



WE DID THIS  
HOTEL SAN DANIELE

# ARD in San Daniele (Friuli)... refurbishing with colours!

The Hotel San Daniele (San Daniele in Friuli) underwent a major refurbishment & modernization. A complex renovation that has transformed the hotel into an expression of modern design; the rooms have been redesigned for a more logical use with contemporary and comforting aesthetics.

The key elements of this renovation were the skilful use of colours and materials, the rational connection between the choice of furnishings, the dominant textures and the architectural solutions which enhance the spaces and ambient lighting.

A Team of highly qualified professionals orchestrated this prestigious restoration: **Architect Alessio Princic** an internationally renowned designer, **Fratelli Perosa** a highly reputed firm in the Friuli-Venezia Giulia region, **Ard Fratelli Raccanello SpA** which supplied the products/provided technical advice with the support of its R & D laboratory, regional agent **Francesco di**

**Paola and Renner Friuli** (Udine) captained by **Andrea Ursic**.

## Where did your idea stem from and what was the property like before restructuring?

**Alessio Princic-** The San Daniele Hotel dates back to the 50s and it was in a shabby state. The interiors had been poorly rearranged over the years and the spaces were not proportioned according to their intended purpose. There was a lot of ugly woodwork which made the place look dark and dull. The furniture/curtains were dated and with no aesthetical appeal.

Whereas, structural fissures, unsound coatings and algae/mould colonizations were clearly visible on the exterior surfaces.

After having carefully evaluated the state-of-the-art and feasible solutions with the owners, we decided to conserve the pink granite flooring and work

on rearranging the spacing, materials and colours. A restructuring plan and new finishes were also decided for the exterior surfaces.

Furthermore, we seized the opportunity to connect the hotel to the renowned Cantinon Restaurant situated next to the hotel - a significant improvement in terms of hospitality for both structures -.

## You mentioned spacing & colours ....

**Alessio Princic-** First of all, we redesigned the lobby. We teared down the walls, re-entrants and pillars in order to widen the whole area and create one large space for the reception.

We employed the same dark red for the main door and exterior in order to ensure chromatic continuity. We used a strong yellow to illuminate the reception area and brighten up the ambient.

The colours & finishes in the large dining room blend

The Hotel San Daniele is in the heart of San Daniele del Friuli ... here is a summary of the restoration carried out with Ard's prestigious colours!



Photo: an exterior view of the hotel and one of Ard's colours .....



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perfectly with the flooring, chairs and tables. The enormous wall mirror duplicates the spacious effect and enhances the natural/artificial lighting.

Other interesting details which mirror the minimal elegant style we chose, can be found in the large wall bookshelf and lamps. I designed these specifically and the materials and shapes are intentionally original, simple and linear.

The crowning feature is the “large metal carpet” ..... a large metal plate was embedded in the flooring under the chairs and tables. This blended perfectly with all the materials and enhanced the lighting.

The same logic was adopted to create the small *inviting* meeting room next to the lobby.

### Were other areas restructured?

**Alessio Princic-** The common parts and rooms were completely refurbished in line with the other spaces.

We conserved the original pink granite

*Design, materials & colours transformed the spaces ...*



coating along the stairs leading to the rooms and applied a material finish to create a volume light effect, which livened up the atmosphere!

Each storey features a dominant colour.... *yellow, orange or green*. The same colours were employed for the room number signs and window frames. We chose micro-perforated aluminum for the false ceilings along the corridors. These hide the ducts and cables and evoke the luminous metal elements in the hall and rooms.

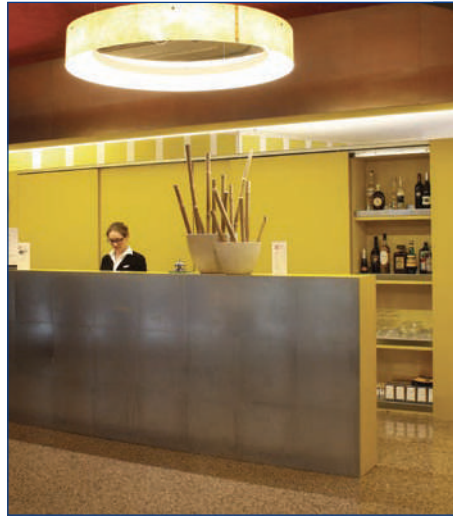
The walls along the corridors were decorated with ceramic tile textures. Each floor features a different geometric design which is perfectly in line with the other spaces.

**What about the rooms?**



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**Alessio Princic-** We redesigned all the rooms and created three suites. We used medium sized ceramic floor tiles with a warm veined texture in natural colours; old bricks were employed for the headboards and custom-made modern metal structures were designed for the tables and surface tops. We reshaped the window frames and applied sliding panel curtains in the same colour as the floor (*yellow, orange or green*). All the bathrooms have a walk-in shower and were decorated with dark ceramic tiles. Once again, the bathrooms of each floor featured different colours.



### YELLOW... because colour matters!

**Architect Princic ... What made you choose yellow?**

Colours are a sensitive issue ..... yellow stems from the subconscious and an attempt to counterbalance grey . We needed the right colour to liven up the reception which was rather dull. Yellow is the most luminous of all colours. In short, the world is colourful & lively, synthetic materials are white or grey so we took a chance and created a ray of sunshine!

right:  
Paolo Perosa  
and  
Alessio Princic.



Top right: the lobby before refurbishing

Left: the lobby ... today!



### The exterior restructuring works .....

**Alessio Princic-** We decided to employ one of the three (*yellow, orange or green*) colours for the exterior surfaces. As we wanted the hotel to “stand out” we opted for the darkest of the three.

### Which products did you choose?

**Paolo Perosa-** We chose Ard’s Intonaclima 1,2 in collaboration with Sergio Stefanini (Technical Assistance Manager). Our customer desired a product with a “medium particle size” and this was simply perfect! Intonaclima 1,2 is an acryl-siloxane, algae resistant coating which offers a good elasticity



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and optimal results even in strong hues just like the one applied on the exterior walls of the hotel.

The substrate was treated with a layer of Rasard (uniforming smoother) in the same colour as the final coating.

### The colour chosen for the exterior is definitely deep and dark!

**Andrea Ursic-** Absolutely ... but even deep dark colours are easy with Ard. The R & D laboratory/colorimetry have developed fan decks with “extreme” colours which are durable and easy to produce. This enables us to satisfy the most demanding customers.

### How long did the restoration take?

**Paolo Perosa-** A team of eight players completed the major restructuring works in six months.

### Did a local retailer supply the products?

**Francesco Di Paola-** Yes! Renner Friuli is our reference in the province of Udine. They are actually experts in the field of products for wood but are rapidly gaining ground in the building industry. They have collaborated with many top

*Photos of the stairs and corridors today .... every minor detail was studied to make the structure functional, warm & welcoming*

*Right: the corridors before refurbishing*



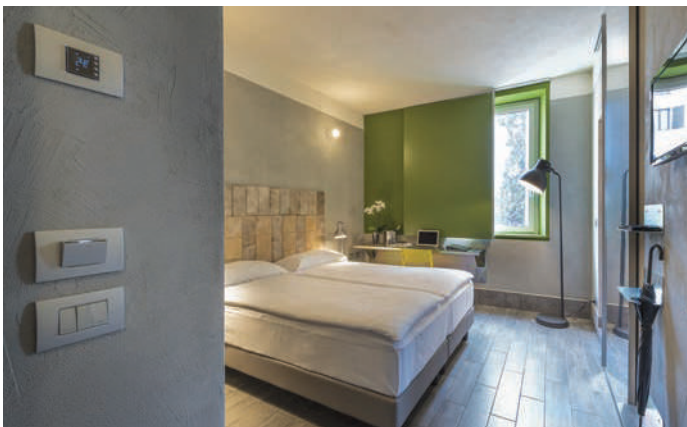
**INTONACLIMA 1,2 mm** is an acryl-siloxane coating for exteriors.

The product lends a remarkable resistance to atmospheric agents & alkali, optimum adherence, elasticity, applicability, working & low dirt pick-up. The lightfast pigments impede discolouration even on walls exposed to radiation & weather extremes. It also contains specific additives which inhibit algae & mould growth. **INTONACLIMA 1,2 mm** is ideal for the protection of urban buildings in two coat plaster work, cement mortar renders (finished or not), gypsum plaster for interiors & smooth compact prefabricated concrete structures.



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The "fresh & modern" design of the rooms .....



end firms; the most recent of which is "Fratelli Perosa"  
Renner Friuli is a perfect testimonial of Ard's products and thanks to their credentials, we can proudly affirm that the brand is branching out not only in Udine but also in the Friuli-Venezia Giulia region.



**Owners - Hotel San Daniele**  
Continual improvement will ensure that our business thrives ...

Michele Mareschi (owner) .... refurbishments upgrade the present and improve the future! The result is truly excellent .... thanks to Ard and the team of pros!



## RENNER FRIULI .... A REPUTED DISTRIBUTOR

"Colours are our passion" this is our motto.  
Renner Friuli is committed to the highest standards and is renowned for its expertise and experience. Renner Friuli offers pre/post technical and commercial assistance.  
The workforce is composed of specialized workers, sales division and technicians who are always on hand to inspect building sites. Renner Friuli is committed to providing targeted solutions.  
Customized products for wood/building industry are processed and tested in our state-of-the-art laboratory.