



Imagine walking into a travel agents and telling them that you're looking for a sea-front located, contemporary-designed boutique hotel, with a spa and a splash of history thrown in – in Tuscany. The selection would be pretty limited. However, with Simone Speciale Luchinat's latest redesign of the Grand Hotel & Riviera in Camaiore, Italy, that is exactly what is on offer.

The Grand Hotel & Riviera, Camaiore, Italy

The Grand Hotel & Riviera in Camaiore, Italy is a classic 1930s sea-front establishment which has undergone a 21st century update, courtesy of Simone Speciale Luchinat.

The hotel itself is built in traditional Italian style, and is situated on the promenade directly in front of the brand new pier in the picturesque Tuscan sea-side town.

The recent refurbishment by Simone has added equilibrium between colour, modern furnishings and functionality. Simone also changed what was originally office space at the rear of the hotel into a brand new spa facility.

In the on-going refurbishment, Simone has currently focussed on redesigning the first 28 guest rooms, suites and spa. Further works begin in shortly on the remaining 12 guest rooms, as well as the new reception, restaurant and bar. All of the guest rooms with a sea view have already been redesigned.

The classical architecture has been left in the rooms – featuring original cornicing – and light,

warm colours have been used on every wall. In contrast to this, the furniture is all highly contemporary; it is free standing, and features highly-lacquered coloured tops, and chrome fixings.

The side tables, designed for this project by Simone Speciale Luchinat, add a modern twist to the rooms, as well as being practical and stylish.

The key feature colours used are navy blue and olive green, bringing a touch of classical Tuscan style into the modern designs. To differentiate between the types of room the headboards vary from suite to deluxe room, but all are varnished oak panels in white, edged in coloured eco leather.

Whereas the guest rooms blend contemporary and traditional styles together, the Spa is an altogether modern creation. As soon as you walk into the reception, the custom-made desk and lockers set the tone for the rest of the Spa.

The side by side sauna and wet room face the SPA pool, which has a water fall and water features, with the glass walled showers and seating situated in between. Brown chocolate tiles cover the wet

area, which is a continued tone throughout the Spa.

In the reception area, relaxation and changing room, all the wooden furniture and the door were realised in pickled oak and painted glass in oyster white, with the walls in a classic taupe to promote a calming atmosphere.

The relaxation area is softened by a wall of curtains, lounging chairs and cane stools, which bring a restful and beachside feel to the space. The partition walls are made with clear and sandblasted glass.

In the vitality pool area the walls were made of strips of wood, and in the wall of the background of the pool was designed a waterfall flowing over a large glass window backlight.

With the refurbishment ongoing, the hotel has already received very positive comments from guests. Room occupancy is up and their Trip Advisor rating has improved too. Simone cannot wait to see what the rest of the refurbishment brings. Oh, and as for the splash of history, rumour has it that Mussolini stayed in room 205...

W essealcubo.eu

