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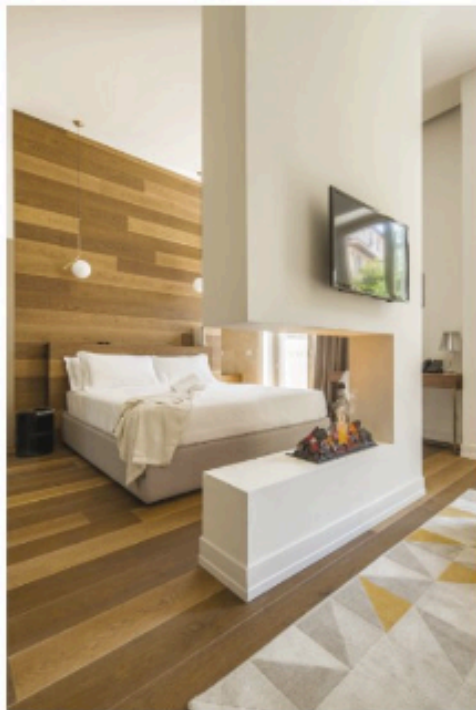
There's no place like home—
except, perhaps, Italy's M7 Apartments

WORDS BY GREGG WALLIS

Located inside a neoclassical building in Florence, Italy, M7 Contemporary Apartments represents what its designers from Pierattelli Architetture call the most recent evolution of a new model of hospitality pursued by Italian architects: a concept that focuses on the visitor and his or her desire to travel while feeling at home. The result is a hotel accommodation that is a well-balanced mix of luxury, design and hospitality.

"Our main inspiration was the home-feeling—putting the guest at the center of the environment and conveying the sense of being home even if abroad," said Architect Andrea Pierattelli. "The soft design of the living areas and the lightness of the spaces help give the guests a feeling of welcome and contentment, with a

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A home-away-from-home feeling—with a design that's not fussy—is behind the aesthetic of this hospitality project.



selection of design pieces completing the overall project and atmosphere.”

The architectural design had to balance its historic aspects with the desire to be contemporary. “As with any of our projects, we have tried not to be invasive with the pre-existing architecture,” he said. “The original style led us to create a connection between the neoclassical elements and a more contemporary design, thanks to a careful design approach. The interior was reinterpreted through the creation of a spatial subdivision aimed at maximum functionality and the exploitation of all usable space.”

The 11 apartments are dominated by light shades that give off an intimate, friendly atmosphere. These are contrasted by warm woods, such as canaletto walnut, and sharp, resolute touches of color, such as emerald green and electric blue, which give the rooms a refined, contemporary flair.

Each unit incorporates thoughtful details and custom-made furnishings: from wardrobes to sofas, and tables to soft lights, every element has been designed to give charm to each room, for a truly five-star stay, said Pierratelli. The jewel in the crown is a selection of iconic objects of Italian design that embellish the rooms and exteriors.

The rooms feature a clean aesthetic and linear design, consisting of furnishings with an intimate and refined touch.

“Our aim was to give rhythm to the spaces: In every room, there is a colored sofa or wall, or a particular lamp,” said Pierattelli. “In this way, each space has its own character and gives a different feeling to the guest, without losing the general tone of the project. Staying in an M7 apartment means living a unique story, with spaces different from each other, but which share the same styling code.”

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