



ROTELLA

HOTELS

Crafting Memories, Curating Luxury.

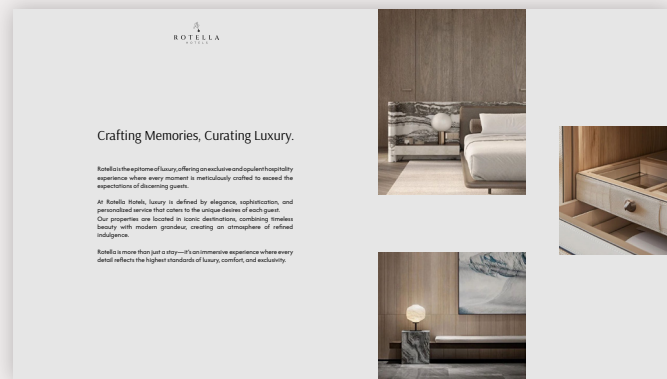
STUDIO
ROTELLA
architecture & design milan

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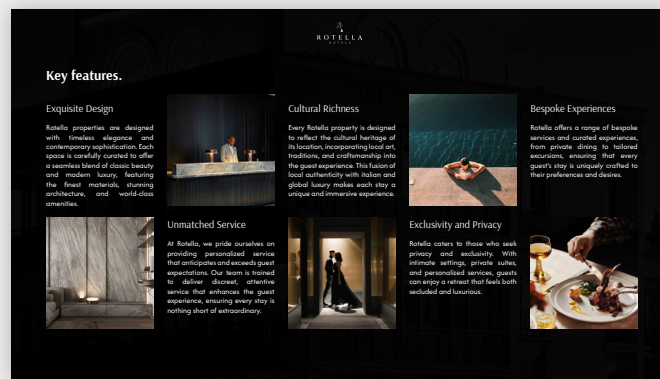
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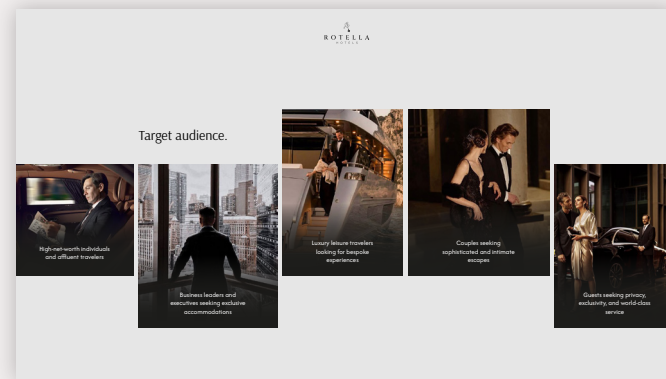
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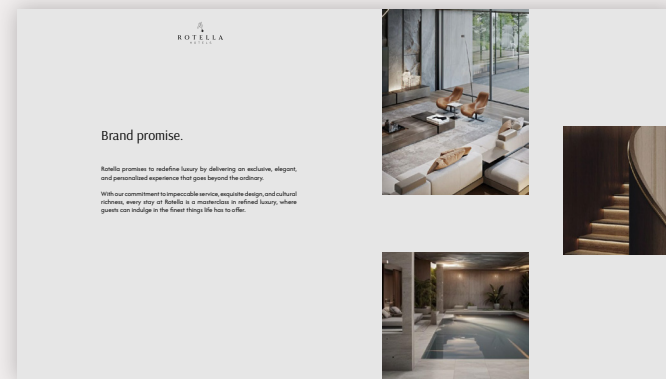
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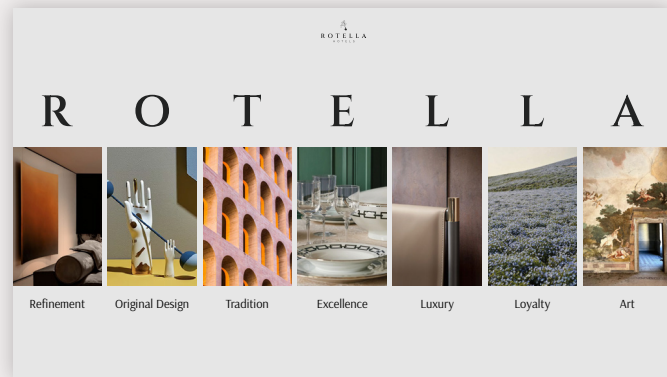
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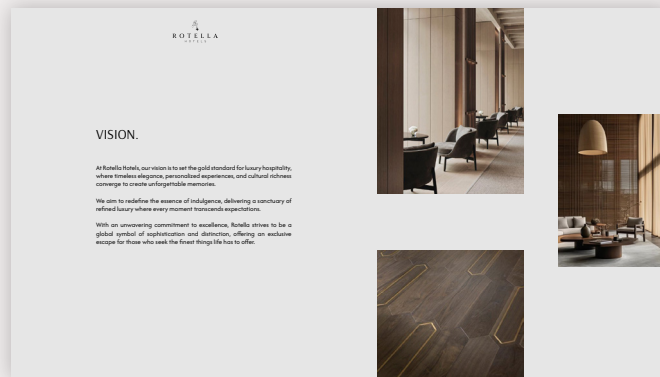
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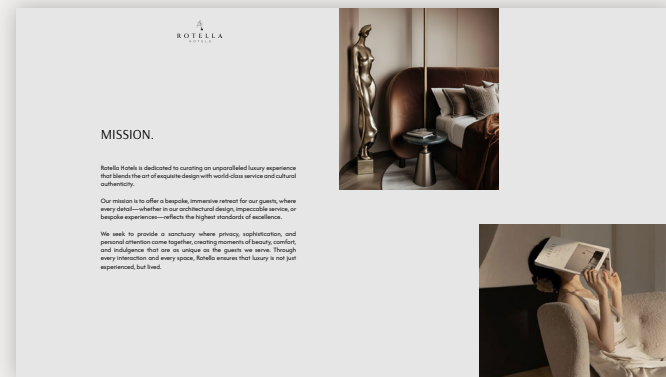
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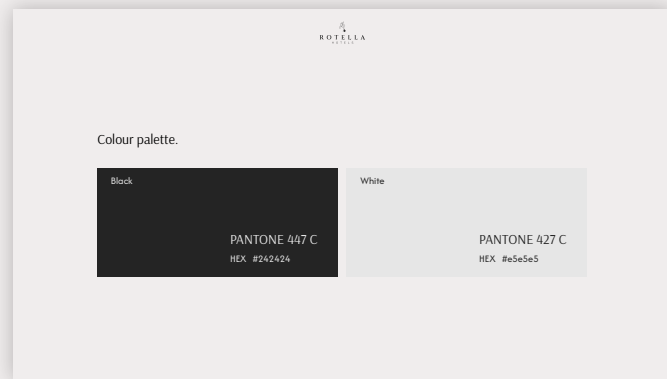
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Project designed by *Arch. Fabio Rotella*.

Fabio Rotella, architetto nato a Catanzaro nel 1963, cresce in una **famiglia creativa** e in un **ambiente ricco di stimoli culturali** che lo indirizzano verso le **arti applicate**.

Dopo la laurea collabora con il Maestro **Alessandro Mendini** presso l'Atelier Mendini (1990-1995), gestendo progetti di **architettura**, **design** ed **eventi culturali**, e lavorando come **Art Director** per marchi come **Swatch**, **Alessi** e **Bisazza**.

Nel **1996** fonda a Milano lo **Studio Rotella**, specializzato in **architettura**, **interior design**, **industrial design** e **consulenze d'immagine**.

Rotella **collabora** con aziende di prestigio come **Cisal**, **Fuda Marmi**, **Payanini** e **Benetti Stone Philosophy**, oltre a marchi internazionali come **Heineken**, **Absolut Vodka**, **Swatch**, **D&G** e **Warner Bros**.

Nel **2021** entra nel mondo della **Blockchain**, creando una **collezione di NFT** e progettando la **City Tower** per The Nemesis nel **Metaverso**.

Con uno **stile etico**, **poetico** e **artistico**, Rotella si distingue come **architetto eclettico** che utilizza l'**arte** come **fonte di ispirazione** per innovare il concetto di architettura e spazi contemporanei.



Interior Design.



Architecture.



Hotel.



Shop.



Temporary Exhibition.



Furniture Design
Obejects.



ROTELLA
HOTELS

What we believe in.

Crafting Memories, Curating Luxury.

Rotella is the epitome of luxury, offering an exclusive and opulent hospitality experience where every moment is meticulously crafted to exceed the expectations of discerning guests.

At Rotella Hotels, luxury is defined by elegance, sophistication, and personalized service that caters to the unique desires of each guest. Our properties are located in iconic destinations, combining timeless beauty with modern grandeur, creating an atmosphere of refined indulgence.

Rotella is more than just a stay—it's an immersive experience where every detail reflects the highest standards of luxury, comfort, and exclusivity.



Key features.

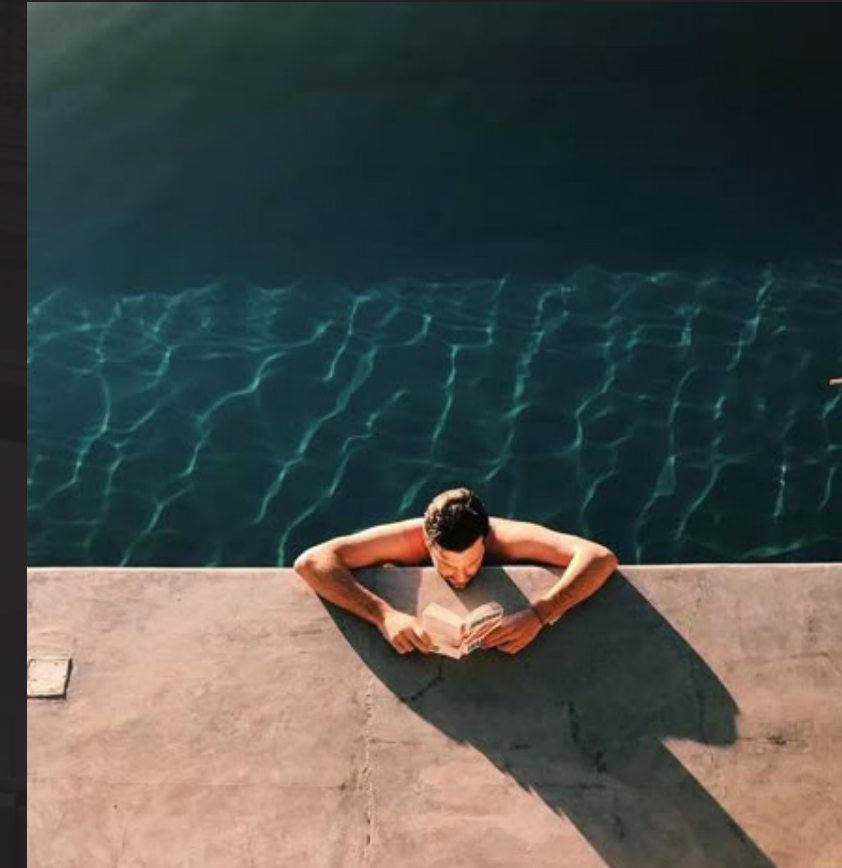
Exquisite Design

Rotella properties are designed with timeless elegance and contemporary sophistication. Each space is carefully curated to offer a seamless blend of classic beauty and modern luxury, featuring the finest materials, stunning architecture, and world-class amenities.



Cultural Richness

Every Rotella property is designed to reflect the cultural heritage of its location, incorporating local art, traditions, and craftsmanship into the guest experience. This fusion of local authenticity with Italian and global luxury makes each stay a unique and immersive experience.



Bespoke Experiences

Rotella offers a range of bespoke services and curated experiences, from private dining to tailored excursions, ensuring that every guest's stay is uniquely crafted to their preferences and desires.



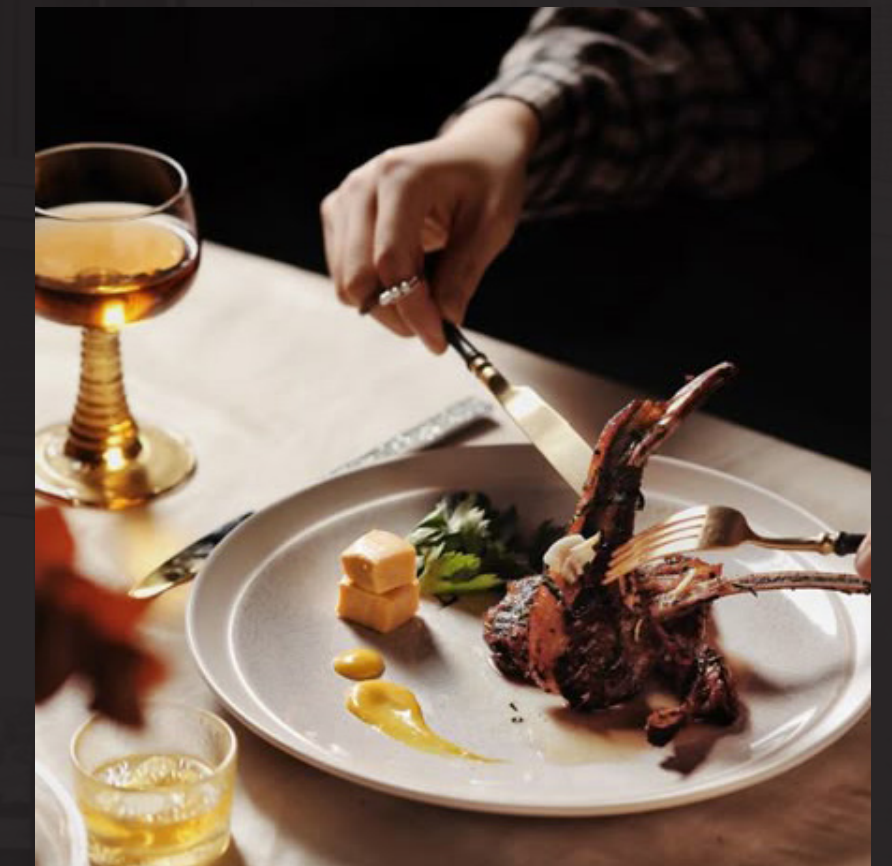
Unmatched Service

At Rotella, we pride ourselves on providing personalized service that anticipates and exceeds guest expectations. Our team is trained to deliver discreet, attentive service that enhances the guest experience, ensuring every stay is nothing short of extraordinary.

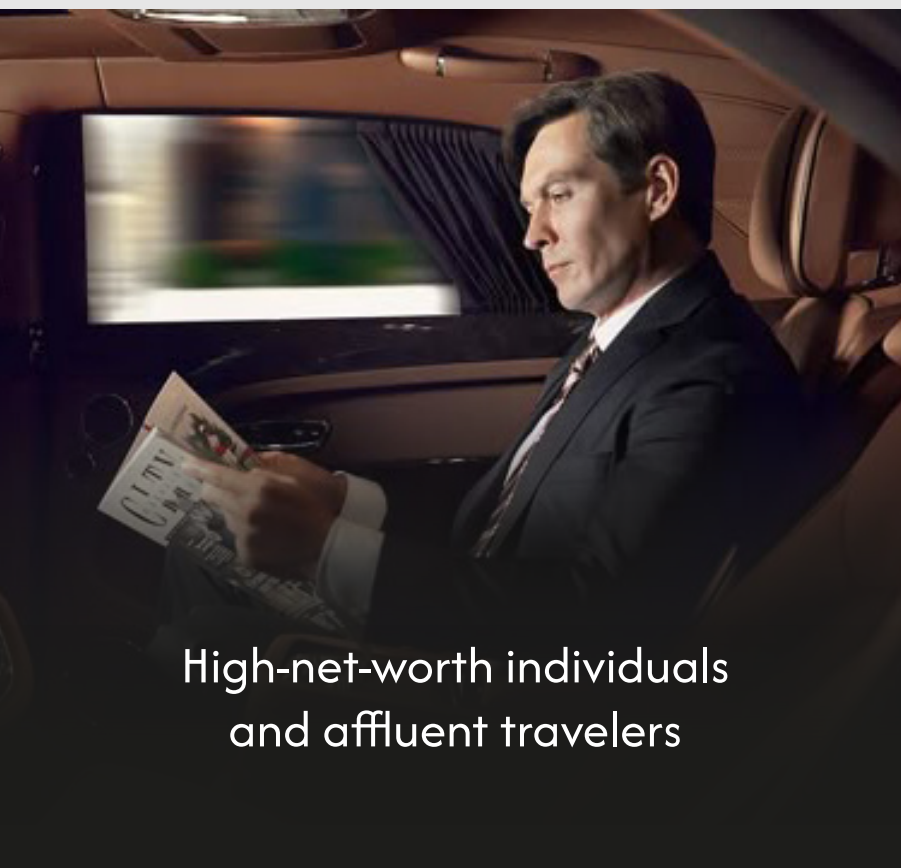


Exclusivity and Privacy

Rotella caters to those who seek privacy and exclusivity. With intimate settings, private suites, and personalized services, guests can enjoy a retreat that feels both secluded and luxurious.



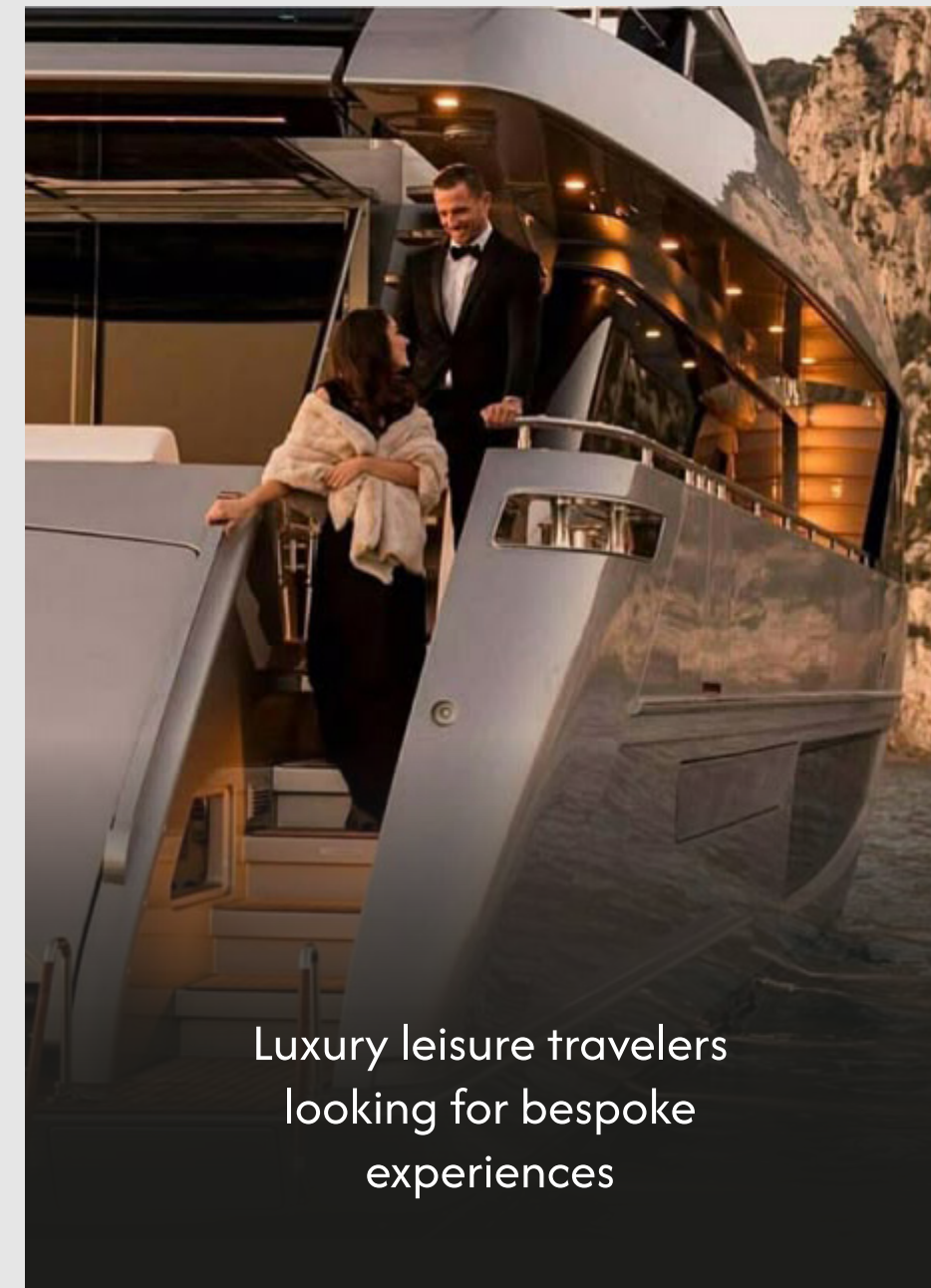
Target audience.



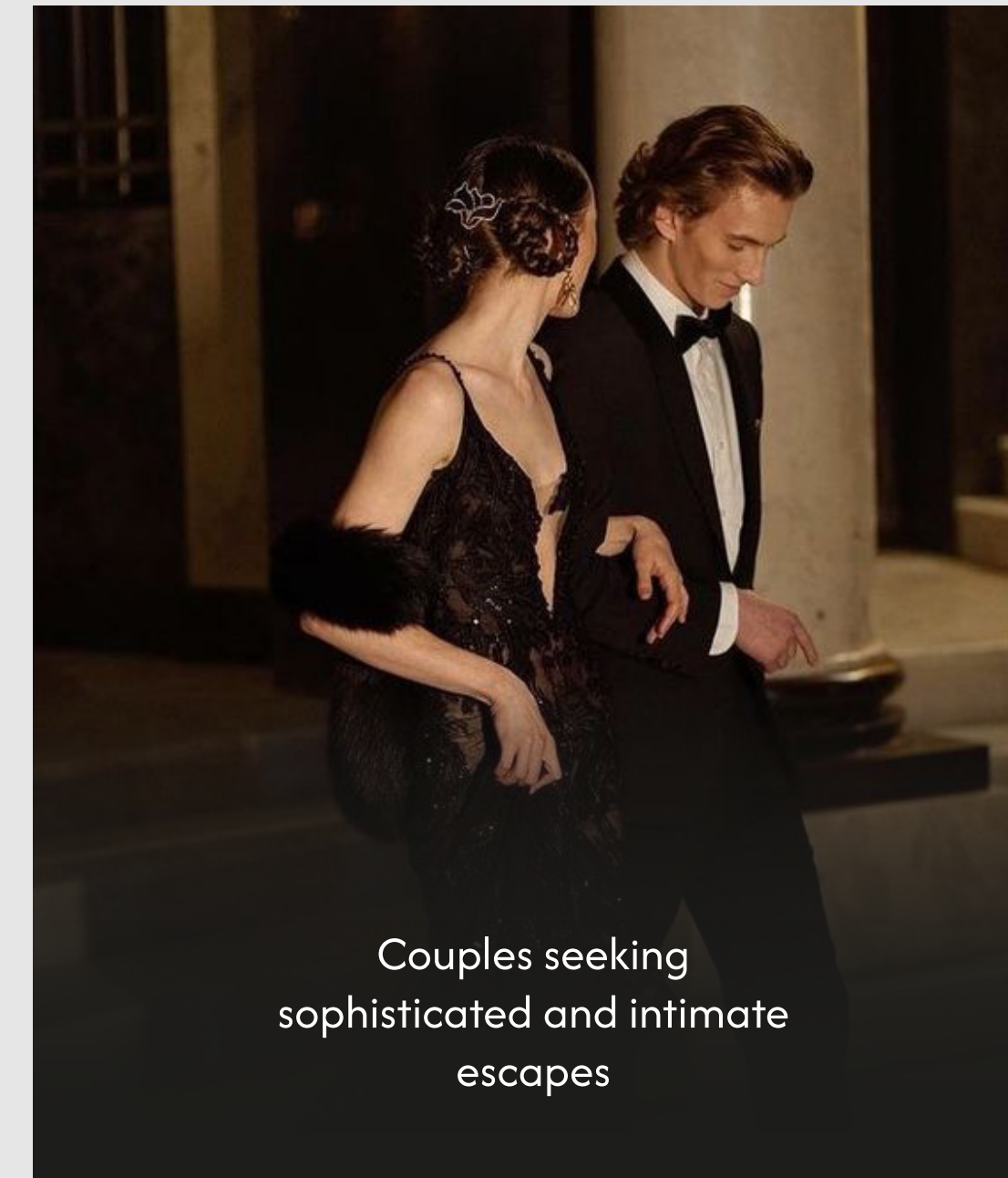
High-net-worth individuals
and affluent travelers



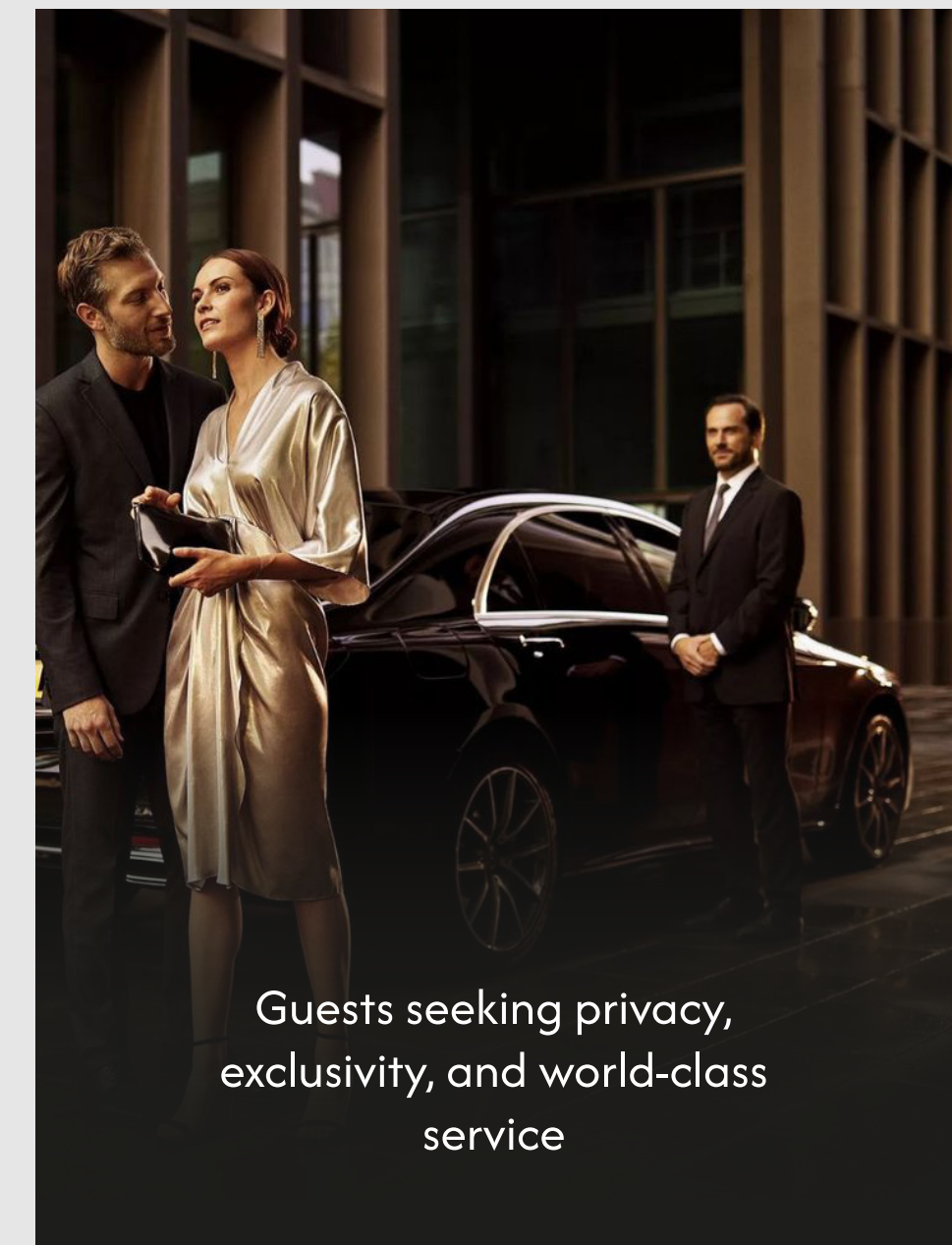
Business leaders and
executives seeking exclusive
accommodations



Luxury leisure travelers
looking for bespoke
experiences



Couples seeking
sophisticated and intimate
escapes

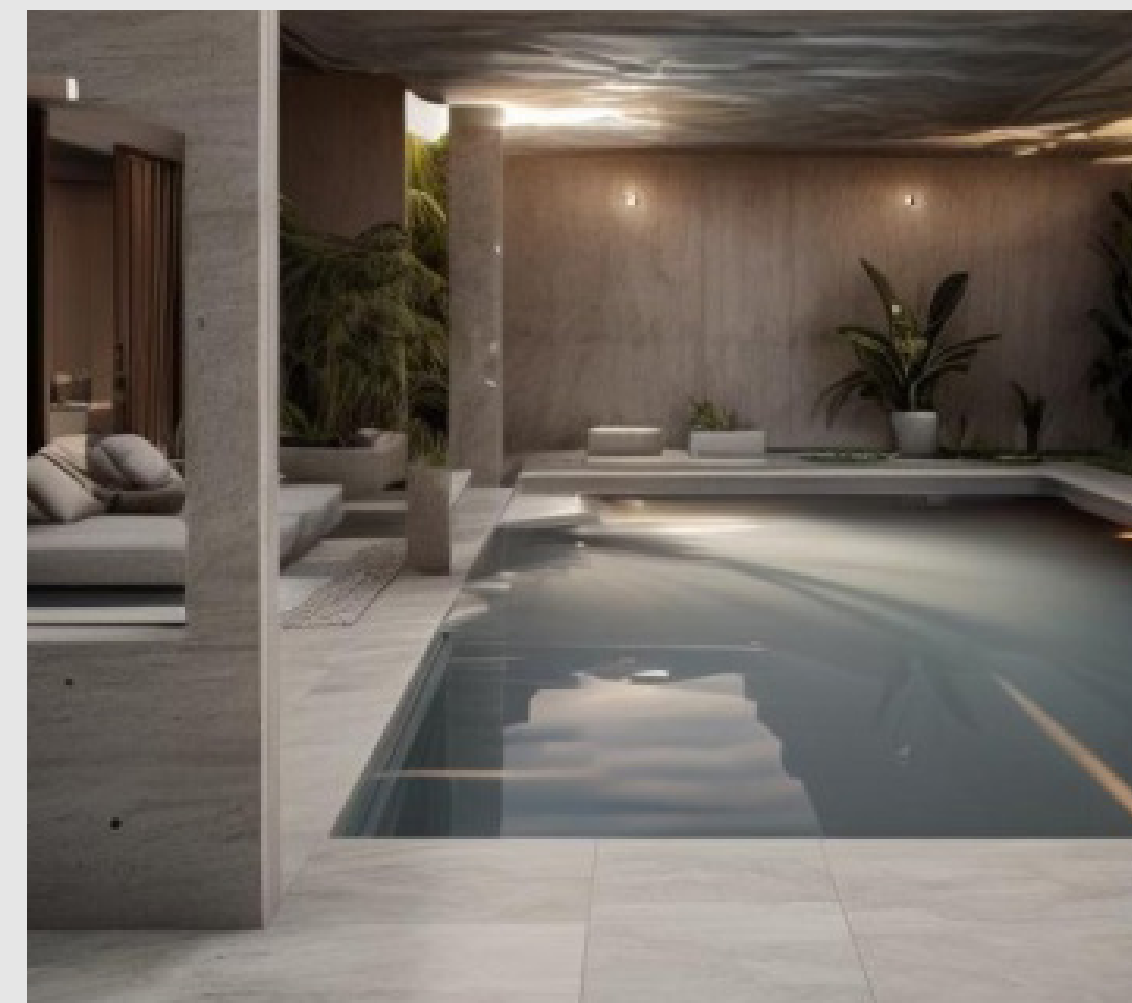


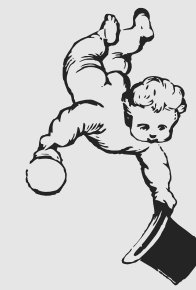
Guests seeking privacy,
exclusivity, and world-class
service

Brand promise.

Rotella promises to redefine luxury by delivering an exclusive, elegant, and personalized experience that goes beyond the ordinary.

With our commitment to impeccable service, exquisite design, and cultural richness, every stay at Rotella is a masterclass in refined luxury, where guests can indulge in the finest things life has to offer.





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Our Brand Identity.



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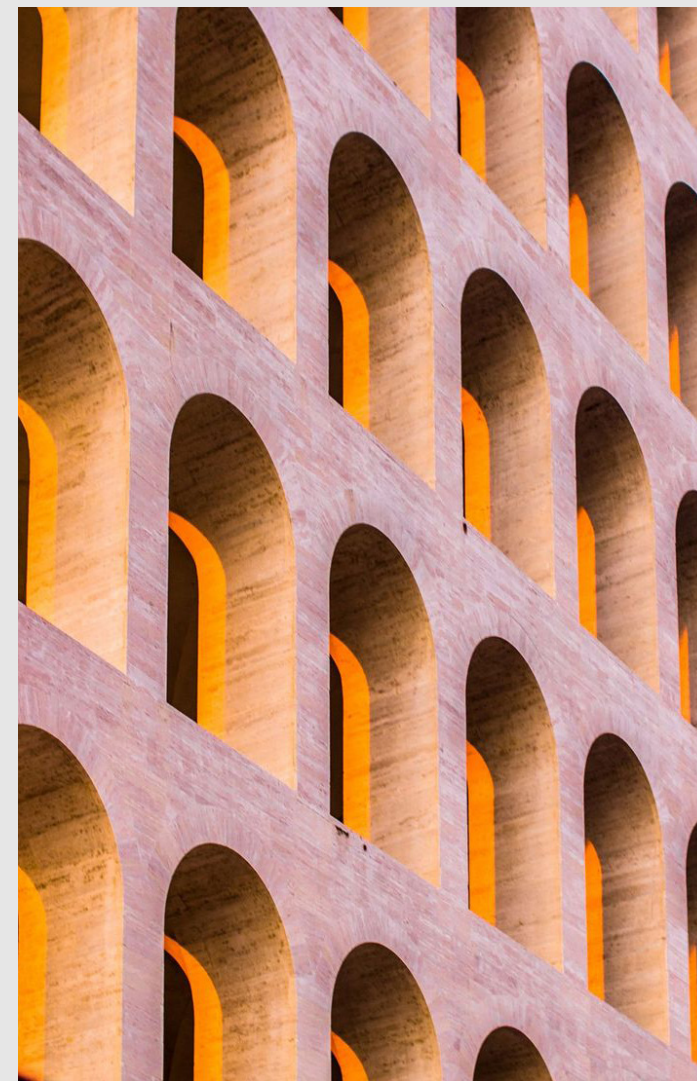
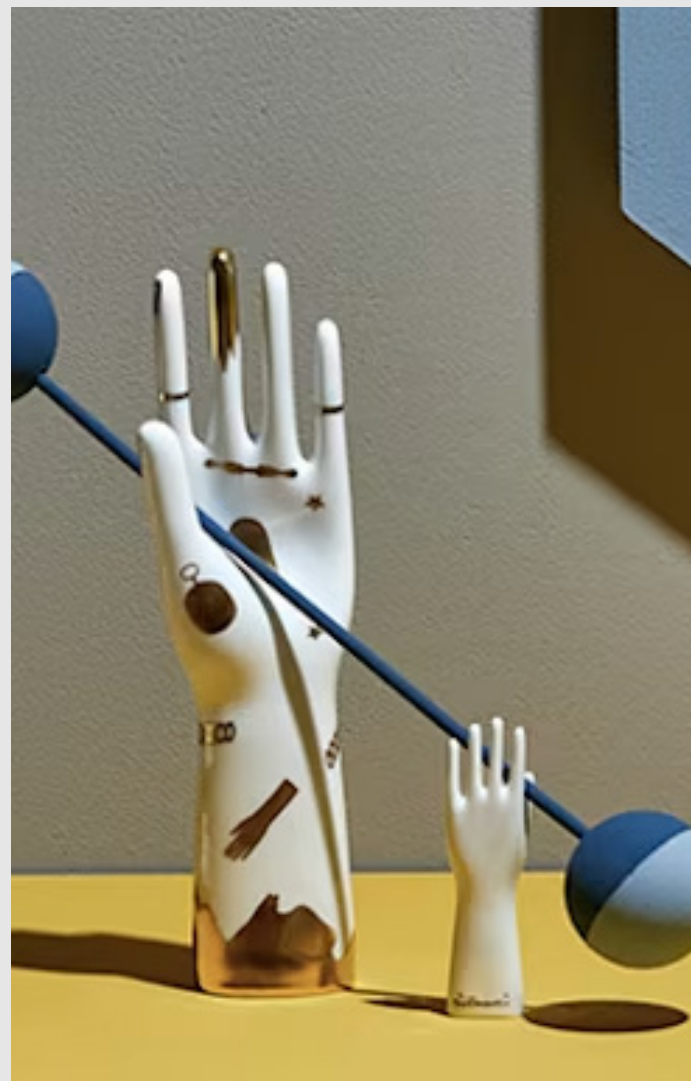
Figura iconica e classica, richiama l’**arte**, la **cultura** e la **bellezza senza tempo**, valori profondamente radicati nella **tradizione italiana**.

Il **cappello** un elemento che allude all’**ignoto**, alla **creatività** e alla capacità di **trascendere il visibile** per esplorare **mondi immaginari**.

La **sfera**, infine, simboleggia l’**armonia** e la **perfezione**, un riferimento al **design** come **equilibrio tra funzionalità ed estetica**.

Insieme, questi elementi incarnano la **visione** del “**Rotella Hotel**”: un luogo che **celebra il passato**, **abbraccia l’innovazione** e offre un’**esperienza unica**, sofisticata e ricca di significato.

R O T E L L A



Refinement

Original Design

Tradition

Excellence

Luxury

Loyalty

Art

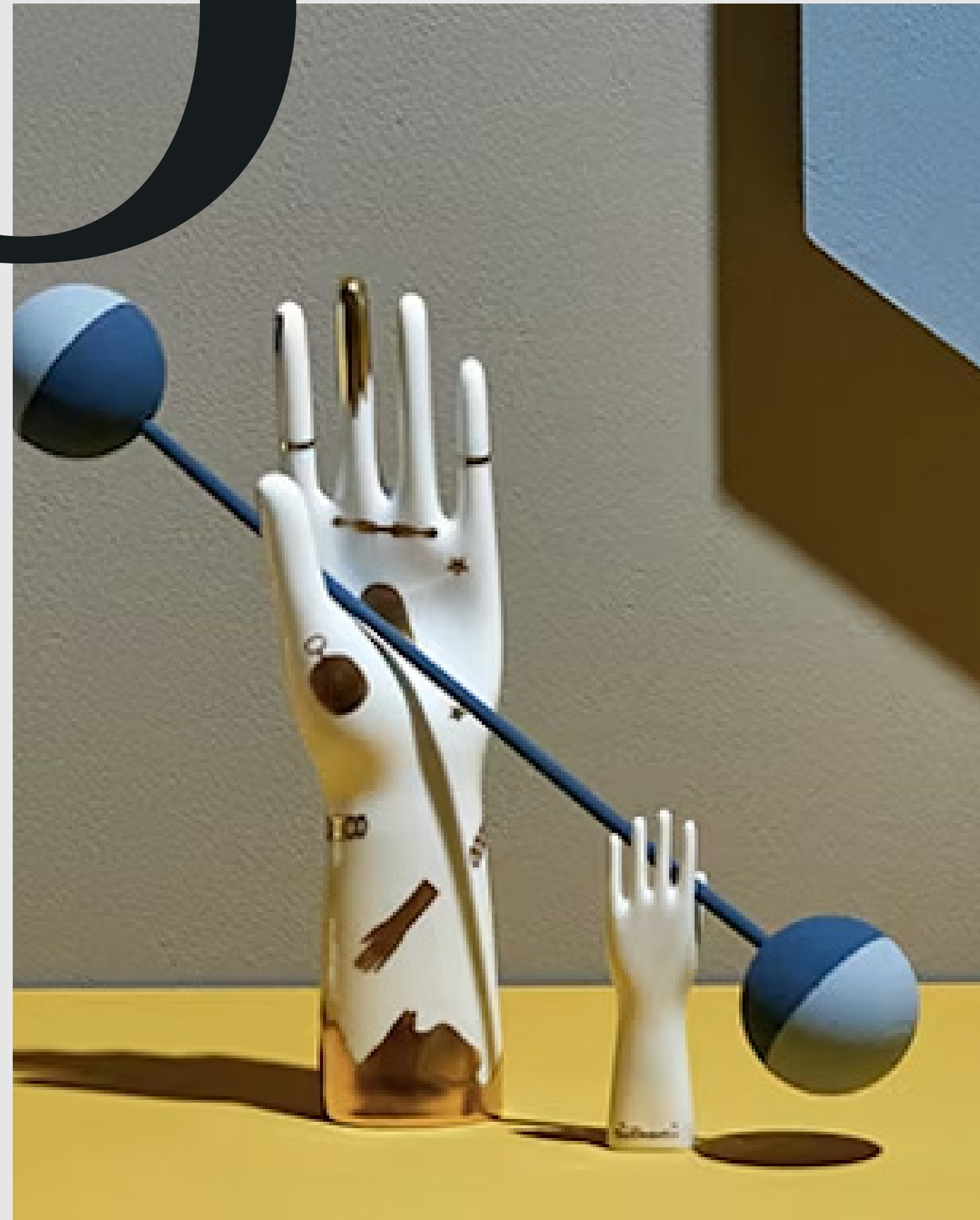
R



Refinement

WHERE ELEGANCE MEETS TIMELESS
SOPHISTICATION

Refinement is at the heart of everything we do. From the carefully curated design of our interiors to the impeccable service of our staff, every detail is crafted to embody understated luxury and sophistication. Our spaces offer an oasis of calm and exclusivity, featuring elegant décor, world-class amenities, and a seamless blend of tradition and modernity. At Rotella, we invite our guests to indulge in a world where every moment is defined by grace, comfort, and the art of fine living.

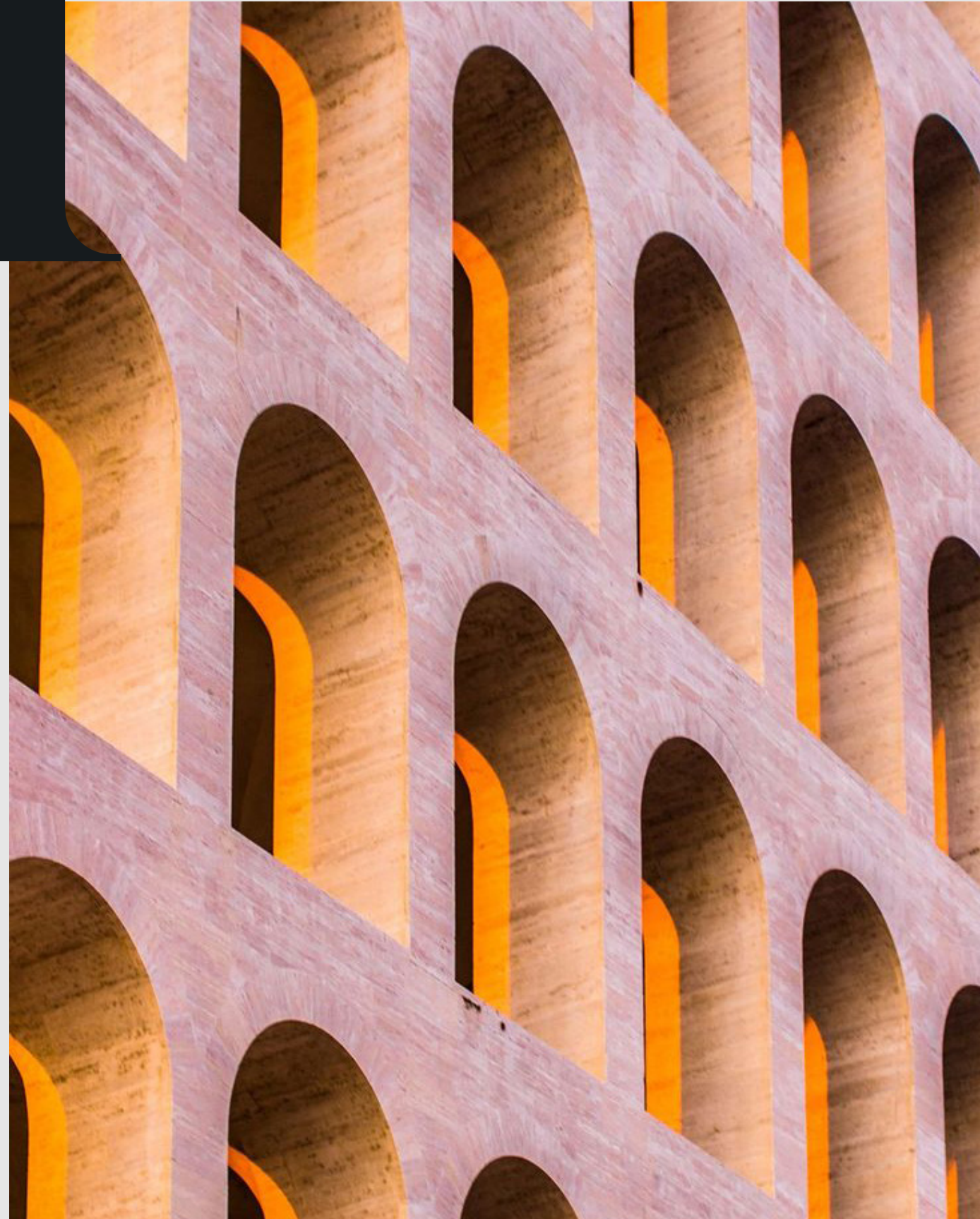


Original Design

A VISION OF ORIGINAL DESIGN

Original Design is more than a concept – it's our signature. Every element of our spaces is thoughtfully crafted to tell a story of individuality and artistry, blending innovation with timeless elegance. From bespoke furnishings to architectural details that inspire, our design philosophy creates an environment that feels both unique and unforgettable. At Rotella, we strive to offer our guests an experience where creativity and luxury come together, setting the stage for a stay that is as distinctive as it is memorable.

T



Tradition

ROOTED IN TRADITION, ELEVATED FOR
TODAY

Tradition is the foundation upon which we build exceptional experiences. We honor timeless values of hospitality, drawing inspiration from classic elegance and cultural heritage. Our spaces echo a sense of history, while seamlessly integrating modern comforts and refined touches. Every detail, from our warm service to our curated ambiance, reflects a deep respect for traditions that stand the test of time. At Rotella, we invite our guests to revel in an experience where the past and present harmoniously coexist, creating moments of beauty, comfort, and connection.

E



Excellence

EXCELLENCE IN EVERY DETAIL

Excellence is the standard that guides everything we do. From the moment our guests arrive, they are embraced by a world where every detail is thoughtfully considered and impeccably executed. Our commitment to perfection shines through in our bespoke services, exceptional cuisine, and meticulously designed spaces. Whether it's the comfort of our luxurious accommodations or the attentiveness of our team, we aim to exceed expectations at every turn. At Rotella, we redefine what it means to deliver a truly extraordinary experience, ensuring that every stay is nothing short of flawless.

L



Luxury

THE ESSENCE OF REFINED LUXURY

Luxury is not just an offering – it's a philosophy. Every element of our guest experience is designed to exude elegance, comfort, and sophistication. From our opulent interiors to our world-class amenities, we create an environment where indulgence feels effortless. Our personalized service anticipates every need, ensuring that our guests enjoy a stay defined by unparalleled comfort and attention to detail. At Rotella, we elevate luxury to an art form, crafting moments of pure indulgence that linger long after the stay is over.

L



Loyalty

LOYALTY THAT STANDS THE TEST OF TIME

Loyalty is the cornerstone of our relationships. We are dedicated to creating an experience that inspires trust and a deep connection with our guests. Through impeccable service, genuine hospitality, and attention to individual needs, we aim to build lasting bonds that go beyond a single stay. Our commitment to loyalty extends to every aspect of what we do, ensuring that each visit feels like coming home. At Rotella, we honor the trust our guests place in us by delivering consistency, excellence, and heartfelt care time and time again.

A



Art

WHERE ART MEETS LUXURY

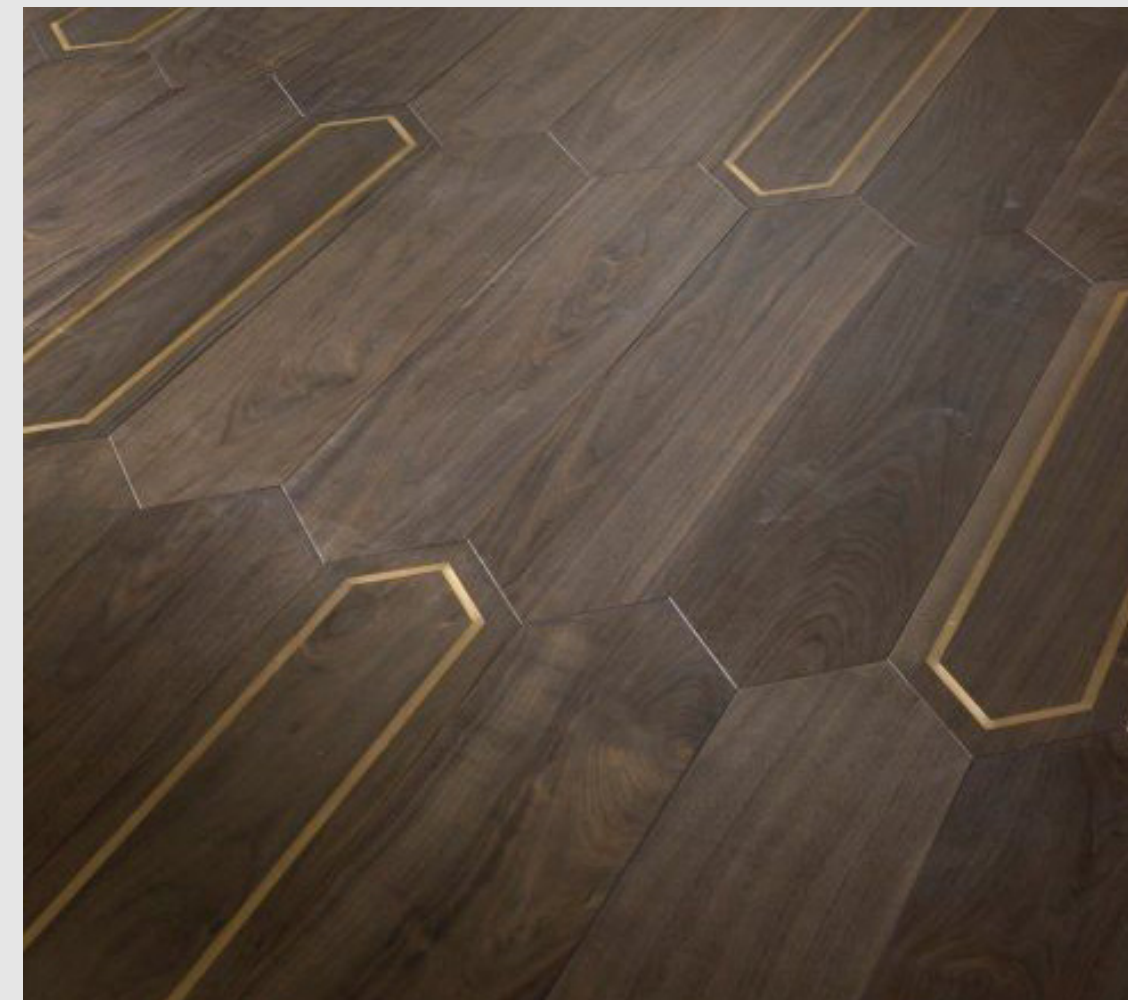
Art is more than a passion – it's a defining element of our philosophy. Every corner of our hotel is a canvas, adorned with carefully curated pieces that inspire and evoke emotion. Our spaces are designed to merge the worlds of creativity and refinement, offering an experience where guests can immerse themselves in beauty and culture. From bespoke artwork to architectural mastery, Rotella reimagines luxury as an art form. Here, every stay becomes a journey into the extraordinary, where the boundaries between hospitality and artistic expression dissolve.

VISION.

At Rotella Hotels, our vision is to set the gold standard for luxury hospitality, where timeless elegance, personalized experiences, and cultural richness converge to create unforgettable memories.

We aim to redefine the essence of indulgence, delivering a sanctuary of refined luxury where every moment transcends expectations.

With an unwavering commitment to excellence, Rotella strives to be a global symbol of sophistication and distinction, offering an exclusive escape for those who seek the finest things life has to offer.



MISSION.

Rotella Hotels is dedicated to curating an unparalleled luxury experience that blends the art of exquisite design with world-class service and cultural authenticity.

Our mission is to offer a bespoke, immersive retreat for our guests, where every detail—whether in our architectural design, impeccable service, or bespoke experiences—reflects the highest standards of excellence.

We seek to provide a sanctuary where privacy, sophistication, and personal attention come together, creating moments of beauty, comfort, and indulgence that are as unique as the guests we serve. Through every interaction and every space, Rotella ensures that luxury is not just experienced, but lived.



Master logo white version



Latin Mater Logo

PANTONE 427 C



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“A symbol of refined luxury, Rotella is a place where elegance, culture, and exclusivity create an atmosphere of timeless sophistication. Every detail is designed to inspire and offer an unparalleled experience.”

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Latin Mater Logo

PANTONE 447 C



ROTELLA
HOTELS

“A symbol of refined luxury, Rotella is a place where elegance, culture, and exclusivity create an atmosphere of timeless sophistication. Every detail is designed to inspire and offer an unparalleled experience.”

STUDIO
ROTELLA
architecture & design milan

Master logo Black version



Arabic Mater Logo

PANTONE 427 C



روتيللا
فنادف

“RA symbol of refined luxury, Rotella is a place where elegance, culture, and exclusivity create an atmosphere of timeless sophistication. Every detail is designed to inspire and offer an unparalleled experience.”



Arabic Mater Logo

PANTONE 447 C



روتيللا
فنادف

“RA symbol of refined luxury, Rotella is a place where elegance, culture, and exclusivity create an atmosphere of timeless sophistication. Every detail is designed to inspire and offer an unparalleled experience.”



Colour palette.

Black

PANTONE 447 C

HEX #242424

White

PANTONE 427 C

HEX #e5e5e5



Slogan.

“Crafting Memories, Curating Luxury.”



ROTELLA

HOTELS

DESIGNED BY
FABIO ROTELLA

STUDIO
ROTELLA
architecture & design milan