

**WORKSHOP PROJECT SHEET**

Anno Accademico / Academic Year 2024/2025

**Titolo Workshop / Title and subtitle:**

Designing new hospitality models. Through the analysis of international best practices in hotel design to the conception of new concepts for the hotel industry.

**A cura di / Curated by:**

Entrepreneur: Arch. Stefano Pediconi

**Indirizzato a / Intended audience:**

Italian and English Bachelor of Arts in Design students

**Partecipanti / Participants:**

MIN 12-MAX 22

**Requisiti richiesti / Requirements:**

-English Language

**Durata e Crediti / Duration and Credits:**

30 hours – 2 FC

**Periodo di svolgimento / Dates:**

3-7 March 2025

**Giorni, orari ed aula / Days, times and classroom:**

Monday 3 March from 9.00 to 16.00 (1hour lunch)

Tuesday 4 March from 9.00 to 16.00 (1hour lunch)

Wednesday 5 March from 9.00 to 16.00 (1hour lunch)

Thursday 6 March from 9.00 to 16.00 (1hour lunch)

Friday 7 March from 9.00 to 16.00 (1hour lunch)

**RUFA TARO – CLASSROOM T05****Breve descrizione / Short description:**

This workshop focuses on hotel design and aims to sensitize students to a project-based approach grounded in the study of new hotel design concepts. Starting from an in-depth analysis of world-

class examples in the hospitality industry, students will embark on a journey that will inspire them to develop their own personal design vision.

Participants will have the opportunity to analyze the designs of renowned architects such as Karim Rashid, Marco Piva, Simone Micheli, Giancarlo Marzorati, and many others, who represent the pinnacle of excellence in hotel design today. Simultaneously, they will gain insights into the evolution of the sector over time by examining the development strategies of international chains like Hilton, Accor, Four Seasons, Best Western, and more. This will enable them to understand how these global brands have created numerous sub-brands that coexist under the same umbrella.

This engaging exploration will culminate in the creation of a personal project. Each participant will develop a hotel concept, delving into architectural and interior design aspects—time permitting—to produce an innovative proposal that aligns with global trends.

The workshop begins by studying the cultural influences shaping contemporary hotel design, and then empowers participants to develop a forward-thinking vision aimed at creating new models within the hospitality industry.

### **Short Biography**

Stefano Pediconi is an artist, Hotel Stylist, architect, blogger, and trend analyst in the hospitality and wellness sectors. He develops his work through design and research, focused on creating new concepts.

Going beyond the technical aspects of the architectural profession, Stefano Pediconi also deals with communication and marketing as a content creator and photographer.

He deals with the design of hotels and wellness centers in all their phases, always seeking the high quality that he proposes in every type of design project, interpreted through the forms of contemporary architecture and design.

Of particular relevance is the specialization in the design of wellness centers, for which he develops new ideas that place the studio among the most innovative in the sector on the international scene.

This year, Studio Stefano Pediconi - which celebrated 20 years of activity in 2024 - was named by the international magazine Build as the Most Innovative Hotel Design Studio - Italy.

Among the latest works carried out or in progress, the Color Hotel in Bardolino and the B&Bs Urban Karalis (Cagliari) and La Maison sul porto (Anzio, RM) stand out. Of particular importance is the project of an inclusive room at the Garni Roberta (loc. Malga Ciapela, BL), the first example of a design accessible to all currently being implemented in Italy.

Stefano Pediconi has been involved in training since 2005, through a series of meetings organized during some industry events and as technical director of the courses organized by the magazine Wellness Design throughout Italy. [Find out more.](#)