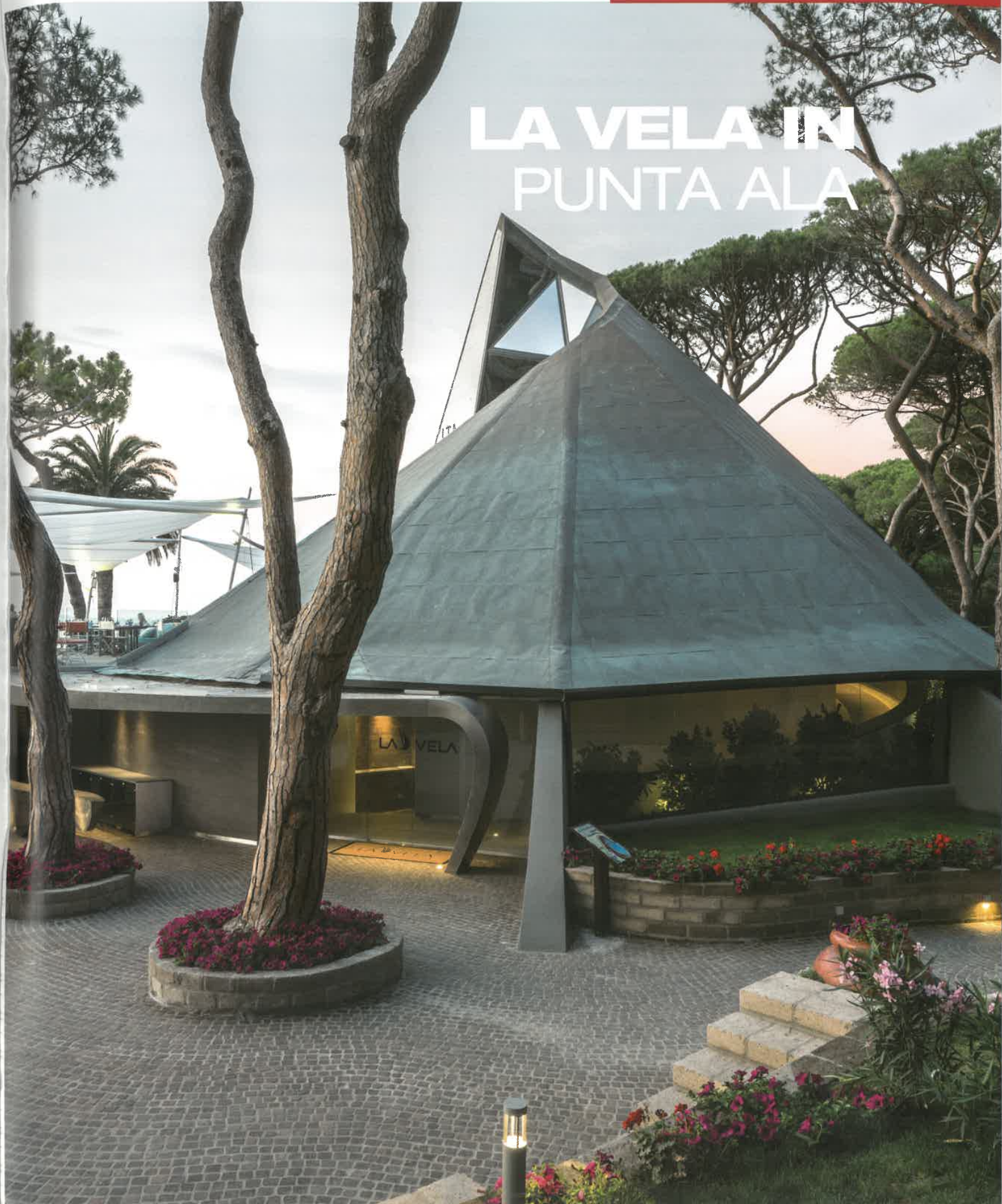


THE ICONIC HOTEL

LA VELA IN PUNTA ALA



THE ORIGINAL STRUCTURE WAS A BAR/
RESTAURANT THAT WAS BUILT IN FRONT
OF THE BEACH OF PUNTA ALA IN 1960 BY
A DESIGN OF THE ARCHITECT WALTER DI
SALVO. IT WAS IN THOSE YEARS THAT THE
REINFORCED CONCRETE WAS EXPERIENCED
IN ITS PLASTIC ATTITUDES, AS AN
EXPERIMENT, IN SEARCH OF TENSIONS AND
ACCELERATIONS THAT PRODUCE COMPLEX
SHAPES. THE ORIGINAL BUILDING, WITH ITS
SPIRAL SHAPE AND LARGE GLASS WINDOW
OVERLOOKING THE SEA, WAS A HYMN TO
THIS DYNAMISM, ASSUMING IMMEDIATELY IN
THE COLLECTIVE IMAGINATION THE ROLE OF
A MONUMENT.

Photos by Marco Beck Peccoz



In this context, the project of Rebosio + Spagnulo in developed in a Spa and Fitness Center of 330 square metres on the ground floor, a Restaurant and Bar with a terrace of about 360 square metres on the first floor, Beach Club and outdoor bar overlooking the beach, a circular spacious entrance, and the large park with pinewood surrounding the hotel. The project aims first of all to free the building from the poor modifications implemented over the years. Eliminated the aluminum frames, the technical volumes, the fixed covers, the entrance canopies, only the large terrace and the original spiral-shaped building in reinforced concrete remain on the sand. The whole interior is emptied.

The morphology of the existing leads to an integral rethinking of the whole concept of formal genesis. Rather than to build and add, the project prefers to accelerate and intensify what already exists. As well as the constructivist avant-garde of the turn of the century, the signs and the forms are generated by the fast moving surface rather than the manipulation of the volume. In that resides the meaning of the sail, for which it is the wind that flows over to give it shape and energy. The steel canopies are drawn in that way, both that of entrance on the ground floor and that on the terrace of the restaurant on the first floor. Curved and free strips which embrace the entire building in a dynamic and

seamless way, acting as a natural foreign body, in total continuity with the shapes and contours of the existing structure.

The large terrace is completely covered with sails. True sails supported by inclined steel bars and a winding system realized as the roller furling of the boats.

Even the interior project follows the same guidelines of the external interventions. In the entrance of the restaurant starts the curved ramp that leads to the indoor restaurant and bar on the first floor. The surfaces run fast upwards as the handrail in black stone does, which becomes the counter of the indoor bar and then of the outdoor bar on the terrace, without an apparent seamless.

The large reinforced concrete roof seems to wind itself up, all the way to the high window overlooking the terrace and the sea. A white Murano glass chandelier floats 8 meters above. On the ground floor the Spa and a Fitness Area respect the curves of the architecture and the primary signs of the project. The materials are neutral and primary: steel, stone, wood, glass, concrete, sails. Also the colours of the architecture are essential: gray, black and white, which make the surfaces neutral with respect to the colorful touches of pillows, of some furniture and details, but most of all with respect to the sea and the maritime pines of Maremma.





LA VELA IN PUNTA ALA | LUXURY SPA DESIGN

Architectural project and interior design:
 Lighting:
 Bathroom fittings:
 Textile and curtain:
 Fitness equipment:
 Floor:
 3D surface:

Rebosio+Spagnolo
La Murrina, Rossini
Zucchetti.Kos, Porcelanosa
Domus Market
Effegibi
Florian Parquetti
Porcelanosa