

GITALY *Newspaper*

DESIGN / MANAGEMENT / BUILD

YEAR 2021

n° 02

3.14 HOTEL

A trip through the five continents and the five senses while remaining inside a Hotel. A unique experience, a unique stay.

ALHAMBAR

Iconic and unique meeting place, flexible and suitable for every occasion and time of the day, situated in an historical theatre.

NYON'S RESIDENTIAL COMPLEX

A modern residential complex perfectly integrated in the surrounding historical centre.

ZESPRI

New concept of office, projected to promote synergies, teamwork, communication. The design corresponds to the brand visual identity.

NASH AIRPORT

A precisely timed operation. We focused on velocity of execution, always ensuring the quality requested on the final result.

CROWNE PLAZA CONFERENCE CENTRE

Modern and functional spaces. Every detail and furniture complies with the idea of natural materials and colours.

WE PUSH
Ourself
BEYOND

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dreams happen*
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hotels*
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CRAFTMANSHIP



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*No problems,
only solutions*
PROBLEM SOLVING



Gitaly



We are a solid reality in the construction industry and we offer design, economic analysis and production services. Our history has its roots in the hotel contract sector and to date, in **30 years of activity**, we have built **over 400 accommodation facilities worldwide**. We are constantly growing and opening ourselves to different challenges every day, pushing our research towards new sectors and types of intervention. We have always given great importance to the relationship with the customer. Together we give life to a path that starts from the conception of the concept, passing through the definition of the budget, up to the turnkey realization, providing continuous assistance and support. We deal with interventions on a large scale: **from large buildings to the smallest details of interior design furniture, both new construction and renovation**. Our team of professionals is dedicated to listening to the needs and requests of the client, from the project to the construction site, monitoring the progress of the project thanks to continuous economic and planning analysis.

Creativity, research of innovative products, latest generation technologies and original design solutions are the ingredients at the base of our work. Each project carried out by architects, interior designers and specialized technicians, is **"tailor-made"**, tailored to the customer in every detail, to achieve the highest level of customization. The ability to understand and interpret the client's needs and financial possibilities is the key to a successful relationship.

Our head office is located in Fossombrone in the province of Pesaro and Urbino, in central Italy, and covers **an area of 12,000 square meters**, 7800 of which are used for production and 600 are dedicated to offices.



Make your dreams happen

"Architecture is about trying to make the world a little more like your dreams"

Bjarke Ingels

Hotel 3.14

Travel out of the ordinary

A dream...If I had to tell you what I'm dreaming at this moment, I would tell you: travel. Well, let's travel then, let's do it through the 3.14 Hotel's project.

A journey through the five continents and five senses while remaining inside the Hotel. I think there is no better way to describe it.

The 3.14 is this, a place where the atmosphere is characterized by scents, colors, materials, music, and flavours from places in the world seemingly distant. Behind the idea and design of the Hotel, there is also the concept very close to the two designers Karine Ellena-Partouche and Alexandra Ellena, of communication, closeness, meeting, between different civilizations, gathered in one place.

The concept of 3.14 is clear, original, and creative: designing five floors that reflect the five continents (America, Africa, Oceania, Asia, Europe) and the five senses. We had to conduct a detailed research and choose materials, furnishings, finishes, colors, decorations able to characterize any environment and to reflect the precise continent and the desired sensations.

Well, take your seats, the imaginary journey begins.

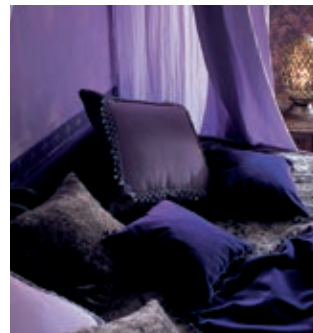
First stage: America



The plan of America has been designed considering the creativity and brightness typical of the continent, so entering the rooms we witness a real explosion of bright colors on the walls that recall the shades of the Pacific Ocean, in addition, the wrought iron furniture, the transparencies of the curtains that allow the rays of the sun to pass, the contamination of Latin culture emphasize the eclecticism of the American melting-pot society.

Five floors reflecting five continents and five senses

Look out the window: Africa



For the African continent we wanted to recreate the atmosphere worthy of the "One Thousand and One Nights", to achieve this goal we took great care in the selection of fabrics (for example brass for chandeliers) and in the definition of details such as veillings and beads inserted in the curtains to evoke the sensuality of belly dancers.

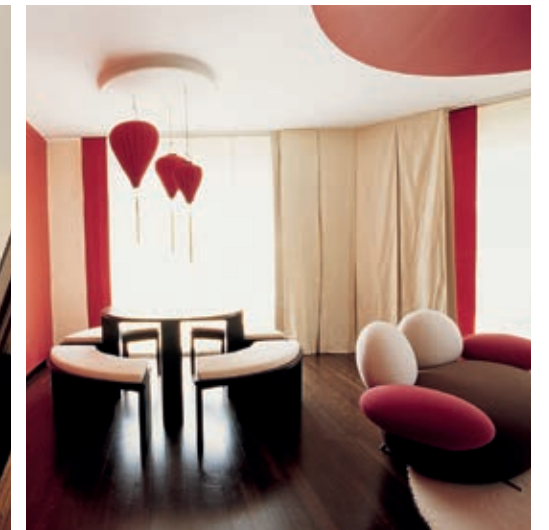
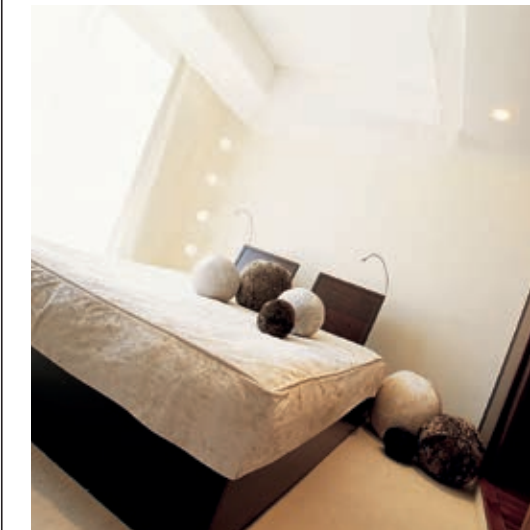
The journey is almost over, we return home: Europe

The concept linked to the old continent is completely inspired by the Paris of the Belle Epoque. We wanted to recreate a feminine and romantic atmosphere, in which the pink drapes on the walls, the soft lights, the red curtains carmine, the head of the bed made in the form of a bodice characteristic of the can-can dancers of the Moulin Rouge, are the dominant elements.



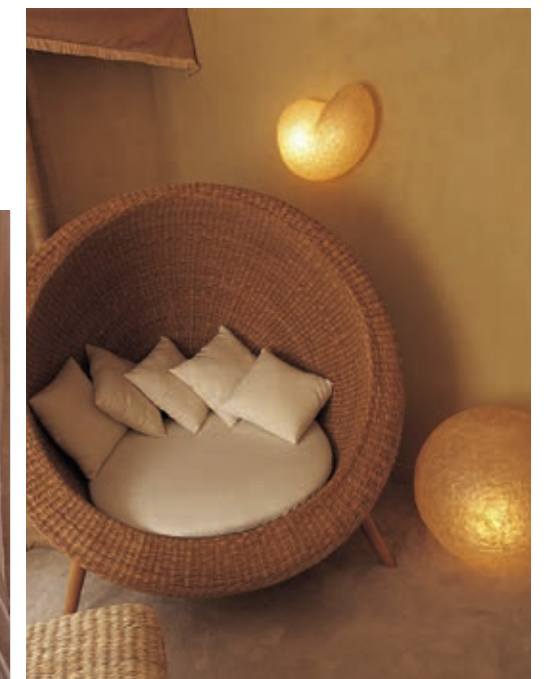
Fourth stage: Asia

For this continent, the idea was to give the impression of the "rising sun", inspired by the traditions of Japan and Zen. We have chosen to match the geometric lines of dark furniture to natural fabrics with a lighter line such as red Chinese silk lead, to realize this concept.



Third stage: Oceania

Also defined "distant island", for this continent we have chosen some colors that could suggest this idea and that of the ocean. The lines of the furniture are harmonious, the soft fabrics, the symbolic decorative motifs, suitable to recreate the atmosphere of a real paradise island.



"I always think that the project I'm working on will be the best"

Patricia Urquiola

Not only hotels

F

Food

H

Housing

O

Office

W

Wellness

Alhambar

Unique bar in Geneva's cultural scene

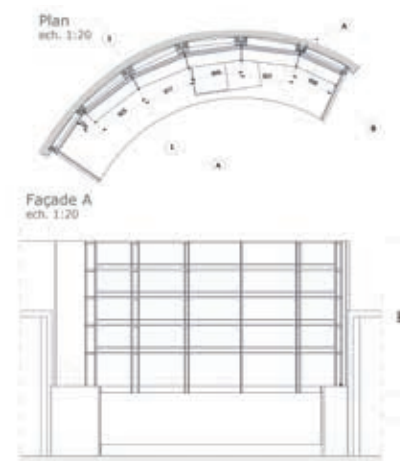
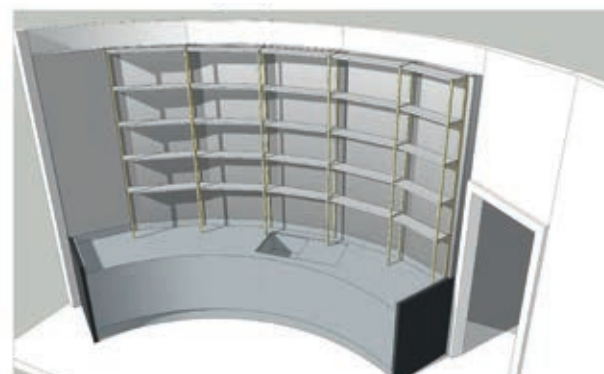


The projects realized by us, included in this section, concerning both restaurants, Hotel dining rooms but also bars. I really want to talk about this last category, taking as an example the project of Alhambar because it is the most complete and explanatory.

A bar is usually projected to perform **different functions**, for this we place great care in designing its spaces and furniture.

The aim is to reflect the **functional flexibility** of the place.

Alhambar located in the heart of Geneva, it's a modern meeting place for cocktails and aperitifs, a classic restaurant for a lunch break, a family place for Sunday brunch, a nightclub at weekends and a location for private events. For this reason, it was necessary to **idealize** and **create** furniture such as chairs and tables able to adapt perfectly to the **different functions** of the local described above, perfect so for **any type of occasion**. Naturally, can't miss elements that make the **project unique**. In fact, as the requirement of the client, we have designed a **curved counter**, facing all difficulties that the production of this type of piece comports and we have also realized a **back counter** characterized by mirror covering on the background.



Nyon's residential complex



"Home is where your heart is." **House** is not only bricks, paintings and furnishings, in fact every house has a soul and reflects the personality of those who live there. In these types of projects we try to do it. We **create spaces in which people can recognize themselves**, be happy, feel "at" home.

Nyon's residential complex is the perfect example. This historical building, located in the small town near Nyon, in the beginning probably built for different uses, has been **recovered and renovated** to accommodate six apartments in the principal structure and a two-floor house in the annex building. There were of course historical constraints to be respected. In fact, being a **building perfectly integrated in the surrounding historical centre**, we decided to demolish most of the structure, while maintaining the original facades, so as not to break the bond.

All decisions concerning the outside have been submitted for approval by the municipality. For the interiors, we tried to **create a perfect balance between the style of outside and the desire to give a more modern connotation**, adapting the apartments to market's request. So, for this reason, materials such as **parquet and the majolica-type tiles** have been combined, in addition the structural wooden parts, for example the roof, have been restored and colored in light tones. Although this project doesn't fall within our main sector, **it has been managed completely by us** since the concept phase. We have also coordinated all the different companies which intervened during the works.

Zespri Italy

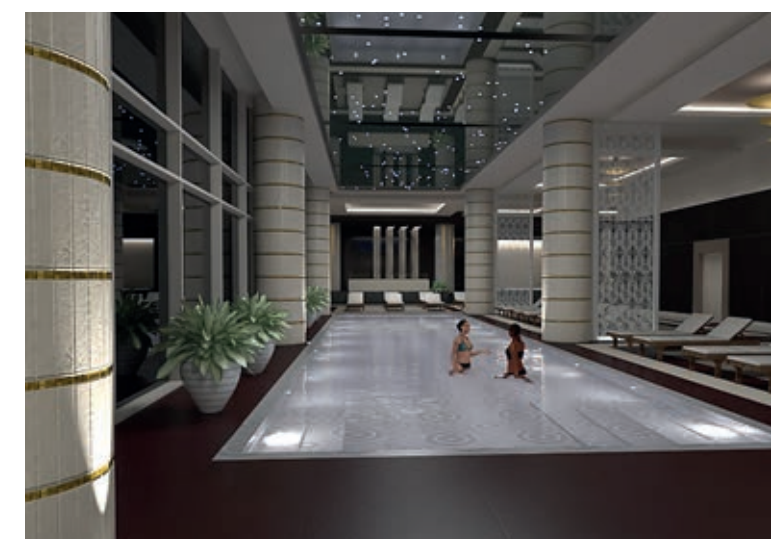
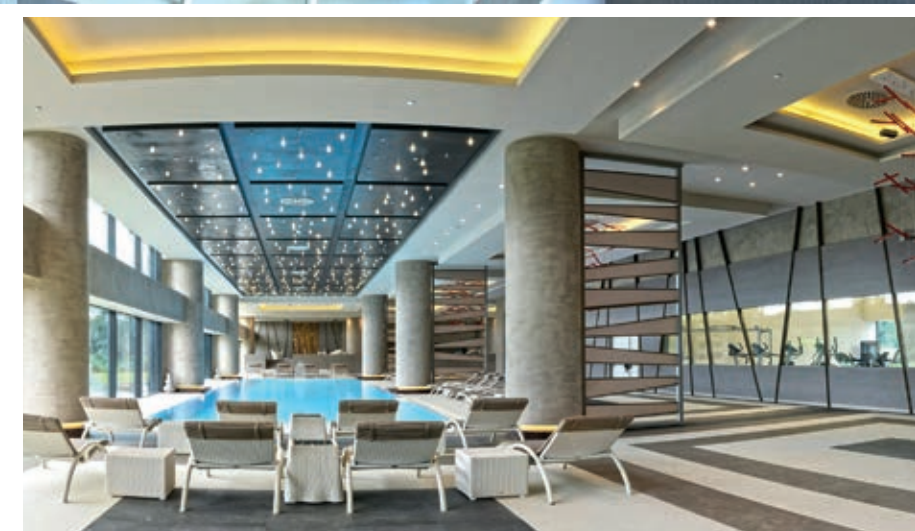
*Beauty and
functionality
in the office*



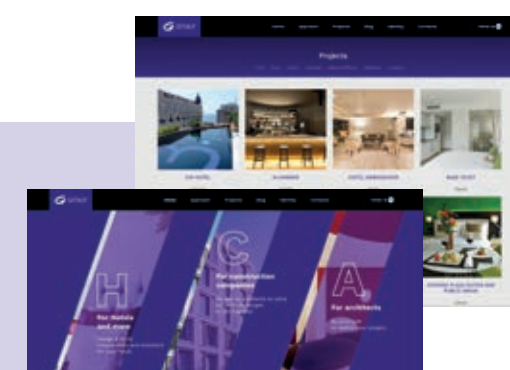
The **workspace** must be projected in a best way to facilitate the **exchange of ideas** and communication between the members of the team, encouraging **synergies**. In addition, it influences the employees' well-being and productivity. For this reason we take great care in the realization of these spaces. For examples in the **Zespri** project, we have designed offices in line with **employees' needs** and more **flexibles** to make them suited both for individual work and for teamwork. In fact, thanks to natural light from the windows most offices are bright. They are open spaces too. There are also **common areas** to promote moments of conviviality. The design reflected the **brand visual identity** making the company's values and ambitions even clearer. This was recreated with the use of **colour and materials** such as yellow and intense green, which also recall the **company product**: that is the kiwi.



Hotel OHCP *Spa & Wellness*



But wait, that's not all. In this last section, you will find a project that you already know, but this time the focus is on a particular space. We have spoken to you, in previous volume, about the **Oyala Place Complex**, a five-star city in the heart of Equatorial Guinea. But now, I want to talk about **Spa & Wellness centre**, a consistent space of the building, that measures 1650 square meters. Thanks to our competence and attention to details we have created a **perfect, elegant and relaxing space**. The **welcoming and refined atmosphere** is created by the balance use of classic and innovative materials, combined to give a **touch of absolute modernity**. In fact, **great attention was paid to the choice of materials**, suitable for this type of space and in line with current legislation and safety, but **without sacrificing design**.



On our site, we have inserted a filter that allows you to see all the projects that fall into these categories.

COME AND DISCOVER THEM: www.gitalycontract.com

Projects with a unique touch

**"The details are not the
details. They make the
design"**

Charles Eames

How do you make a **unique project**? I like to think that the **people and processes** behind its success make it so. For this, sometimes we give up industrial production for opting for the **artisanal** one, using the rich network of artisans with whom we have been collaborating for years. A craft object is often associated with something raw, imperfect, approximated in detail, but for us the craftsmanship is not this. In fact, with this term we intend not only a **good process of working and attention in the choice of quality materials**, but also the realization of

an original element, unique, customized and based on customer's requirements. ...and the details? Beh, renouncing and moving away from the velocity of series production, the focus is placed on their care to achieve **aesthetic and functionally canons** far away from those obtained with industrial production. Just as in high fashion, the dresses and accessories are characterized by the high quality commodity, the refinement, but above all by craftsmanship and creativity work; so, too, yours's Hotel, yours projects can be marked by these factors, taking on a **unique and valuable** aspect.

Particular warm buffet counter for Crowne Plaza

The **warm buffet counter** of Crowne Plaza Geneva is the perfect example of craft furniture. We had already realized a similar project for Crowne Plaza Zurich, but the different form of the counter, the choice of different materials, the updating of technology of the induction plates and the client's custom request, have made sure that the counter for Crowne Geneva wasn't a copy of one of Zurich, but they made him a **unique element**, a **new realization** and a **new challenge**.



The lower sides

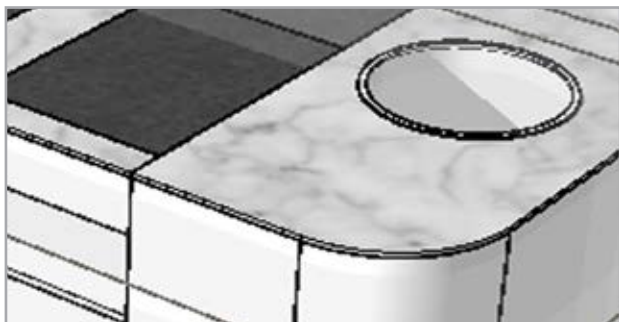
Are characterised by curved elements which give the counter the shape desired by the client and the architect.

The structure is in iron



Designed taking into account all requirements.

Top in marble finish



For creating this element, we have bought materials such as silestone and laminam, then subjected to cuts by the marble worker, paying particular attention both to th technical-functional performance of the furniture and to the desire to create a coherence between the finishes and the design intentions of the architect.

Induction plates



Realized with a specific material, compatible with this element. The induction plates can be adjusted using a control panel.

Technical elements



Required by the Hotel's food and beverage policy, such as the heated plate pusher according to the dimensions of the dishes used by the structure and the induction plates. To meet this request, we have consulted with specialized technicians in furniture for kitchens, thus managing to insert all elements required without forgetting details such as power supply, ventilation, maintenance and aspects related to proper operation.

The sides and hooves



Are covered by a combination of clear oak and brass.

All materials required and used are classified and fall within group RF2 according to the firefighting Directive which exclude the use of a lot of combustible materials for realising this type of furniture.

“The designer’s input will
be the more appreciated
for having simplified
production”

Achille Castiglioni

*No problems,
only solutions*

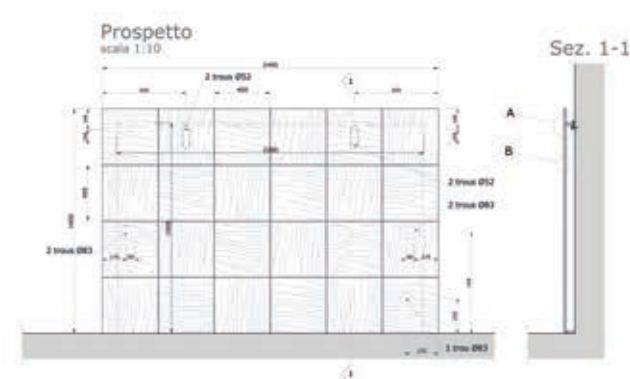
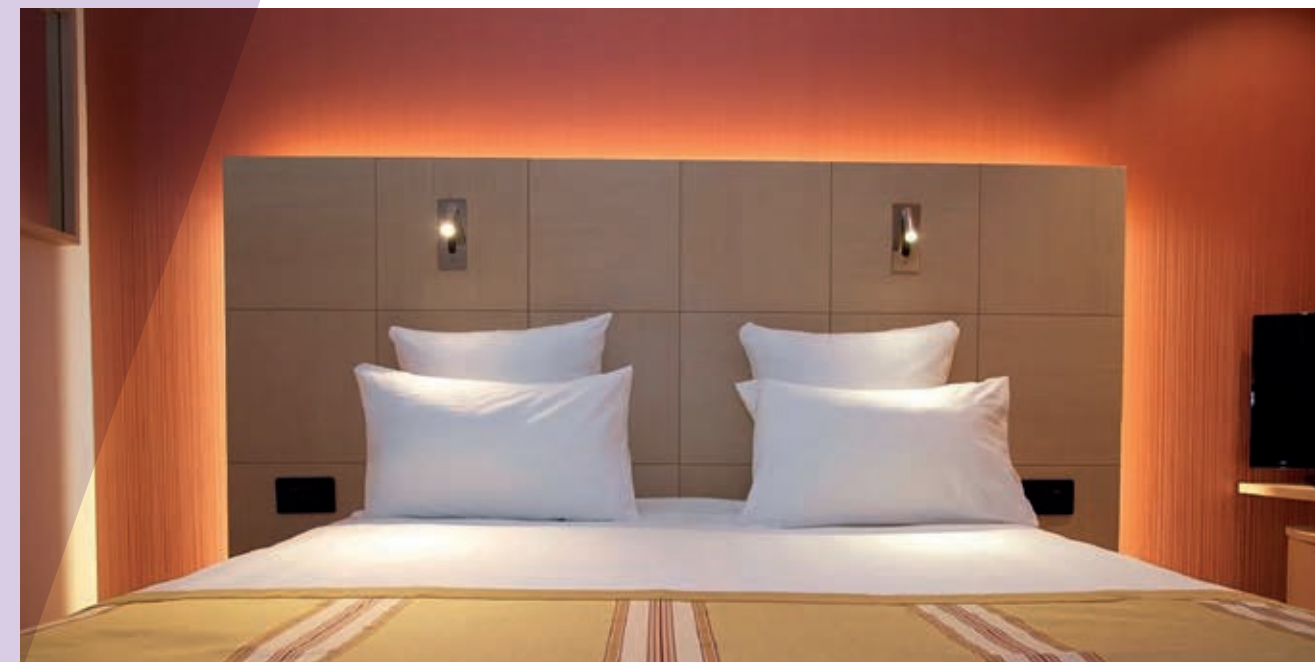
*A rigorous planning to win
an impossible challenge*

Nash Airport

The obstacles are a part of our work, but we never consider a **problem** as such. We see that as a **challenge to win**, an **adversity to overcome**. When we are entrusted with a project that presents difficulties, we never back down, but we put in the field our **capacity, knowledge, experience** to be able to face them in a best way. That was what we have done for the project of **Nash Airport Hotel**, in fact, thanks to our **problem-solving** capacity we were able to satisfy the client's expectations.

The challenge in this project was to enter in a site already underway, and there were also timing issues.

You think, we were contacted by the construction **company** in mid-summer for **design** and **supply** of furniture for rooms and in the end of October we had already delivered and installed all the materials. To achieve this result and to respect the **timing concorded**, the **quality** and the **budget**, we had to adopt a tight schedule, also compressing the timings as much as possible and coordinating production, logistics and installation. Thanks to our **organization**, we have posed the focus on velocity of execution, respecting however all the steps necessary for guaranteeing a **final quality result**.



Author:
Samuele Tordini
Technical and quality director



Crowne Plaza Conference Center

A new concept for the Conference Center



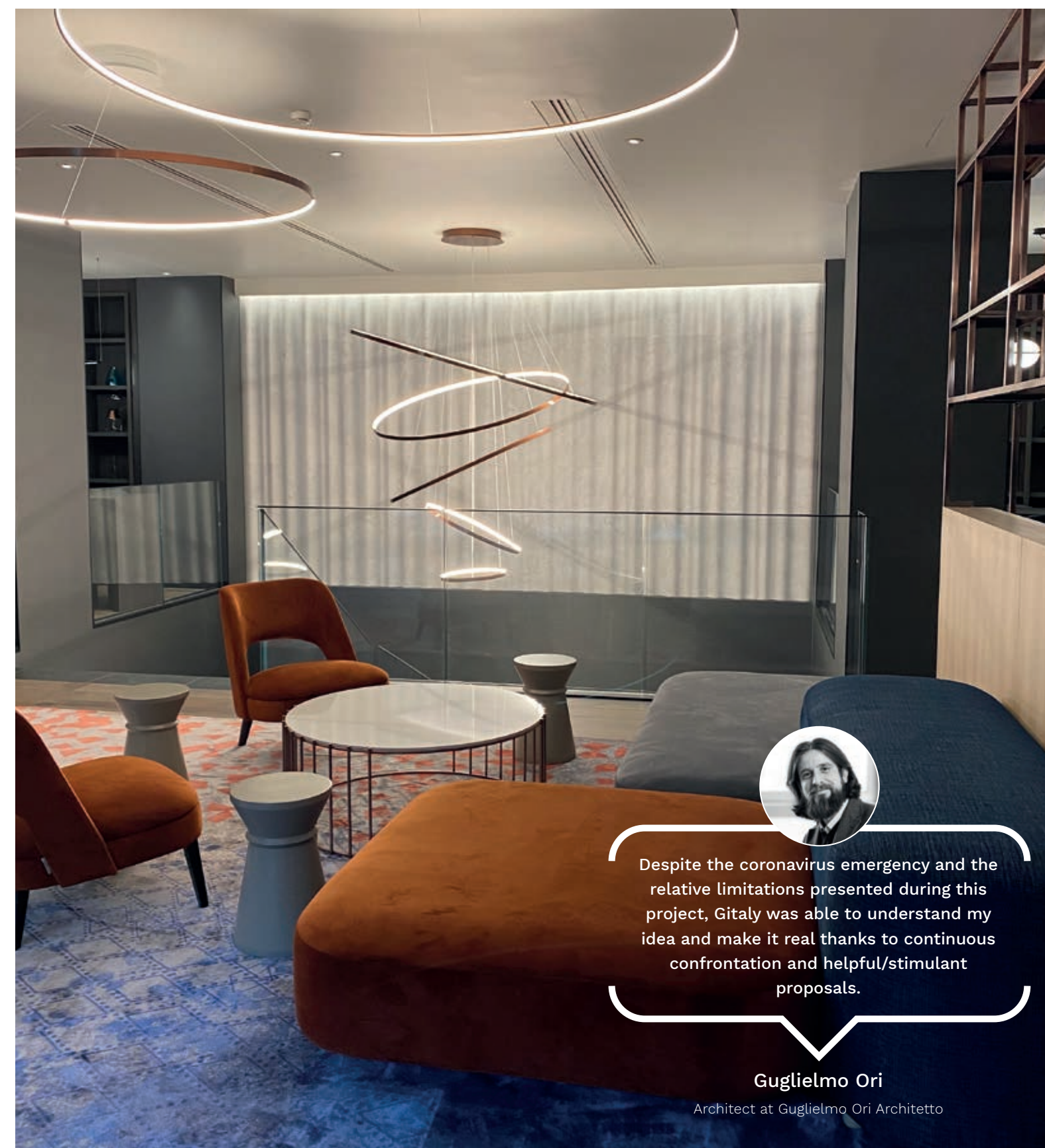
We had already anticipated you, in the previous volume, that in 2019 we would be dealing with the renovation of the **two underground floors** (not included in the 2014 project) of Crowne Plaza Geneva.

Here, **the project has been completed!** We always keep our commitments. The collaboration with the client has been going on for many years, and this project is another piece that adds to our history. The project concerned the **renovation of two underground floors**.

As in every project we have tried to surprise the client with the use of **materials, finishing, innovative solutions**, while always respecting the concept connected to the idea of nature and gardens of the entire structure. This to create a harmony and balance between the different spaces. For this reason, we have chosen materials like light wood, combined with dark wood and marble, the green colour for the breakfast room and furniture such as **tables suitable for coworking and modular seating** with brightly coloured combinations. Coordinating to architect Guglielmo Ori, after several attempts and drawings, **the idea for the staircase connecting the two floors** was to have a marble wall with a play of light and a wavy surface similar to a curtain. The final result is perfectly in line with the **standard and type of comfort** required by guests.



Author:
Elisabetta Boldrini
Project manager



Despite the coronavirus emergency and the relative limitations presented during this project, Gitaly was able to understand my idea and make it real thanks to continuous confrontation and helpful/stimulant proposals.

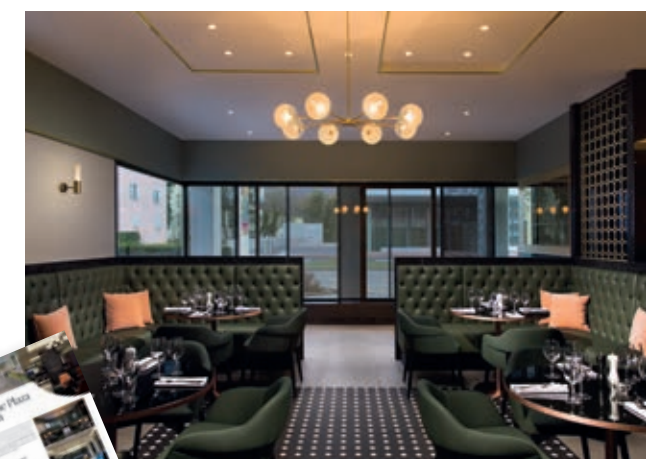
Guglielmo Ori

Architect at Guglielmo Ori Architetto

updated project

**Crowne
Plaza
Zurich**

Discover the full text on
Gitaly Newspaper N.01
p. 10/11



OUR BEST PROJECTS

Hotel Edelweiss*** Superior – Geneva (Swiss)

Typology: Hotels
Works: Bedrooms, bathrooms and lobby refurbishing

Le mas de Pierre***** – Saint Paul de Vence (France)

Typology: Hotels
Works: Complete furniture and furnishings of rooms and public areas

Hotel Geneva City – Geneva (Swiss)

Typology: Hotels
Works: Complete furniture and furnishings of rooms and public areas

Chambesy***Superior – Pregny Chambesy (Swiss)

Typology: Housing
Works: Complete construction of a 1200 sqm villa

Crowne Plaza Geneva**** – Geneva (Swiss)

Typology: Hotels
Works:
2012: Complete renovation, furniture and furnishing of rooms, suites, family rooms and public areas
2014: Furniture and finishes of public areas (ground floor) and rooms (7th and 8th floors)
2020: Complete renovation of conference centre

Zespri – Bologna and Cisterna Latina (Italy)

Typology: retail and offices
Works:
Design and furniture for the offices (Bologna)
Planning and furnishings for offices (Cisterna Latina)

Hotel Royal***** – Geneva (Swiss)

Typology: Hotels
Works:
2018: Furniture and furnishings of 36 rooms
2019: Design, furniture and furnishings of 27 rooms
2020: Complete Furniture and furnishings of 15 rooms with kitchenette

Alhambar – Geneva (Swiss)

Typology: Food
Works: Planning and furnishings

Nash Airport Hotel**** – Geneva (Swiss)

Typology: Hotels
Works: Furniture for 175 bedrooms and refurbishing of bedroom and bath doors

Hotel Ambassador*** – Nyon (Swiss)

Typology: Hotels
Works: Furnishing of suites and public areas

Restaurant Jaï – Geneva (Swiss)

Typology: Food
Works: Furniture and finishes

Crowne Plaza Zurich****Superior – Zurich (Swiss)

Typology: Hotels
Works: Bedrooms, bathrooms and lobby refurbishing

3.14 Hotel***** – Cannes (France)

Typology: Hotels
Works: Complete furnishing for rooms, public areas and supply of furniture for restaurant on the beach

Rhd13 Résidence – Geneva (Swiss)

Typology : Housing
Works : Furniture for 70 bedrooms

Burtigny – Burtigny (Swiss)

Typology: Housing
Works: Building renovation and complete refurbishing and furnishings including kitchens furniture for n.7 apartments

Gutzwiller SA – Geneva (Swiss)

Typology: Retail and offices
Works: Design, building renovation and furniture for offices

Mengeat – Geneva (Swiss)

Typology: Retail and offices
Works: Design, building renovation and furniture for offices

Dynastie – Geneva (Swiss)

Typology: Food
Works: Design, building renovation, bar furniture and furnishings

Base Vevey Hotel*** – Vevey (Swiss)

Typology: Hotels
Works: Refurbishing of 35 rooms and public areas including secondary works (floors, painting, bathrooms)

Hotel Cannes Palace***** – Cannes (France)

Typology: Hotels
Works:
2008: Internal construction works, furniture for 27 bedrooms and 9 suites
2016: Lobby refurbishment

Crans Montana Chalet – Crans Montana (Swiss)

Typology: Housing
Works: Design, refurbishing, furniture and furnishings of a chalet

Villa Genolier – Nyon (Swiss)

Typology: Housing
Works: Interior and exterior painting

Gstaad-Chalet***** – Gstaad (Swiss)

Typology: Housing
Works: Complete refurbishing and furnishings

I-Life – Etoy (Swiss)

Typology: Retail and Offices
Works: Facades, secondary masonry works, internal and external flooring, furniture and finishes for a shopping centre of 36000 mq

Fitness California – Geneva (Swiss)

Typology: Wellness
Works: Design, complete refurbishing and furnishings

Everness Hotel & Resort*** – Chavannes de Bogis (Swiss)

Typology: Hotels
Works:
2014: Furniture and furnishings of 58 bedrooms
2019: Facades

Chez Maman*** – Geneva (Swiss)

Typology: Hotels
Works: Furniture and furnishings of bedrooms and suites

Hotel N’vy – Geneva (Swiss)

Typology: Hotels
Works: Complete refurbishing, furniture and furnishings for 151 rooms, suites and public areas

OHCP Projects – Oyala (Equatorial Guinea)

Oyala Palace Complex
Typology: Hotels
Works: Design, development of the environments and supply of furniture and furnishings. A turn-key solution for a Tourist Complex, spread over an area of 189 hectares including a five-star hotel, 50 independent luxury villas, a conference centre, a club house & golf course.
Grand Hotel Djbloho*****
Typology: Hotels
Works: Supply of furniture and furnishings for rooms and public areas
Conference Centre
Typology: Retail and offices
Works: Supply of furniture and furnishings for conference centre
Villas
Typology: Housing
Works: Supply of furniture and furnishings for 50 villas

Résidence Prestige Odalys Edenarc – Bourg Saint Maurice (France)

Typology: Hotels
Works:
2011: Furniture and furnishings of 63 apartments and public areas
2012: Furniture and furnishings of 69 apartments and public areas

Villa & Hotel Majestic Spa***** – Paris (France)

Typology: Hotels
Works: Painting and restoration of ceilings, walls, moldings, frames, plinths, stylobates and stucco stone works in all the rooms and public areas

Akeris résidence easystudent – Toulouse (France)

Typology: Housing
Works: Furniture and furnishings of 188 student apartments and public areas

Akeris résidence etudiants – Valenciennes (France)

Typology: Housing
Works: Furniture and furnishings of 108 student apartments

Résidence Etudiants Guidotti – Nice (France)

Typology: Housing
Works: Furniture and furnishings of 124 student apartments

St. George Lycabettus Lifestyle Hotel***** – Athens (Greece)

Typology: Hotels
Works: Furniture and furnishing for rooms

Môvenpick Hotel e Casino Malabata Tanger***** – Tanger (Morocco)

Typology: Hotels
Works: Furniture and furnishing for rooms and public areas

Hotel de Russie***** – Rome (Italy)

Typology: Hotels
Works:
2008: Furniture for bedrooms and suites 6° and 5° floors
2009: Furniture for bedrooms and suites 4°, 3°, 2° floors
2011: Furniture for bedrooms and suites on 1° floor

Costa Navarino, Navarino dunes Hotel e Spa***** – Messinias (Greece)

Typology: Hotels
Works: Easy chairs & lamps for all bedrooms

Sheraton Rhodes resort***** – Rhodes (Greece)

Typology: Hotels
Works: Loose Furniture for 30 suites & 369 guestrooms

Kempinski Kemerı palace – Jurmala (Latvia)

Typology: Hotels
Works: Complete furniture and furnishings for bedrooms, suites and public areas

H2C Hotel Milanofiori***** – Assago (Italy)

Typology: Hotels
Works: Complete furnishing and furniture for 158 rooms and public areas

Brasserie du port – L’Île-Rousse (France)

Typology: Food
Works: Supply of restaurant furniture

Hotel Menelaion – Sparta (Greece)

Typology: Hotels
Works: Supply of complete furnishing and furniture for bedrooms and public areas

Hotel Solemare*** – Bonifacio (Corse)

Typology: Hotels
Works:
2005: Furniture and finishing of 8 bedrooms
2006: Furniture and finishing of 11 bedrooms
2007: Furniture and finishing of 10 bedrooms

Grand Hotel-Cannes***** – Cannes (France)

Typology: Hotels
Works: Supply of furniture for bedrooms, bathrooms, public areas and terrace

Club Paradiso the Paramount Resort – Tenerife (Spain)

Typology: Hotels
Works: Furniture and furnishings for 111 apartments

Residhome Paris Opéra**** – Pris (France)

Typology: Hotels
Works: Furniture and furnishing of public areas

Hotel Jade*** – Geneva (Swiss)

Typology: Hotels
Works: Furnishing of bedrooms

Hotel Kipling*** – Geneva (Swiss)

Typology: Hotels
Works: Furnishing of the bedrooms

Hotel Royal Saint Michel***** – Paris (France)

Typology: Hotels
Works: Supply of furniture and furnishings for rooms and public areas

Hotel le Walt***** – Paris (France)

Typology: Hotels
Works: Supply of furniture and furnishings for rooms and public areas

Hotel de Marquis Eiffel***** – Paris (France)

Typology: Hotels
Works: Supply of furniture and furnishings for rooms and public areas

