

NEW OPENING

# DOUBLETREE BY HILTON YEREVAN CITY CENTRE

The hotel is conveniently located in the heart of Armenia's capital city, and provides easy access to Yerevan's top business and leisure attractions. Zvartnots International Airport is just 15 minutes drive away. This interior design project gave an international suit to one of the main skyscrapers of the city. The concept gave it the name of "The Sign Hotel" in a first moment, before being branded Double Tree Hilton. CaberlonCaroppi Studio chose this name to identify their projectual choice of leaving a mark with a design hotel in this evolving city. This signal so developed into a graphic mark, reproduced in the coordinated image and decorative

details such as each of the 142 suite's door handles. A strong emphasis has been given to comfort and brightness, taking advantage of the amazing view that can be seen through the big windows designed by Water Ricci's modern architecture.

A special attention has been devoted to local culture, the redesign of traditional Armenian geometric decoratives, accompanied by latest trend colors and a suitable for a business target also.

To further emphasize this relationship with the city, public areas have been decorated with photos and paintings that present Armenia's architecture, food and culture.







## CABERLONCAROPPI ITALIAN TOUCH ARCHITECTS

CaberlonCaroppi Italian Touch Architects studio was founded in 2005 with the aim of mixing and sharing different experiences to create new concepts in hospitality. The studio carries out consultancy for hotel management companies, service companies Real estate development companies, and private clients. The studio has worked on numerous projects for many prestigious international names: Intercontinental (Holiday Inn, Crowne Plaza, Indigo), Hilton (Double Tree, Garden Inn), Starwood (Four Points), Carlson Reizton Hotels Group (Radisson Blu), Marriott (Courtyard by Marriott), Ora Hotel, NH, Italiana Hotels, The Ritz-Carlton, Chik Chik Hotels. Various design products inspired by the hotel project have been created for the catalogues of prestigious Italian brands. In 2006 they participated at the exhibition BDCI "Brands & Designers China Iniziative" at the fair of China in Shenzhen and in 2009 they participated at the exhibition CDIF "China International Design & Art Fair" at the fair of China in Beijing. In 2010 with Teamwork and Hospitality Project the architects started "Hotel Innovation Lab", holding workshops for hoteliers in the main Italian locations. In 2010 and 2012 the studio was invited as ambassador of Italian Design to Equip'hotel in Paris with the projects Room 2.0 and then Room under the Moon - Naturally Resort. In 2015 they participate at Feira Internacional de Luanda, Africa, and at the Hotel Show in Dubai with the project Daydream. Since 2007 the architects have been teaching Interior Hotel Design at the Polarte in Ancona. The studio has held various seminars at the Domus Accademy, Politecnico di Milano, IED, as well as Tsinghua University of Beijing. They have increasingly specialized in Spa and gyms design and from 2013 they opened several international shipyards in Russia, Africa, Kazakhstan and Armenia, including a Hilton Double Tree in Armenia, April 2015, and Chimuco Wellness Centre in Angola. The studio's projects have been published in numerous magazines and trade publications and in 2015 the studio celebrates the milestone of 100 projects in 10 years.

