

**“SMART RE+NEW”
NEW SERVICE BY GABETTI AND STUDIO MARCO PIVA
TO RELAUNCH ITALIAN HOTELS**

The hotel of the future is set to become a fluid and multi-faceted space, capable of transforming itself by renewing its contents and functions to generate new social and economic value

Milan, 6 October 2022 - **Smart re+new hospitality** is the new service that aims to relaunch and develop Italian hotels with a focus on efficiency, an increasingly important requirement now more than ever. Created from the collaboration between the **Gabetti Group**, the only full service provider in the Italian real estate sector, and **Studio Marco Piva**, renowned architecture and design firm specialised in hotel facilities.

The service is aimed in particular at **small and medium-sized facilities**, situated in different urban surroundings, such as sea, mountain and lake, and also regards the smaller entities in Italy, with the goal of revitalising and redeveloping accommodation facilities to enhance and relaunch the tourism sector, one of the major drivers of our Country.

The areas in which Gabetti, in particular **Gabetti Engineering**, and Studio Marco Piva will provide their contribution are technical and valuation consulting, feasibility studies aimed at identifying the most suitable concept for the unique characteristics of the structure, and project design and supervision, as well as the possibility to benefit from assistance in the purchasing process, ensuring 360-degree coverage of all phases leading to redevelopment of the property.

The commitment by **Studio Marco Piva** was to devise a format that included three different levels of intervention, based on detailed analyses and studies, capable of revisiting the areas of the structures to provide not only a new configuration but also a renewed functional and efficient layout in line with the current trends in the sector.

*“We are proud of this agreement with Studio Marco Piva - **says Roberto Busso, CEO of Gabetti** - as it allows us to complete our consulting for industry operators, providing a single reference point to relaunch and enhance accommodation facilities, with particular attention to energy efficiency, new trends in the sector and the new requirements of the market”.*

Gabetti Property Solutions

Milan, Rome, Genoa, Turin, Padua, Florence, Bologna, Naples, Bari, Reggio Calabria

*"The hospitality sector has been undergoing significant changes over the last few years. Today's hotel is a connector of services open to the city and its surroundings, equipped with dynamic and fluid spaces that lend themselves to functional interpretation. - **says Marco Piva** - Our country benefits from a vast heritage of accommodation facilities in need of renovation and revitalisation. Rethinking and redesigning the multi-faceted nature of these hospitality venues is fundamental in order to achieve an authentic, immersive and successful customer experience."*

The new service supports hotel owners at different stages of the project: **enhancement of the property** through analysis of the target market and surrounding context, feasibility studies for redevelopment works, conceptualisation, design and works management. One can opt for a **remodelling of the hotel's operating and real estate structure**, with disposal of the property or business following redevelopment and/or conceptualisation. **Technical assistance** is also available for redevelopments that take advantage of the tax incentives.

Through this agreement, the Gabetti Group, thanks to the companies Patrigest, Abaco Team, Monety and Gabetti Lab, will also offer other services in the real estate supply chain to owners and managers of the hotel facilities, thereby ensuring an integrated approach.

A space dedicated to the new Smart Re+New hospitality service will be present at the **ITHIC** event in Rimini, on Tuesday 11 October, with a presentation scheduled for 3:00 pm.

EVOLUTION OF THE HOTEL STRUCTURE

An analysis by Gabetti's Research Department shows that the hotel structure has changed significantly over the last three years. The hotel of the future is set to become a fluid and multi-faceted space, capable of transforming itself by renewing its contents and functions to generate new social and economic value. Hotels will no longer be used only for overnight stays or meetings, but also as a place offering innovative and qualified services such as remote working space and services, social areas ideal for relaxing or meeting other people, areas for mental and physical relaxation, multi-functional spaces that can be transformed for events, bars and restaurants, with a varied 24-hour offer and services for leisure and sports.

Moreover, the design choices and operating procedures must increasingly comply with the principles of environmental protection and must go beyond a mere focus on costs and business.

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A comprehensive reflection on the shape, sizes, ecological features and materials of the building has become essential to achieve the goal of reducing CO2 emissions through energy efficiency.

For hotels, however, adopting environmental sustainability criteria is also a marketing strategy, given the high percentage of clientele choosing hotels that adopt sustainable criteria. As was the case for fitness and wellness centres in the past, being eco-sustainable in the future will no longer be a plus for the hotel, but a must, without compromise, adopting innovative materials, systems and processes.

GABETTI GROUP

Gabetti Property Solutions, through the various business lines of its subsidiaries, provides services for the entire real estate sector, with integrated consulting aimed at satisfying all of the requirements and demands of private individuals, companies and institutional operators. This integration and synergy of services gives rise to the group's added value: a unique model with respect to its competitors. The organisational model of Gabetti Property Solutions integrates and coordinates the specific expertise of each company of the Group in the following areas: Advisory, Development, Management, Intermediation, Credit and Insurance Brokerage and Redevelopment.

HOSPITALITY & LEISURE

Provides consulting and services for institutional investors, family offices, club deals, specialised operators and developers operating in all areas of the tourism and hospitality sector, supporting them in the definition of strategies for development, acquisition or disposal of individual assets and hotel real estate portfolios, infrastructures and tourist attractions such as Marinas, Golf Courses, Thermal Spas, Conference Centres or Theme Parks.

STUDIO MARCO PIVA

Studio Marco Piva is in the creative and multicultural heart of Milan: it is more an academy of science rather than a design studio, an atelier of experimentation where different design scales are tackled with methodological rigour, from master planning to architecture, from interior to industrial design, realising projects on all 5 continents. The firm has consolidated a design approach in the area of medium-high level hospitality over the years, creating high-quality accommodation facilities. Extensive research into the formal and functional characteristics of spaces, technologies and materials, developed with a major focus on the environment, is the foundation of the planning and design philosophy of the firm, which also pursues design continuity between architecture and interior design, a strategic component for the development of successful, fluid and functional projects.

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