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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 North Marche, 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.

Vision

Architecture is the setting for everyday life, so it plays an extremely important role for human beings. We try to create functional and original solutions so that every experience can be lived to the fullest.







Mission

Thinking and creating spaces in which people experience public and private moments of their day. Designing and implementing projects guided by the logic of creativity, flexibility, dynamism, speed and cost control, in order to impress our clients. Making the ideas, inputs and dreams of designers come true by giving them shape through our all-Italian know-how, without renouncing on quality and in compliance with the budget.







We open a parenthesis. What's our **network**? It goes without saying that it is the **set of our suppliers** composed by those who sell buying products, who provide raw materials or semi-finished products and by those who supply and work or simply process the raw material such as our carpenters. But, for us it is much more than this; it is an **important part of us**, fundamental, I would say.

They give shape to what we draw on paper, contributing, with their **know-how**, to the realization of the **client's project**. So, they are the **heart of our production process**, people with whom we have a direct dialogue and a constant relationship. But there is more. Our network represent for us a real **key-point**, thanks to its solidity and breadth we can offer a series of advantages to our client.



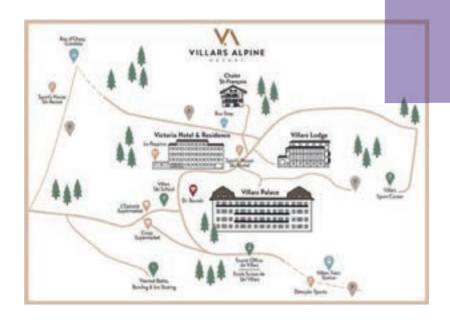
First of all, relying on a plurality and a vastness of suppliers, we are able to **satisfy every customer's requests.** This point seems clear and logical. In addition, thanks to the **high specialization** of each of them, we can always find, keeping a dialogue, the best solutions for every project, especially from a materials point of view, combining **aesthetics**, **functionality** and **durability** (unity is strength!).

Then of course, the relationship that binds us for years allows us to have a **gain on the timing** (the expectations are reduced to a minimum) and ensures us greater control over the quality and compliance with the agreed times. Some suppliers are "a stone's throw" from us. The presence of **artisan suppliers** and **international brands** in our network makes us able to distinguish each project with two important values: **craftsmanship** and **Made in Italy**, opting for one or the other based on the items of the project. So in every project realized, there is also **a part of them**, which are part of us.

Experience

Hotel & Residence Victoria and Villars Palace

AUTHOR **Samuele Tordini** *Technical Manager*



Villars Alpine Resort is the first edu-resort in Switzerland that offers hospitality, education and sustainability. It comprehended three completely renovated Hotels: Villars Palace 5*, Victoria Hotel & Residence 4* and Villas Lodge.

We contributed to the realization of the first two structures. These two Hotels have a different basic philosophy. The Victoria was conceived as a **functional space**, aimed at a young target, especially students, where innovation, sustainability, ecology are the key points. The Villars Palace, on the other hand, is a luxurious and charming Hotel destined to a more generic target.

The features, the two concepts and the projects fully reflect these intentions. **Iconia Ag Group** assigned us the task after launching a tender to award the various works. The Group with its artistic director **Ottavio di Chio** has signed the concept of the entire complex, proposing refined and innovative environments, using sustainable materials, according to the codes of **Swiss interior architecture**.





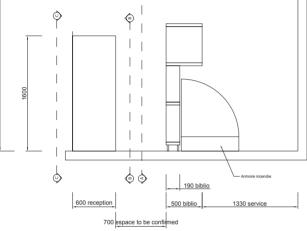
Iconia Ag is the result of the union of Lombart and La Cellula Group. The new firm delivers greater creativity, innovative solutions, and a lot of services across a wider range of markets and project types, from interior architecture to retail design. The use of new technologies and eco-sustainable solutions represent a constant and a

distinctive feature of every Group's project. We already collaborated with Iconia Group in several projects of M3 Groups. In the Villars Alpine Resort's project we became their partner. Thanks to the extremity organization and the meticulous control in yard both of the Group and the artistic director Ottavio di Chio the

project is a real success. We worked with Iconia very well; we were always able to interpret Iconia's requests, and Iconia, for its part, was always proactive in accepting our proposals to optimize/improve every project aspect.







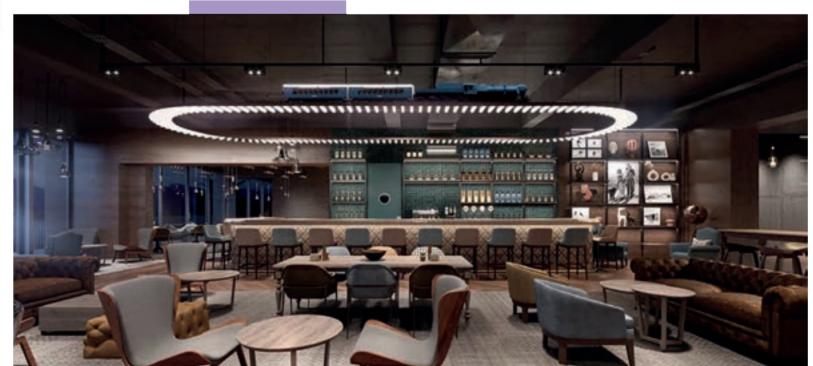




For the Villars Palace we took care with more residual interventions while the Hotel Victoria project represented for us a real complex.

Why am I talking about complex? Because within this structure we dealt with three different projects: that of the rooms, the public areas and the restaurant Peppino. The concept of **designing functional**, **innovative**, **sustainable spaces** for young students is fully reflected in the design, choice of materials and the influence of Scandinavian design in all environments.

In each area there are spaces for co-working and co-study.





But let's start from the **rooms.** What "part of us" can you find in these spaces?

Apart from the paintings, wallpapers, custom furniture, I would say the **experience.**Yes, experience linked above all to the realization of **custom furniture.**For these elements, in fact, we completely **respected the architect's requests,**studying and designing them in every single detail and then moving on to production.

The custom items are absolutely designed for the target to which the Hotel aspires.

So, we have chosen the most **resistant materials and conformities.**For the materials we also conducted a thorough research to identify the wood finish

For the materials we also conducted a thorough research to identify the wood finish that would meet the budget and the architect's project. The open wardrobe designed to hold ski boots (being a ski area) is the real highlight.













For **public areas**, however, we took care of the paintings, of the wall coverings including the boiserie designed according to specific requests and of all custom furniture (yes, we are very proud of the podium for the artistic sculpture). In this environment, to reflect the **concept of sustainable design**, not everything was eliminated. In fact, some elements were **adapted to conserve valuable materials** (such as wood). And here comes back the "famous" experience. For example, following the architect's idea, the handrail of the persistent staircase with wood cladding wasn't removed but was encapsulated inside a black glass to give it a more modern connotation.









In general, for each individual space, we **started from the architect's idea**, and thanks to our experience, we proposed and made changes to **optimize every aspect of the project**. In addition, we contributed, working in the world of Hotels for a long time, to make **Iconia** understand even more what the Hotel's real needs are.

So, you will understand why I tell you that "a small part of us" present in this project is experience.



Creativity and Ingenuity Sketchiz Karaoke & Games

AUTHOR **Anastasia Arduini**Marketing and Commercial Specialist

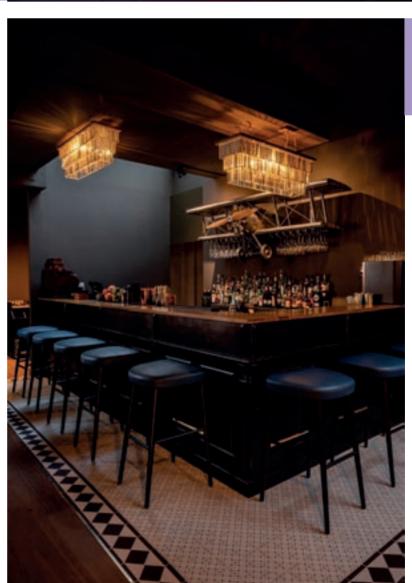


Sketchiz Karaoke & Games fully reflects the new trend of **designing spaces for fun**.

It's behind an ordinary door that, at 16 Rue de Bale, you enter in this unique space of 500m2, a space capable of promoting the concept of **social gaming**: socializing through games and unique group experiences

We consider this project as a set of projects within the same project, an immense "box" in which five different worlds and concepts perfectly coexist. In fact, we realized **five themed karaoke rooms**, inspired by Tokyo, pop art, loge d'artiste, chalet and disco atmosphere, a bar, a particular corridor and ten arcade and traditional games.

We managed all project phases, from design to installation, and if I have to tell you what "part of us" we left in this project I'd say **creativity and ingenuity.** The creativity is reflected, above all, in the elaboration of a specific and **unique concept**





for each karaoke room, in the research and design of characteristic elements to be included in the project, but also in the study of solutions to recreate the **scenographic effects** required by the client.

In fact, everything has been characterized by a touch of spectacle. The reflective ceiling of the disco room, the wallpaper that recreates a fake library, the game of contrast, are the perfect examples.

And the **ingenuity**? Well, as I said, this project isn't only composed of five karaoke rooms, but also of ten arcade and traditional games. In these latter lies the ingenuity.

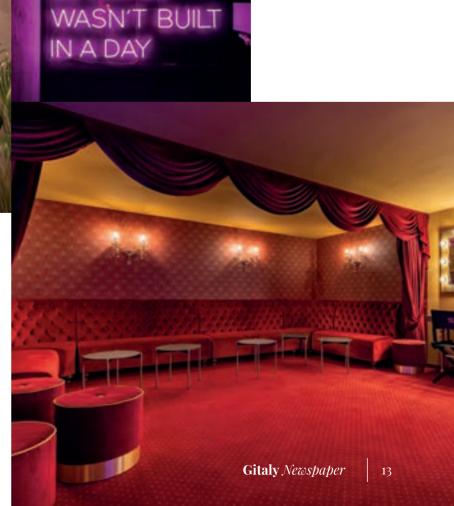


BEYONCÉ



We had to conduct a thorough study to integrate them into appropriate **technical solutions.** You will understand that, for us who "realize Hotel", this was a great challenge, but we succeeded.

Sketchiz Karaoke & Games is the perfect example of what **design means for us:** create spaces in which people can live experiences.



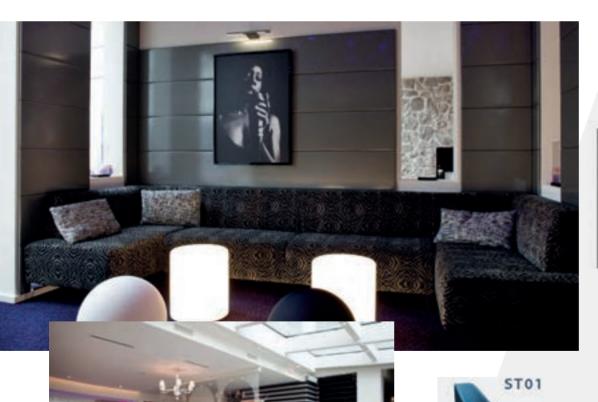
A new conception of spaces Hotel N'Vy

AUTHOR **Elisabetta Boldrini**Commercial Director



Why am I talking about a new conception of spaces?
We start from the assumption that conceiving spaces in a new way and assigning them to a plurality or to new uses is one of the trends in the hotellerie world, moreover redesigning spaces in a different way is what we did in this project. Our collaboration with the Manotel Group has been going on for more than 15 years and we had already designed this Hotel in 2012, collaborating with the architect Patrick Ribes.

This year we were commissioned to rethink the **breakfast** area and the "zona du ciel étoilé" (previously designed by us), to make these spaces better suited to the new needs and lifestyles of guests, increasingly heterogeneous and dynamic.











We redesigned these environments making them more **flexible** and multifunctional, creating spaces, therefore, where the guest can have breakfast but at the same time work, relax, have business breakfast or meetings.

As you can see, to make these spaces (especially the breakfast area) capable of performing different functions, large interventions weren't necessary.





The trendy style and colors were maintained, while the normal dining tables were replaced and higher tables, coffee tables and seats of different types (lounge, high, standard) were inserted.

The **"zona du ciel étoilé"** was made more **alternative and emotional**, a kind of waiting room where guests can relax.

With small changes, playing on the variety of supplies, on lounge furniture systems, on colors, fabrics, materials, we designed spaces, **combining aesthetic and functionality**, focused both on the guests and in line with current trends.





Attention to details and artistry Mas De Pierre Relais Hotel Châteaux

AUTHOR **Davide Evangelista** *Technical*





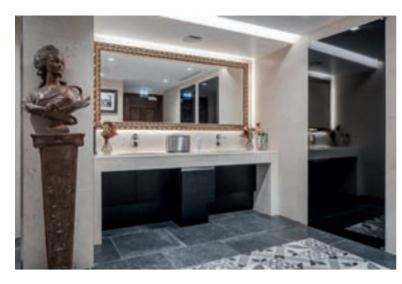


How to define the Mas de Pierre Relais Hotel chateaux project? It's surely an **artistic project**. This characteristic is related both to the project nature and different architects and designers who intervened in the realization over the years.



We were commissioned to refurbish the **public areas**, or rather the furniture in these spaces, including carpentry work. This wasn't just a simple renovation, but a real restoration in style, "à l'identique". And here the attention to details and artistry. In fact, **everything was studied in detail** and perfectly reflect the creative idea and the architect Patrick Ribes's project.





Attention to details that particularly concerns the furniture because no two pieces of furniture are the same. The existing furniture was disassembled and then **restored** and **redesigned** inserting new elements while maintaining the initial style, others were realized ad hoc following style, finishes, details of the existing one and of the architect's project.







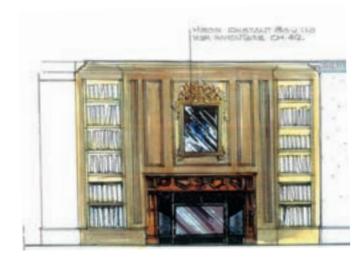


We have carried out a careful analysis to choose **more suitable materials** to preserve the authenticity that characterized the whole.

Particular attention deserves the **table Oste**, a table six meters long, made entirely of wood, for which we designed every single detail and researched the wooden boards (very difficult to find those sizes) to realize it.

All this to **perfectly respect the architect's project**, which is fundamental for us in our work.

Last thing: the **artisticity**. Well, what to say, it is contained in every **detail of the project**; such as the knobs of some furniture that look like antique gold brooches, the door of the restaurant completely painted or the silver decorations inserted in some counters.





Differentiation Pâtisserie Sofia

AUTHOR **Elisabetta Boldrini**Commercial Director



What is the concept behind **Sofia**? Well, the idea is to have modules in **Geneva** related to the same bakery and therefore to the same chain: M3 Restaurant. The female name "Sofia" is perfectly expressed in the colors, materials, elegance and finishes chosen.

The style and colors of "Sofia" are linked to the **packaging** idealized for the products and the image of the brand (everything is a means of communication).

Image, the latter, which we helped to strengthen through the project itself.





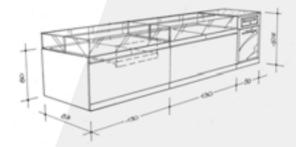




In fact, for the "Sofia" bakery we **imagined** and researched solutions with the aim to reinforce the brand identity.

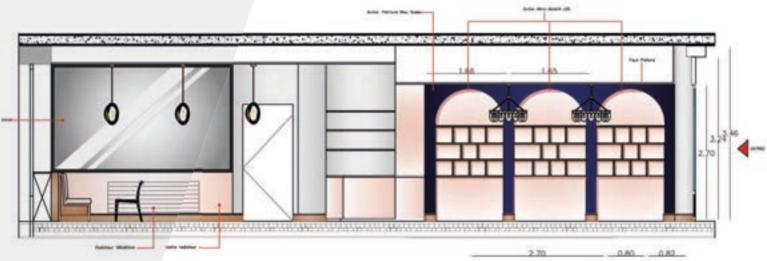
How? We assume that this is a "pilot project", or rather it is the true and first "Sofia", to which others will follow.

For this reason we **found solutions**, such as marble shelves for the tables, refrigerated pastry showcases, the right colors of the furniture, custom furniture replicable in all the upcoming "Sofia".









This will ensure that these bakeries and therefore **the brand** are easily recognizable and have their own identity (in terms of colors, style, unique elements present) generating memories and mental associations. To do this we used our experience in the world of bars/restaurants of the Hotels. You can certainly not choose delicate materials.

Obviously, since this is a different project, we had to adapt our experience to its nature. For example, **Sofia's bar counter**, which is not really a bar counter but resembles that of a boulangerie, we designed it, starting from the existing knowledge we have of this element (you can certainly not use delicate materials), adapting it to the **functionality and the idea behind it**. In fact, we respect not only the **brand requests** but also those of the chef who had clear the desired usability and the way in which to show his creations.

This latter aspect was reflected a lot on the choice of finishes. We managed all project phases; **from the design to the realization**, creating original and distinctive space in which everything is a communication and differencing lever, specifically designed for M3 Group.

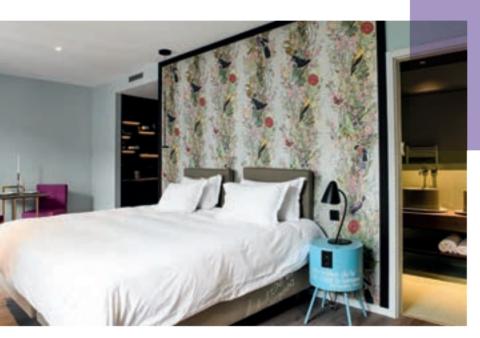




Customization

Hotel Downtown

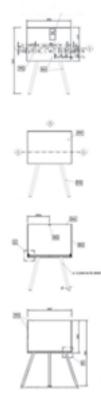
AUTHOR **Elisabetta Boldrini**Commercial Director

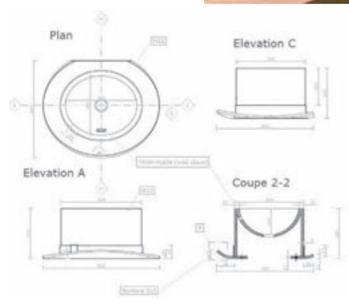


M3 Group has a clear idea of wanting to distinguish each of its Hotels with personalized and custom made furniture and elements. That's what we did for them in the Hotel Downtown project. Each element designed by the architect is conceived as an artistic gesture and stands out for the care of details, for the singular shape and for the concept behind. To give life, shape and substance to these ideas, we developed the details drawings of all elements, realized the samples and researched the better solutions to optimize every project aspect from aesthetic and functional point of view.





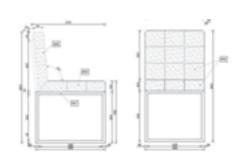




So, today in a room of **Hotel Downtown** you can find furnitures such as the "post tenebras lux" bedside table, the washbasin made in the shape of cap or the "Meuble de Vie" and the "Meuble Chariot". Elements with a **unique design**, designed and realized specifically for the client. Let's know some of them in more detail.

For the washbasin we respected the client's idea to have a **personalized one** in each Hotel. As the facility is located on the famous **Princes Street in Geneva**, it was decided to give to it the shape of a so-called "prince", the classic top hat emblem of the 18th century to which the building dates. The "Meuble de Vie", is a **unique custom piece**, projected to fulfill various functions, that will be replicated in the entire **chain of M3 Group.**



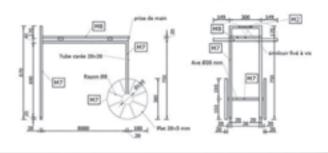


























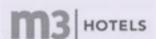


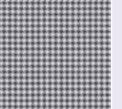












(%) CROWNE PLAZA





HôtelEdelweiss





SKETCHIZ









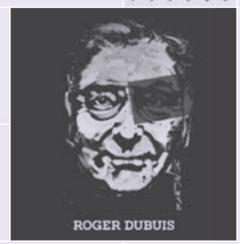






dentsu group





Bar VICTORIA @ VICTORIA

































RICHEMONT





Also to these clients we left something of us

































Elisabetta Boldrini Commercial Director Commercial Director Commercial Director

Hotel Etoy coming soon

While we are finishing off the last touches of the **Hotel Etoy project**, I want to give you a little preview. I start by saying that the client entrusted us with the project of **rooms and public areas**. More specifically, we took care of the **design** and the **supply** of custom and buying furniture for 136 rooms spread across 4 floors and for the interiors and exteriors of public areas. It's known that the Hotels of **M3 Group** are characterized by the marked artistic and innovative component and by a touch of originality. Also the Hotel Etoy project moves in this direction. **Extravagant wallpapers, brilliant colors,** furniture and accessories with **unique shapes and design** form perfect and suggestive spaces. Working and collaborating once again with the **M3 Group** has been a real pleasure for us.

All you have to do is wait and continue to stay tuned to fully answer the question: "What will the Hotel look like?"







wooden furniture covered in fluted wood



fireproof fabrics proposed:

- red velvet + beige fabric or
 blue velvet + beige fabric





fabric fireproof faux leather



composition of 31 elements in PET (high resistant resin for exterior)



white black

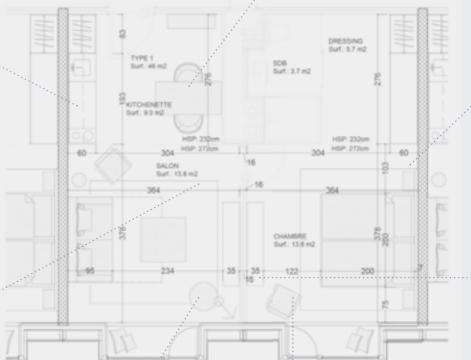


dimensions 3000x1200 mm



kitchen in faminate RAL7016 cases in black mafaminé with shefves + 1 module with door

solid ash wood



headboard: wood finish, two bedside tables and integrated leds



TV panel in melamine col. RAL7016





structure in natural wood

Our best projects

Etoy - Geneve (Swiss)

Typology: Hotels

Works: Furniture, furnishings and finishes of 136 rooms

and public areas

Villars Alpine Resort - Villars-sur-Ollon (Swiss)

Typology: Hotel

Works: Renovation and supply for rooms, bathrooms,

public areas and of Peppino's restaurant

Manufacture Roger Dubuis - Geneva (Swiss)

Typology: Retail and Offices Works: Furniture for Olab

Patisserie Sofia - Geneva (Swiss)

Typology: Food

Works: Furniture for bakery

Anieres (Swiss)

Typology: Housing

Works: Furniture and finishing for private house

Sketchiz Karaoke e Games - Geneva (Swiss)

Typology: Food and Games

Works: Complete renovation, design and furniture

of all spaces

Picory Sa - Geneva (Swiss)

Typology: Food

Works: Painting and renovation works

Dentsu Offices - Geneva (Swiss)

Typology: Retail and Offices **Works:** Furniture for office

Residence Plan-les-Ouates

Typology: Housing

Works: Furniture for rooms and public areas

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

Typology: Hotels

Works: Complete furniture and renovation for public areas

Hotel Downtown - Geneva (Swiss)

Typology: Hotels

Works: Complete furniture and furnishings of rooms and

public areas

Hotel N'vy - Geneva (Swiss)

Typology: Hotels

Works:

2012: Complete refurbishing, furniture and furnishings

for 151 rooms, suites and public areas

2021: Complete renovation of breakfast room

and salle ciel étoilé

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 kitchinette

Chambesy***Superior - Pregny Chambesy (Swiss)

Typology: Housing

Works: Complete construction of a 1200 sgm 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

Hotel Edelweiss*** Superior - Geneva (Swiss)

Typology: Hotels

Works: Bedrooms, bathrooms and lobby refurbishing

Alhambar - Geneva (Swiss)

Typology: Food

Works: Planning and furnishings

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

Typology: Hotels

Works:

2014: Furniture and furnishings of 58 bedrooms

2019: Facades

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

Typology: Hotels

Works: Furniture for 175 bedrooms and refurbishing

of bedroom and bath doors

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 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

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

Dynastie - Geneva (Swiss)

Typology: Food

Works: Design, building renovation, bar furniture and furnishings

Mengeat - Geneva (Swiss)

Typology: Retail and offices

Works: Design, building renovation and furniture for offices

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

Gstaad-Chalet**** - Gstaad (Swiss)

Typology: Housing

Works: Complete refurbishing and furnishings

Fitness California - Geneva (Swiss)

Typology: Wellness

Works: Design, 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 mg

OHCP Projects - Oyala (Equatorial Guinea) Ovala 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

Akeris résidence easystudent - Toulouse (France)

Typology: Housing

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

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

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

Mövenpick 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 Kemeri palace - Jurmala (Latvia)

Typology: Hotels

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

Hotel Menelaion - Sparta (Greece)

Typology: Hotels

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

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

Tynology: Hotels

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

Hotel Jade*** - Geneva (Swiss)

Typology: Hotels

Works: Furnishing of bedrooms

3.14 Hotel**** - Cannes (France)

Typology: Hotels

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

Hotel Kipling*** - Geneva (Swiss)

Typology: Hotels

Works: Furnishing of the bedroom

