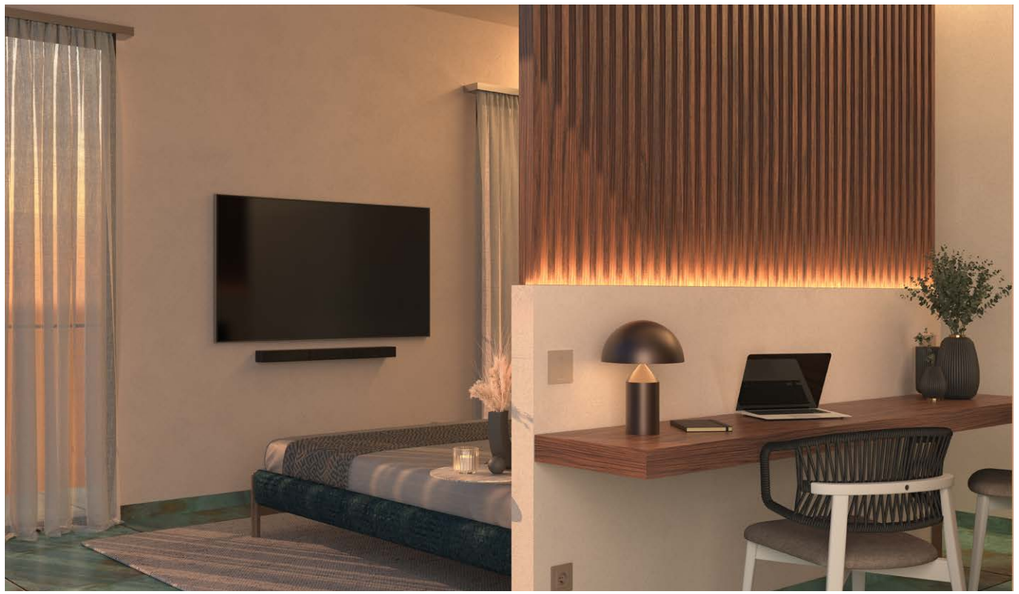
In collaboration with:
Giovanni Nicosia, Chiara Lombardo, Mattia Giugno



Project

Nefusa Circadian Room

The Nefusa Circadian Room redefines the business room. Inspired by the ancient Arabic term for “source of health and relief,” the room recreates a rejuvenating oasis. True luxury lies in its functionality for those who experience the space—not just for sleeping, but as a base to generate value and restore physical and mental well-being. The “fully concealed” design eliminates visual clutter, turning simplicity into luxury. Technology is invisible yet enveloping: circadian lighting supports natural biological rhythms, paired with immersive sound diffusion hidden within the walls, allowing guests to unwind in total acoustic privacy. This experience guarantees hoteliers a solid premium price (even for day use) and leverages integrated energy monitoring to analyze guest habits, enabling targeted loyalty strategies.

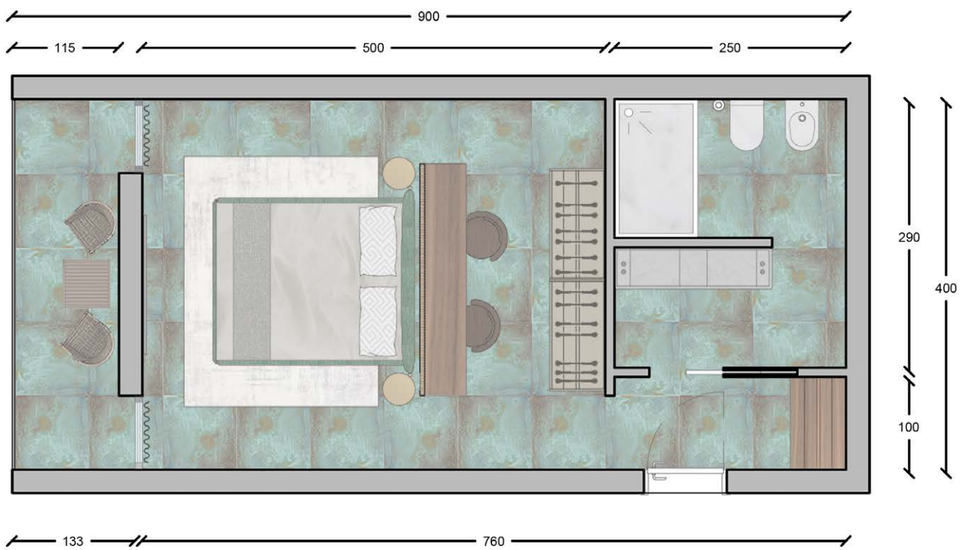








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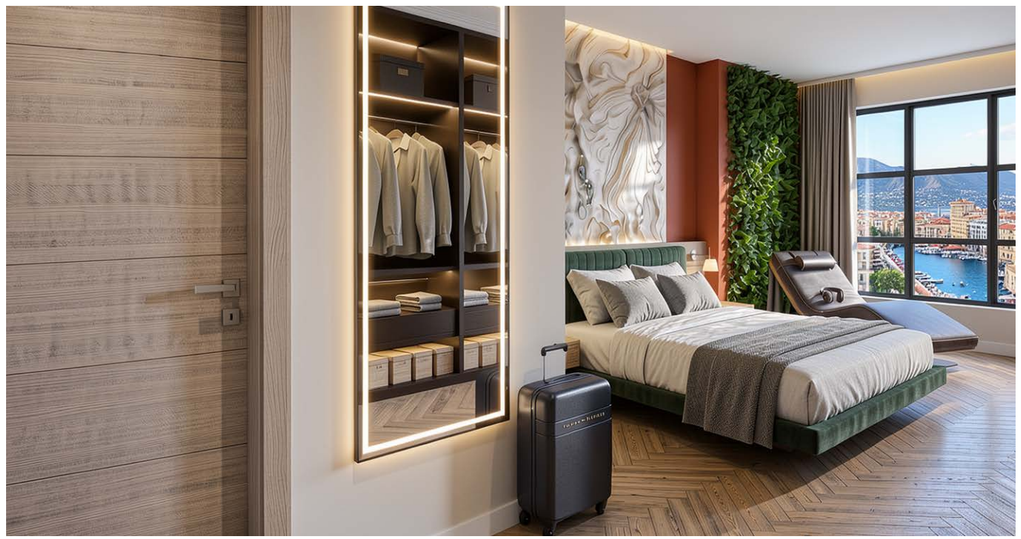
In collaboration with:
Virginia Laise da Silva Rodriguez



Project

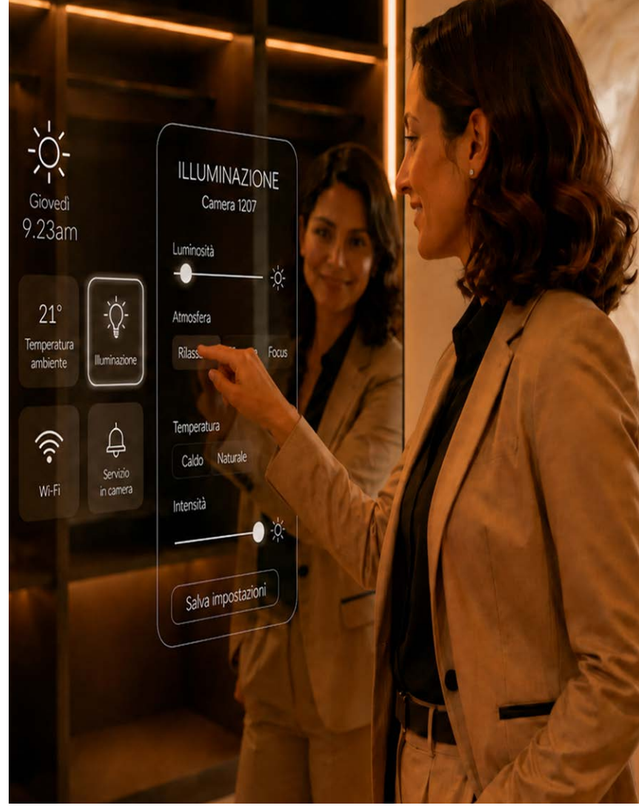
Terra viva: la stanza che respira

Terra Viva, measuring 36 square meters, knows who is arriving and adapts to whoever inhabits it: at 06:47 a.m., warm light emerges to gently guide wakefulness, gradually cools throughout the day, and turns warm again in the evening to prepare for sleep. Those who prefer a touchless experience don't have to lift a finger: lighting, climate, and air regulation adjust automatically. Those who prefer a manual action can use the bedside touchpads and interactive mirrors. Those who want complete control can manage everything from a smartphone or tablet. The room suits everyone: catering to business travelers, families, couples, seniors, and pet owners alike. It works equally hard for both the guest and the property owner: it filters the air and feeds a living green wall; while integrated BIM methodology and an operational Digital Twin monitor the space even when vacant—predicting maintenance needs and tracking systems designed to reduce energy and water consumption.









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GERALD SOMOVIDIS



Prime Renovation

In collaboration with:
Elena Kotelnikova-Brand

Project

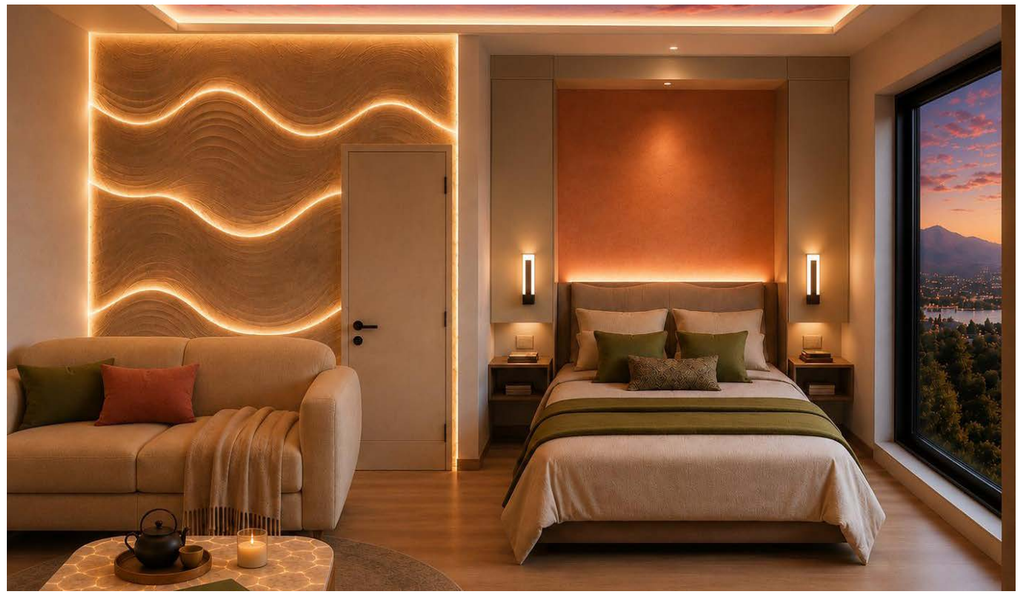
AEES – Adaptive Emotional Environment System. One Room. Multiple States

AEES transforms the conventional hotel room into an adaptive environment that helps each guest reach the right state for every moment of their stay. Four modes - Sleep, Focus, Recovery and Joy - synchronise lighting, a programmable sky ceiling, a projection wall, sound, temperature, scent, a fireplace, water and transformable furniture. Guests can change the atmosphere through a wall panel, voice control or scheduled automation. The room can also be personalised for business travellers, families, couples and special occasions. Digital textures, art, nature scenes and seasonal scenarios renew the experience without physical renovation. One interior supports multiple activities, moods and guest profiles, combining wellbeing, personalisation and operational flexibility while giving guests new reasons to return.

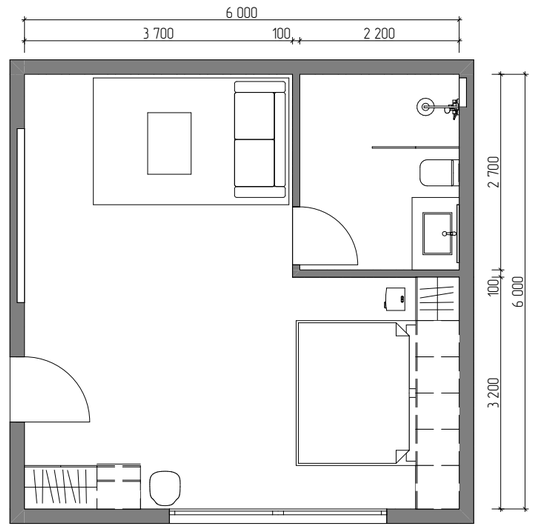








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CATEGORY WELLNESS ROOM

The space is structured as a private sanctuary dedicated to rest and rejuvenation. Soothing color palettes, natural textures, dimmable lighting, and meticulous acoustic design define a relaxing microclimate. The integration of self-care features transforms the room into a personal spa, delivering a hospitality experience focused on physical and mental well-being.

FINALISTS

SARA FRASSINETI
Politecnica Building for Humans

MELANIA DURANTE
Bozzini Associati

ELSA SANFILIPPO
ES Architettura

Sponsored by

TECHNOGYM

SARA FRASSINETI

Politecnica Building for Humans



Project

ORIGINE, ritorno al benessere essenziale.

Origine stems from the desire to reconnect individuals with their authentic self, stripping the space of the superfluous to rediscover the primary needs of body and mind. The project transforms the suite into a regenerative ritual designed to leave a lasting impact on the guest's daily life, structuring well-being into a journey divided into three synergistic phases. The first phase is dedicated to Yoga & Fitness: a fluid space designed for muscle activation and spinal decompression. The second lies in the thermal circuit of Steam Room and Sauna, alternating purifying vapors and dry heat to release tension and melt away stress. The journey culminates in the Herbal Tea Corner: the ritual of gathering aromatic herbs translates into the preparation of an infusion, offering a profound sense of peace and well-being.









Plan - Scale 1:50



CATEGORY **WELLNESS ROOM**

MELANIA DURANTE

Bozzini Associati

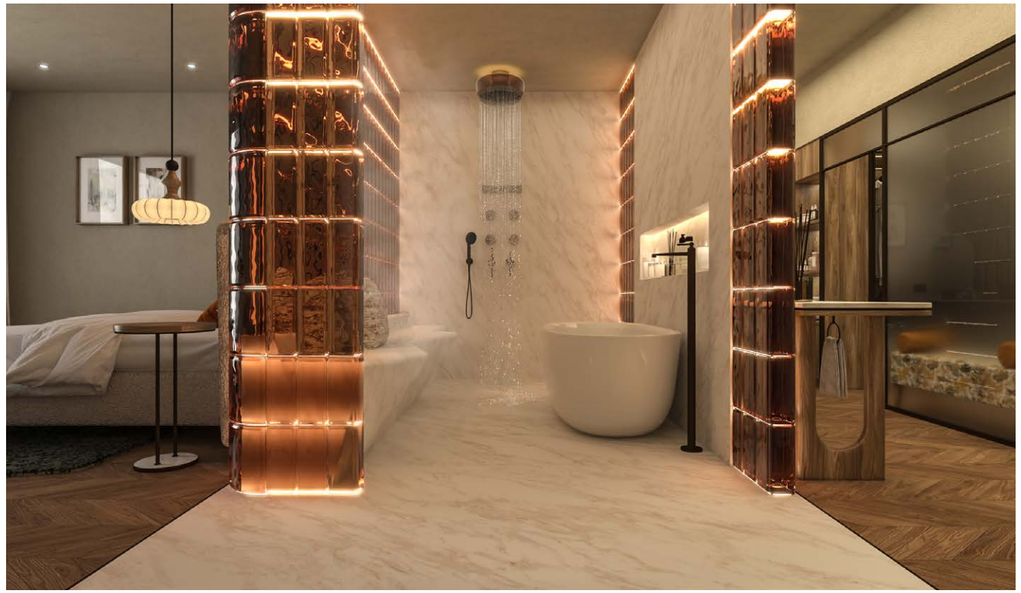
In collaboration with:
Claudia Falzone



Project

Armonia Sensoriale

The Wellness room was conceived as a space for physical and mental regeneration, an oasis of calm and decompression. The layout revolves around the wet area. Upon entering, guests are invited to follow a path that lets them discover the spaces one after the other. The color palette, featuring warm and neutral tones, reduces visual fatigue. The use of natural materials reconnects the guest to nature. The lighting creates a visually striking yet soothing atmosphere. Aroma diffusers allow for a personalized olfactory experience. The shower, steam jets, freestanding bathtub, and bench offer a regenerating balneotherapy ritual. Mirrors with integrated screens allow guests to select skincare tutorials and manage different ambient sounds.

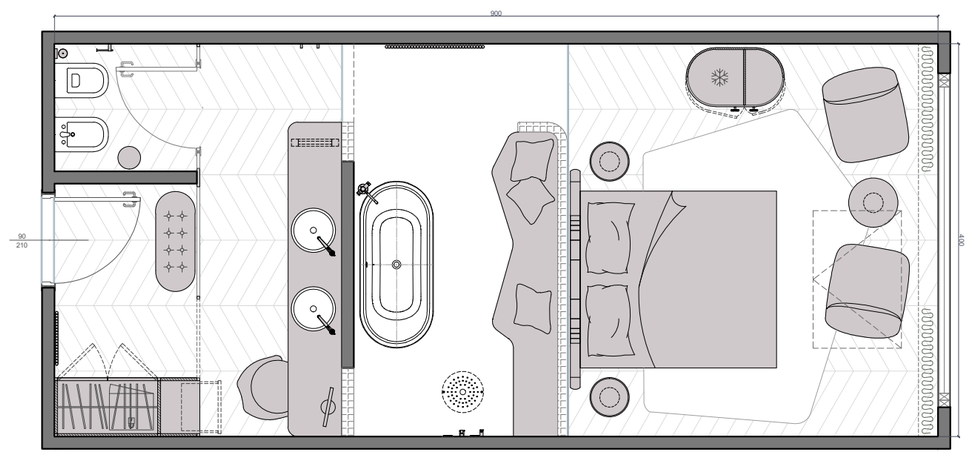








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ELSA SANFILIPPO

ES Architettura



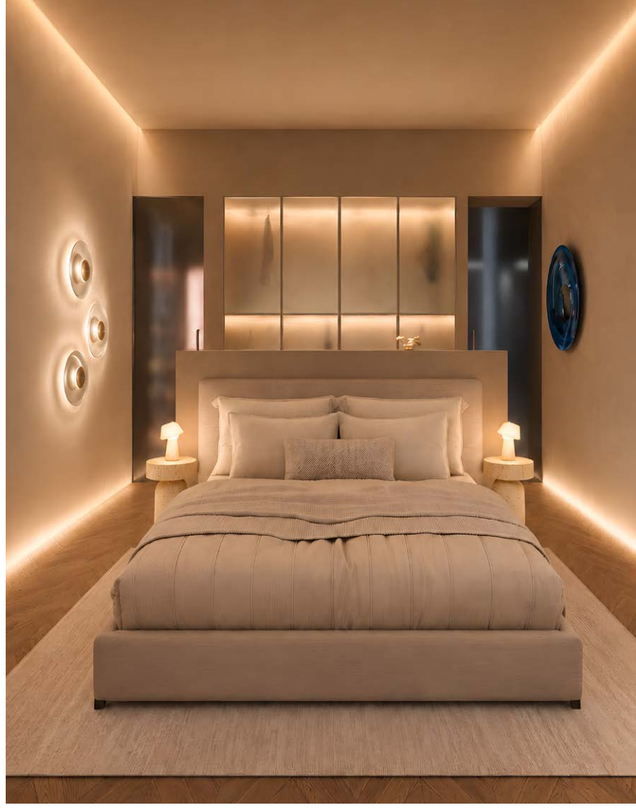
Project

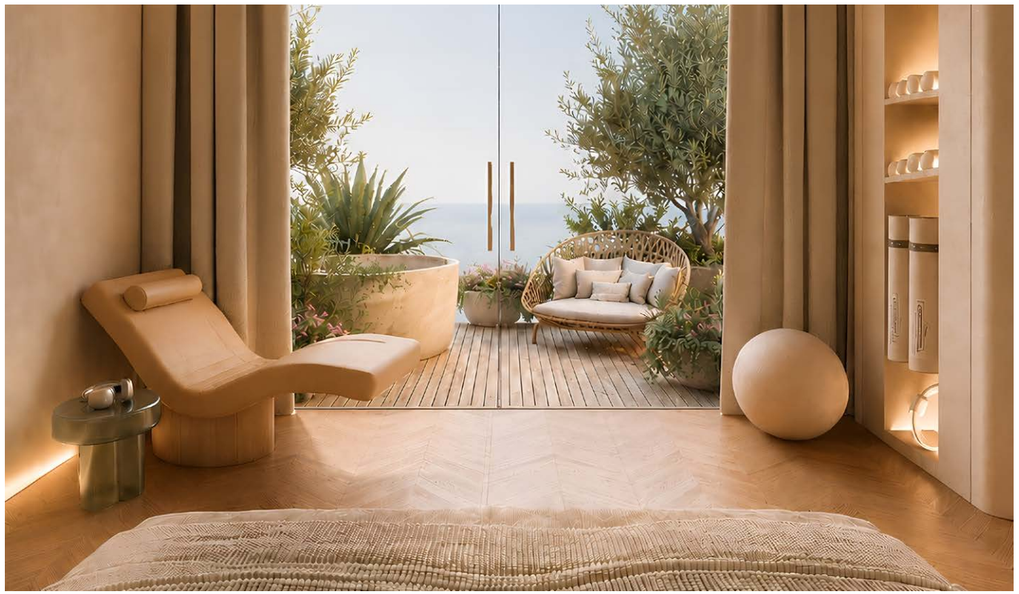
ES Room

The Wellness Suite project stems from the idea of transforming the hotel room into a regenerative sanctuary, promoting a healthy lifestyle and a wholesome indoor environment. The interior adopts a minimalist design language, drawing on the principles of biophilic design and neuroarchitecture, alongside natural elements and water-inspired features. The absence of clutter fosters mental well-being, reducing cognitive load and encouraging a sense of order and tranquility. The selected materials are natural, sustainable, and low-emission, paired with technology targeted at indoor environmental health and circadian lighting systems. The integration of design, modern tech, and longevity-focused features works together to promote deep relaxation and overall guest well-being.

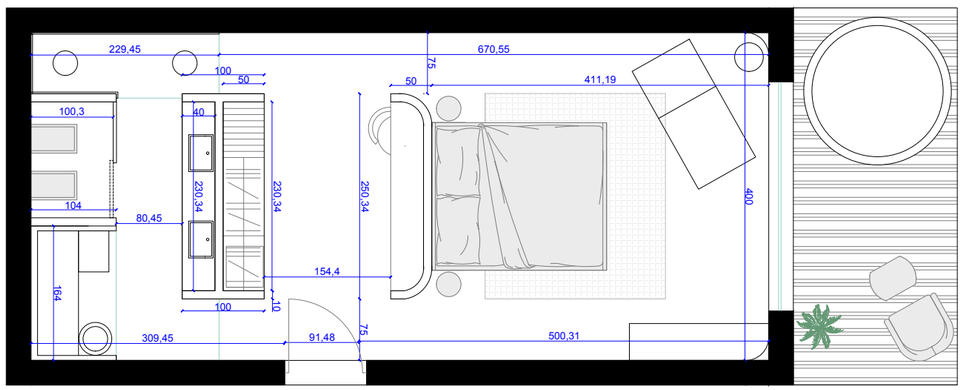








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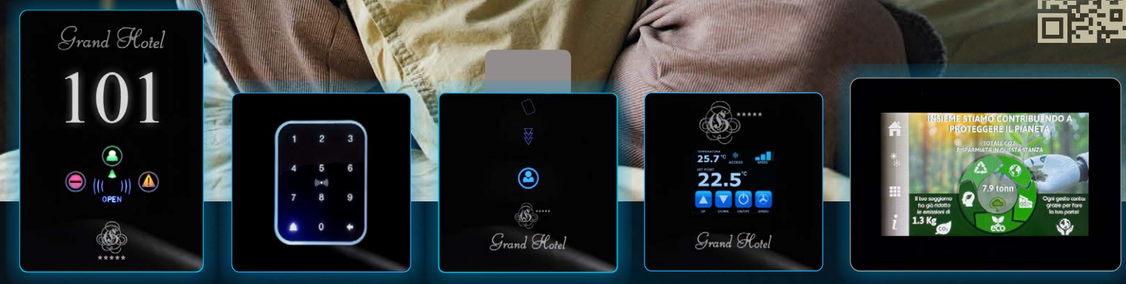
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