

PLATFORM

BEST ITALIAN INTERIOR DESIGN SELECTION

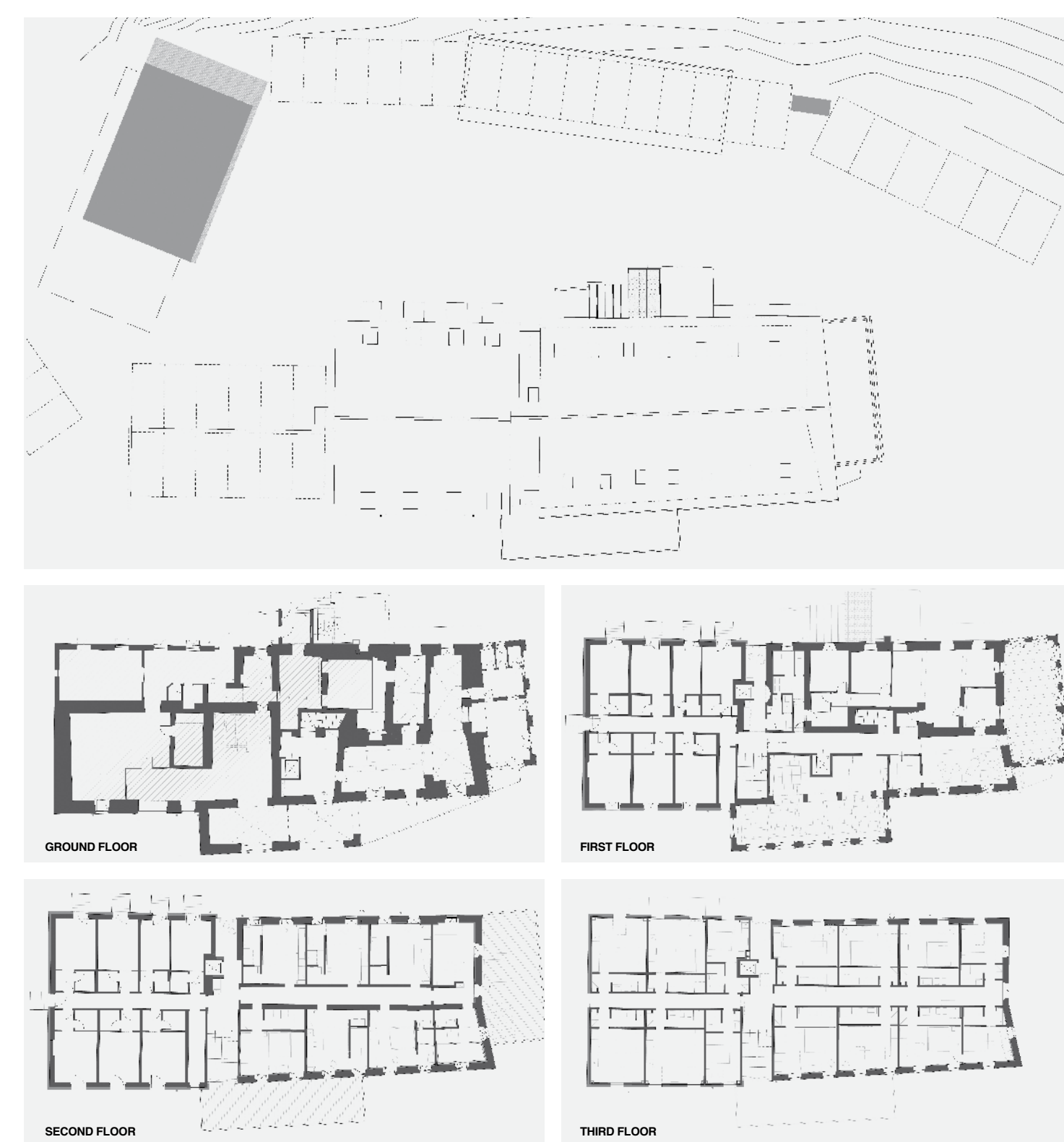
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Hotel Gasthof Zum Hirschen

LORENZO AURELI ARCHITETTO
www.lorenzoaureli.it

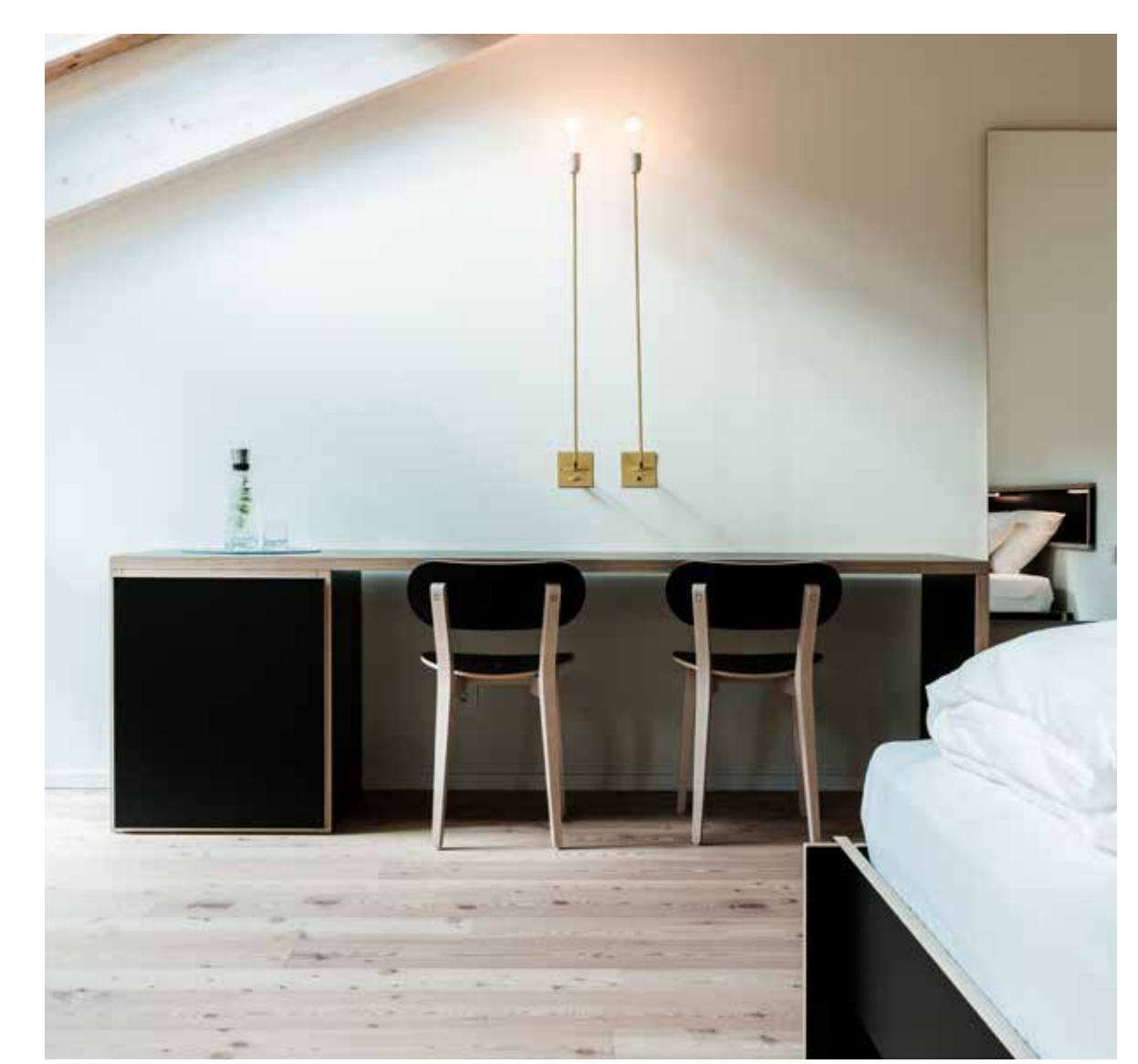
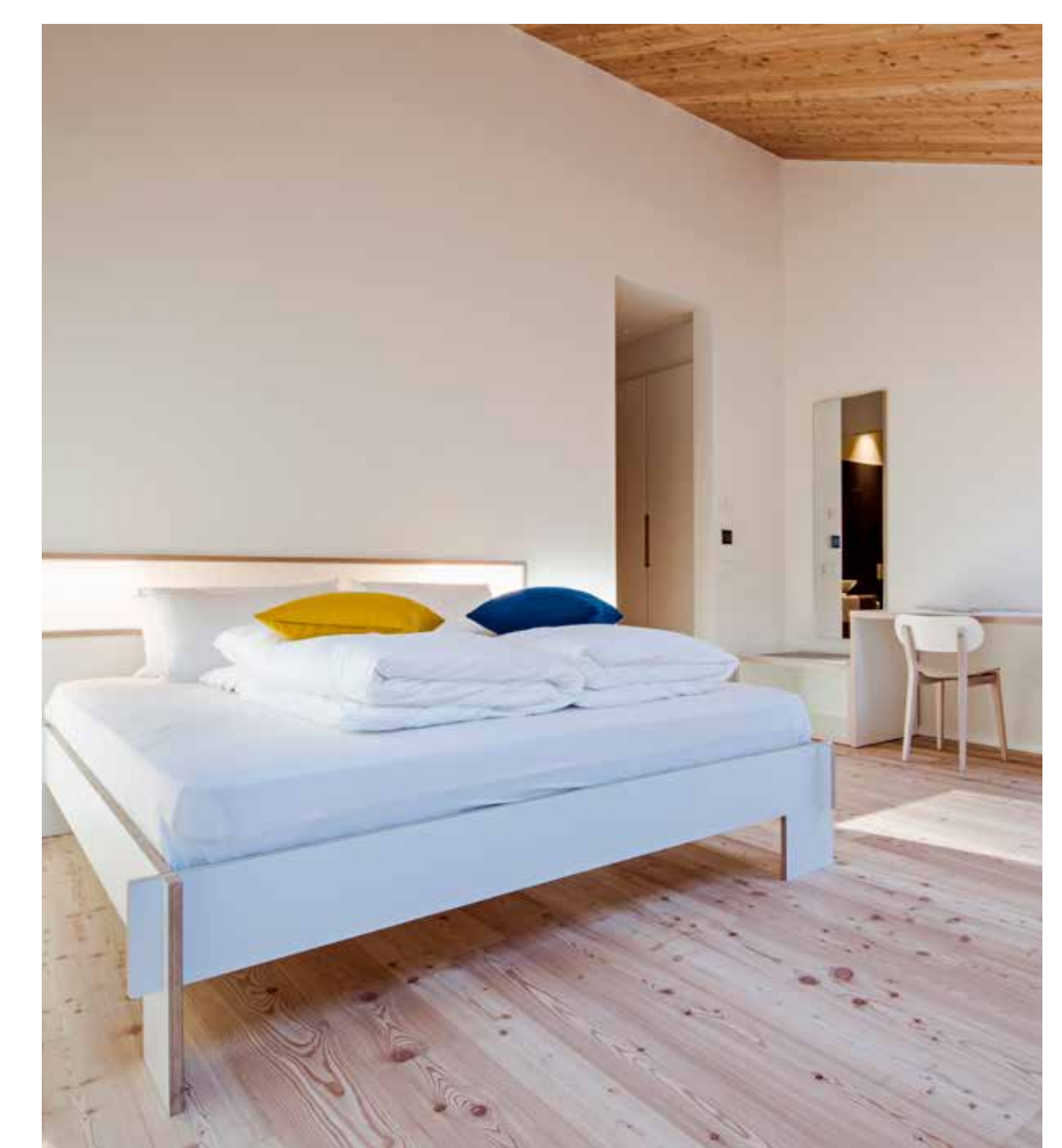


CATEGORY
Hotel
LOCATION
Senale San Felice (BZ), Italy
YEAR
2017
Photo by Armin Terzer



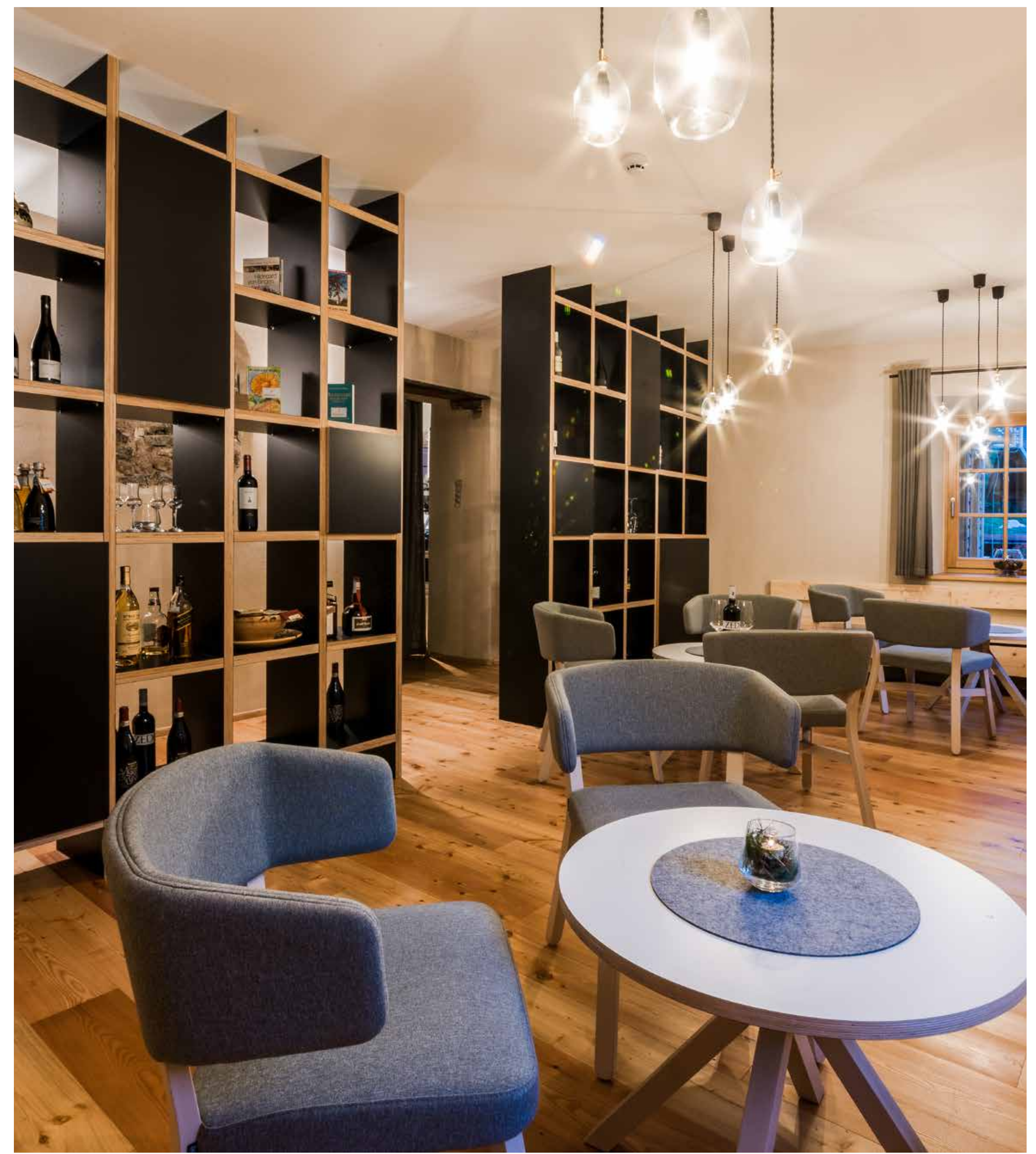
PROJECT DESCRIPTION

The Zum Hirschen project considers the relationship between tradition and modernity so as to redesign a place with its own authentic identity, symbolized by a functional architecture with an appropriate communicative impact. The desire to achieve a new concept in hospitality, the will to seek - even in the details, the essentiality, simplicity, and clarity of form and light are the motivation and expression of this new sign, where simplicity and light are the most distinguishing features. The main restructuring involved the existing building, creating new bedrooms in the attic, focusing on a new horizontal and vertical distribution, the reconstruction of the building's roofs, and the modification of the elevations. In addition, it was an opportunity to restructure the energy plant for the structure. Among the main materials used are larch wood and porphyry for flooring, spruce and birch plywood for furnishings as well as natural fabrics such as boiled wool and felt.



STUDIO PROFILE

He earned his degree in architecture from the University of Florence, Italy in 1993 with a thesis on urban and ecological planning. Following graduation, he began professional collaborations with various design studios, as an expert in architectural history for the University of Bologna and Milan. In 2000 he founded his studio in Modena, Lorenzo Aureli Architect. His work covers architectural and interior design, renovation and upgrading of the energy-efficiency of existing structures; with a dedicated specialty in environmental sustainability and energy efficiency. Since 2008, he has served as expert consultant for KlimaHaus. His portfolio includes private residences, commercial structures, manufacturing facilities, hotels, offices, and urban planning by private initiative.



ECOEXHIBITION

