

INTERIOR

D E S I G N

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HOSPITALITY CONSULTING

Barbara Rossi – Project AB

Hospitality Consultant – Interior Designer – Concept & Marketing Analyst–
Project Advisory



BIO	1982 - ROMA- ITALIAN CITIZEN
EDUCATION	2007 -Master Tourism Quality Management
CONTRACT	2010 - Master P.R.A.G.A. - Università La Sapienza _ Valle Giulia
AWARDS	MKG GROUP Hospitality Awards 2010 Parigi - FREESTYLE Hotels
EXHIBITIONS	2009- 2010-2011 MATCH POINT TOURISM _ EIRE - MILANO

PROJECT AB



HOSPITALITY
AWARDS

Hospitality Awards – Parigi

“Best Innovating concept in the limited service”



EXPERIENCE - HOSPITALITY CONSULTANT

I support firms for the hotel project development through the realisation of feasibility studies. The aim of activity is to give key information to guide the committent's decisions.

In brief the phases of intervention:

Market research: setting of the area and the reference markets, supply and demand analysis in order to identify the right market positioning and to give the correct strategic advice for the product's development

- Product concept: according to the working project we design the best development model through the definition of the product concept.



References:

- Waterfront luxury hotel - Congo Brazzaville
- Acqui Thermal Resort - Acqui Terme
 - Grand Hotel Melià - Roma
 - Grand Avalon Sikanì Resort - Sicily
- Persano Golf Hotel - Takelsa
- Wine & Golf Resort - Cantine Calatrasi- Sicily
 - Coumajestic - Courmayeur (AO)
 - E2 Hotel - Monza & Brianza
 - Airport Hotel - Sofia
 - The Hub Hotel - Milano
- Brand Development Hassler Hotel Thermal Resort Musignano - Viterbo
- Sahman Luxury Resort - Riyadh



EXPERIENCE - VALUTATION & PROJECT ADVISORY

The service allows to determine the market value of the property to the state of fact (as it is) and the assessment of the performances in case of highest and best use. The evaluation is necessary when the property is selling or looking for a new management company, or when a hotel renovation is needed in order to increase profitability.

Market analysis:

- Analysis of the previous, current and future market environment.

Technical-economic advisory:

- real estate technical analysis;
- strategic analysis and market positioning;
- layout instructions and work's planning;
- income statement forecast and expected profitability's estimation.

References:

Hotel Rocce Sarde - Costa Smeralda

Petra Hotel - Roma

BW Kinsky Garden - Praga

Nevesole - Folgarida

BW Hotel Major - Milano



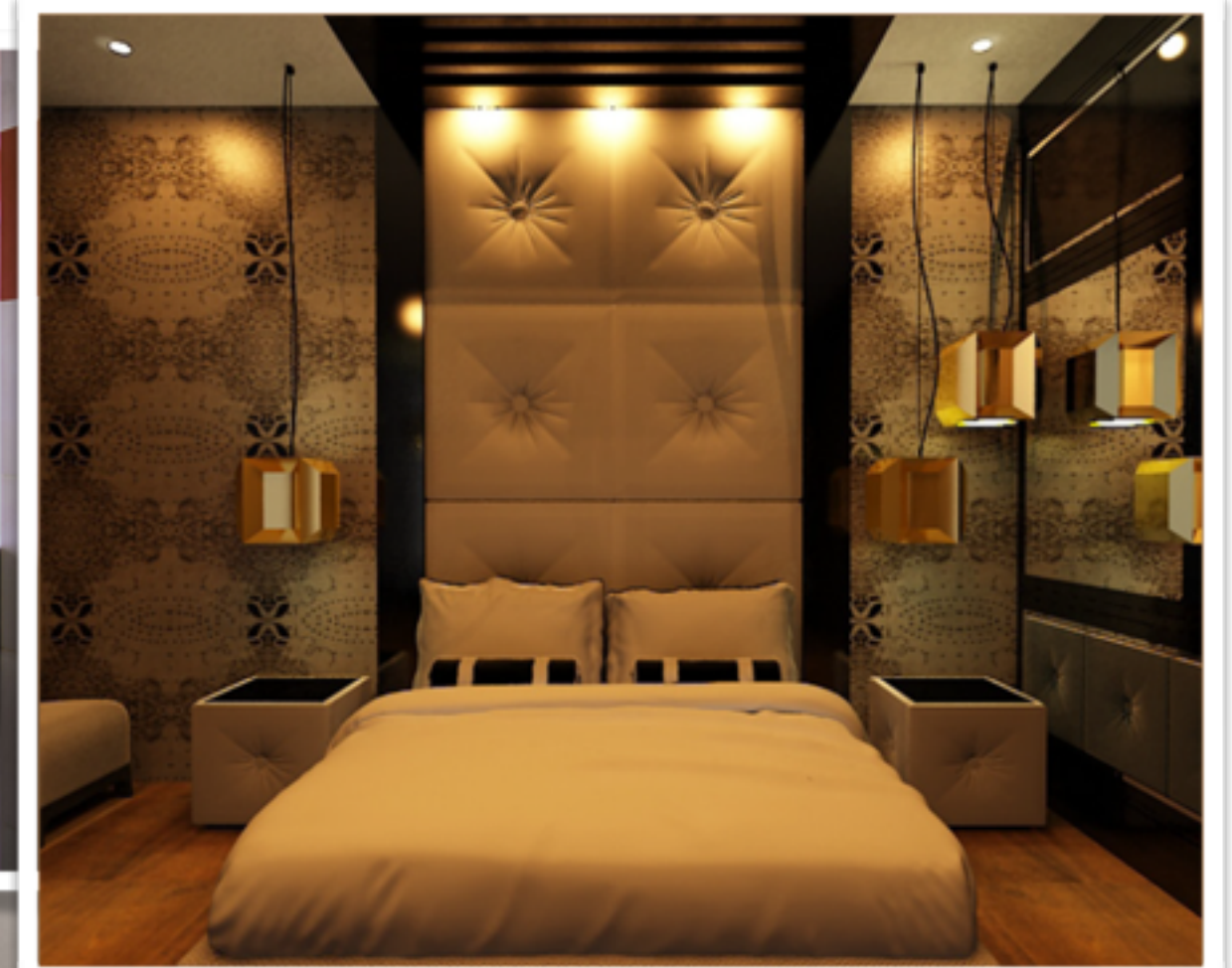
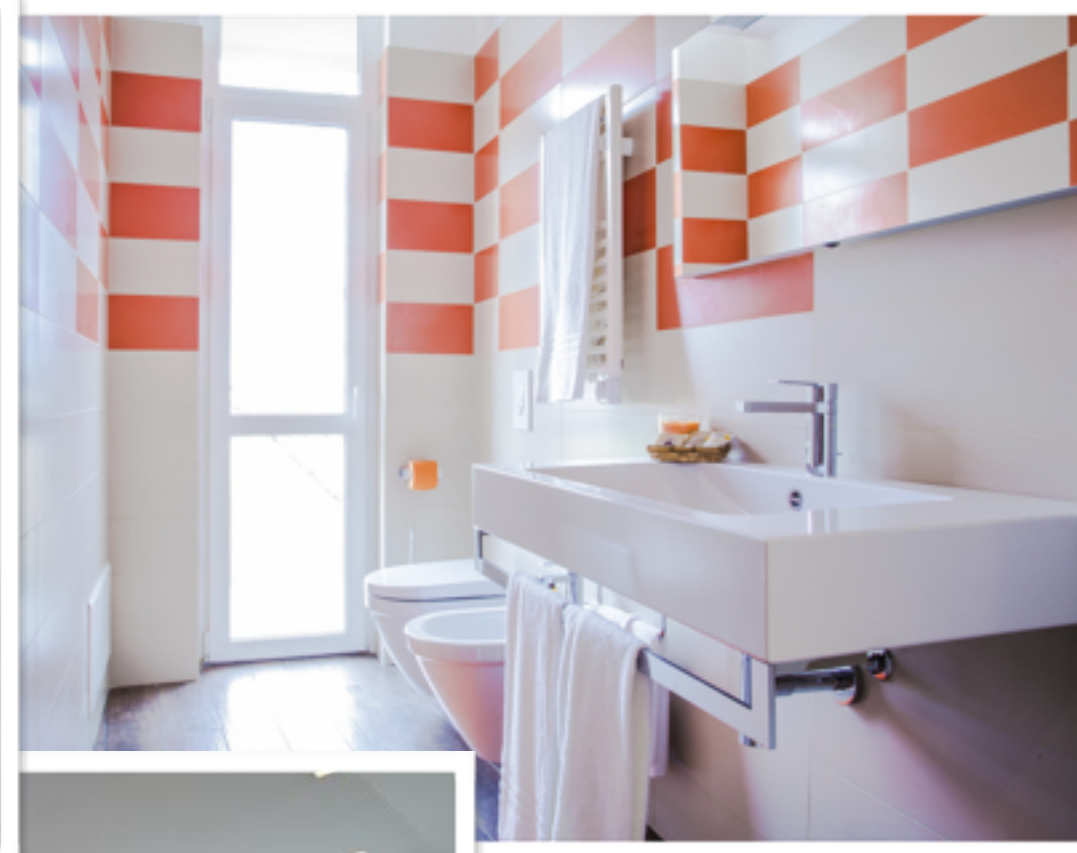
EXPERIENCE -INTERIOR DESIGN

References Hospitality:

- Sahman Luxury Resort - Riyadh
- BW CITY HOTEL - Genova
- BW Porto Antico - Genova
- Nologo Hotel - Genova
- OVERmotel - Vimercate
- Privilege Apartments - Vimercate
- Choco Apartments - Milano
- Comics & Pop Apartments - Milano
 - Janus Hotel - Fabriano
- La Cascina Inaspettata - Pavia
 - New Motel - Agrate
- Grand Hotel Riviera - Lecce
- Hotel Europa - Pontecagnano
- B&B Luxury Stay - Roma
- Campo dei fiori Corner Apartments-Roma
- Hassler Hotel - Roma

References Food & retail design

- Pret a Panin - Milano
- Le Rune - Genova
- The LAB STORE - Milano Bovisa
- Pomodoro & Basilico - Milano
 - Pico gelato - Roma
- Piccolè Gelati - Milano



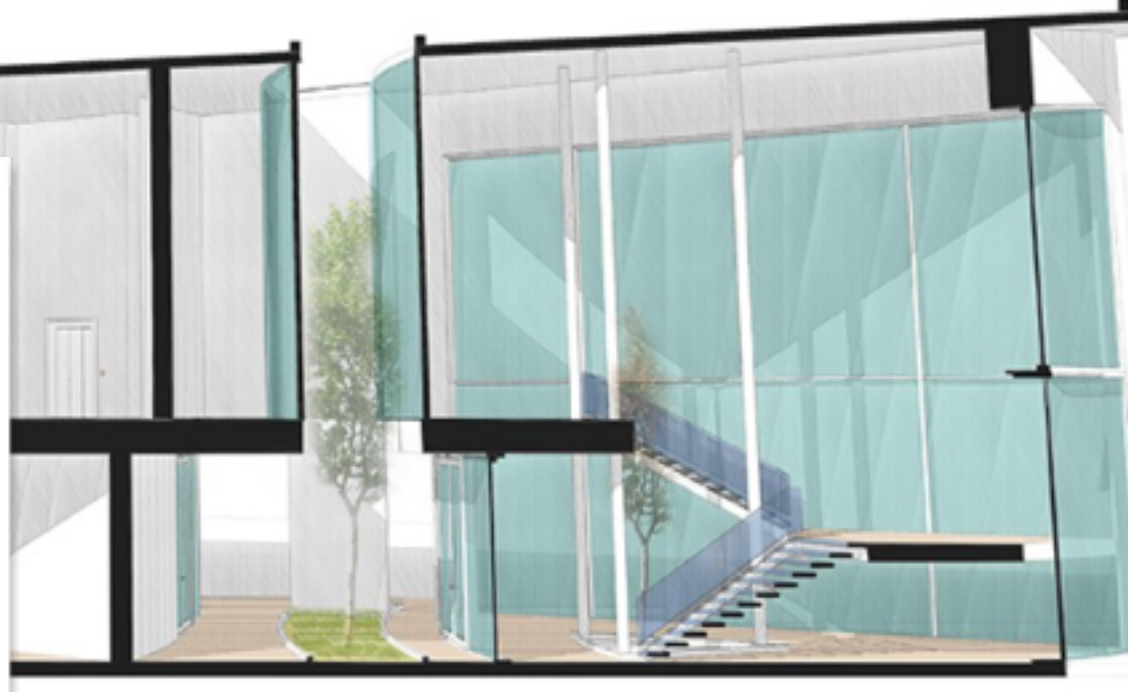
EXPERIENCE -INTERIOR DESIGN



EXPERIENCE - NEW HOSPITALITY CONCEPT

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www.hotelnologo.it

www.freestylehospitality.it



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