

DHP

HOSPITALITY

HOTEL
DESIGN
DIFFUSION

speculazione in abbonamento postale - D.L. 355/2003
(conv. in L. 27/02/2004 n. 46) art. 1, comma 1, DCB Milano

GB BP. 9,00 - NL € 16,00 - Italy only € 7,00
A € 14,55 - GR € 10,90 - P € 12,00 - E € 12,95 -
A € 14,55 - GR € 10,90 - P € 12,00 - E € 12,95 -

3

Griffe + HOTEL
Hotel Bulgari, Mil

City + HOTEL
Hotel Omm, Barce

Italianstyle ho
Hotel Mirage, Ka

Arch + HOTEL
Una Hotel, Napol

Atmosphere +
Le Meridien, Minn

City + MEETIN



Italianstyle +HOTEL

112
DHD

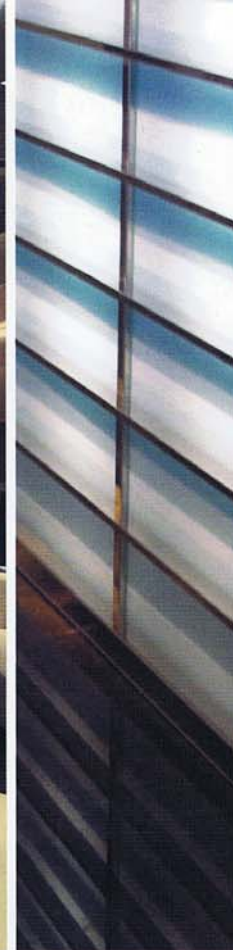
HOTEL MIRAGE **AI PIEDI DELLA SIBERIA,** **STILE ITALIANO TRA REALTÀ E MIR**

AT THE EDGE OF THE DESERT **OF SIBERIA, ITALIAN STYLE** **BETWEEN REALITY AND MIRAGE**

txt: Maurizio Giordano

A Kazan, il miraggio non è il prodotto del calore sulla sabbia ma, al contrario, una piacevole e intrigante sorpresa che ci di riverbero della neve che avvolge per lunghi periodi la città.

Progetto architettonico:



114
DHD

Dall'alto in senso orario:
la hall centrale dell'hotel,
i materiali utilizzati per
le sedute della hall e
una particolare soluzione
per la illuminazione.
Nella pagina accanto:
un'altra soluzione
dell'hotel.

From top in a clockwise
direction:
of the hotel's central
hall, the materials used
for the seating and a
particular lighting
solution.



The area is a strategic economic crossroads of Tatarstan – the fortunate region of the Russian confederation at the edge of Siberia – lying at the confluence of the Volga and Kazanka, among the most important fluvial routes in the East beyond the Urals.

The Hotel Mirage is a part of the Congress Center built by NIRA Export in front of the Cremlino hill. This territory has always grouped the establishments of local power, evidence of which can still be seen in the stratification of the various periods that have formed the history of this city: the two city walls – the first by the Tartars and the second built in the 18th century – the places of worship and the headquarters of the local administration.

The original nucleus of the congress center consists of a large glass pyramid. Inside, there are hospitality and recreation structures for 1500 people. From the top, at night, it is possible to admire the suggestive luminous scenario of the Russian evening in Kazan.

The Hotel Mirage lies in front of the pyramid. It was designed originally by a Yugoslavian engineering company and extended in a successive phase by the studio run by architect Marco Piva who then continued work on the interiors realized by Tisettanta Contract.

If on the outside, the continuous facades in glass reflect the existence of the pyramid, declining the images in the soft, unashamedly hi-tech tones of the rounded aluminium edgings, inside the building, the wonderful interior design project forms the huge program of services included in this ambitious 5-star hospitality structure.

This produces emotions that surround the visitor and gives the name to the hotel that appears as a mirage.

The strange environment lies somewhere between reality and fiction, creating astonishment and detachment from the contingent reality, submerging us in its own totally incomprehensible magical dimension.

The entire project tends to create this enchanting condition and does so in its own inimitable way. The variability, the range of diversified sensations, communicates the qualities of the tireless narration that occasionally modulates the choices of the details as a consequence of the decisions made within the container. Variability that does not suggest any indecision in relation to the design choices but, on the contrary, it appears as the impressive mastery of all design aspects which makes this ability its main

to its esthetic personality. Only in this way could it be intercultural cultures without running the risk of losing character or recognition. In these cases, the architect there is the danger of a 'style mix' of components that have very little in common.

On the other hand, the designer controls the corners of the space, focusing on some specific areas of the general arrangement.

The use of light, first of all, under both its guises: on the one hand, the careful research into the light fittings – irrespective of whether for the suites, the bedrooms or the various restaurants in the building; on the other hand, the sensitive research for atmospheric lighting. The skillful use of light which accommodates the diversified needs of the guests at any time throughout the day.

The lamps in the bedheads of the suites are fascinating; they work with the elegant illumination technology systems and can regulate the ambient light and therefore select the clientele of the nightclubs at any time throughout the day, even to non-residents.

Light is the instrument that actually underlines any change in the environment and enhances them, interpreting the atmosphere of the 'Mirage'. Another instrument of strategic design is the careful combination of colors and the image projected through the details of the furnishings. This particular sensitivity can trace the shape of an original style, the means and concentrating on the relationships between the elements of the ambient. And these possibly identify the Italian style to imitate across the world.

This sensitivity produces well-balanced spaces which attempt to create an original personality and contribute to the general mood that surrounds the visitors at the Mirage.

But let's now take a look at what the hotel has to offer.

The hospitality structure consists of two blocks on a common ground, split into two.

In alto, dettaglio degli arredi del ristorante italiano. Nella pagina accanto, in alto il bancone del bar del ristorante italiano. In basso, una vista del ristorante

Top, close-up of the Italian restaurant. On the bar counter in the bar. Below, a view of the



The hall is found on the upper part. It welcomes the guests and is connected to the business center. There is a main congress hall for 200 people, a number of smaller halls, restaurants – all designed to satisfy the necessities of a place delegated to the meeting of various cultures.

The Italian restaurant dominates the scene; it is the absolute protagonist of taste, bearing witness – along with the furnishings – to the Italian-style 'good life'.

Maximum flexibility of the services offered to the business clientele can be seen in the lower floor of the connecting platform. Between the blocks of the hotel's 110 rooms, there is a large health center with a large number of fitness rooms and a swimming pool.

Additional heated swimming pools are outside and these create a suggestive panorama of relaxing and steamy atmospheres against the backdrop of white snow.

The amenities that enrich the recreation facilities of the hotel are open to non-residents of the hotel, who wish to dine in the restaurant or the night club. The beer factory, which produces the drinks served in the various bars, is the perfect accessory for the night club. The atmosphere is enriched by the fascinating Fjord seating by Moroso; their appearance is enhanced by the changing luminous atmospheres; then the restaurant 'Joker' for the young people of the city and identifiable by the multi-colored diamond-like graphics, typical of the joker's costume.

A true universe of relaxation for the mind and the body, and in this way the hotel modulates its hospitality amenities. The rooms are divided into two main categories which emphasize greatly different situations; however, each one develops the same theme of the magic of the mirage that is intrinsic to the general perspective of the compound.





harmony or contrast, complete the environment that envelops the guest during his stay. So if the colors, the gloss of the floors and the reflections of the counters add shine and brilliance to the restaurant and the bars, in the bedrooms, a cozy and intimate ambiance predominates with soft fabrics and leathers beautifully complement the wood types used. In the special mirage that has been organized in each of the bedrooms, there are the evident signs of Italian design that, once again, bear witness to the quality and the excellence of the details. The originality of the styles have a direct association with the growth drive of 'good Italian design' which does not stop at the surface esthetics of what they are furnishing but they attempt to identify and reflect the deeper side that is frequently associated with the people who use it.



119
DHD



Viste dell'area delle colazioni del ristorante. I materiali utilizzati, gli effetti illuminotecnici e gli arredi compongono interni di grande effetto scenico.

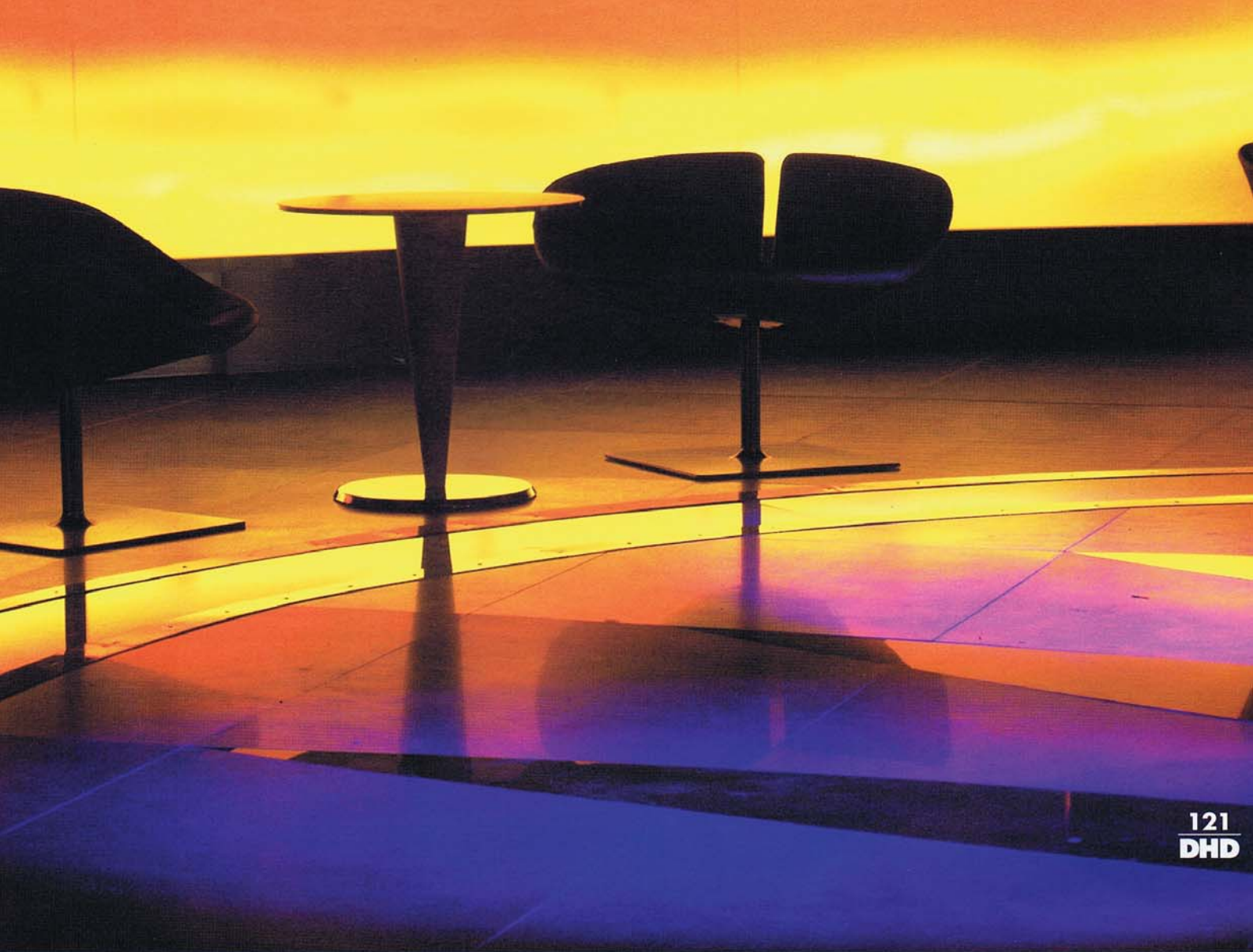
Nella pagina accanto a sinistra, l'ampia voluta della parete a doghe del ristorante cadenzata dalle colonne cromate; a destra, dettaglio del piano luminoso del bancone del bar.

View of the restaurant's breakfast zone.

The materials used, the illumination technology effects and the furnishings combine to create interiors with major scenographic effect. On the opposite page, on the left, the large spiral of the slatted wall of the restaurant interrupted by chrome-plated columns; right, close-up of the luminous surface of the bar counter.



120
DHD



121
DHD

arredi del night.
Moroso
grande fascino.
o del night.
di sedute Fjord
Patricia Urquiola
di colore nelle
avimentazione.
una viste del night.
cambiano di colore
ante regia di luci.

nightclub
ects and furnishings
provide shots
rotagonists are
rd and Malmo
rquiola for
n color used
of the flooring.
a shot of the
bjects change
e light.

