

FORUM

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INDUSTRY LEADERS

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FORUMOFDIALOGUE SERIES

Eco is in our DNA

from

Alberto Apostoli

Owner

Studio Apostoli



Baia del Sole, will be transformed into an “Eco Beach Resort” thanks to the intervention of Studio Apostoli



Baia del Sole, the village located on the Costa degli Dei (Coast of the Gods – Calabria region in the south of Italy), will be transformed into an “Eco Beach Resort” thanks to the intervention of Studio Apostoli.

Baia del Sole Resort is a facility that directly overlooks the sea along the splendid coast that connects Tropea to Capo Vaticano. Dedicated to travelers looking for authentic experiences, it stands out for its luxuriant private park of over 25,000 square meters and a rich offer of services for families, sports enthusiasts and environment discovery lovers.

As part of a development plan designed to meet the needs of a clientele increasingly sensitive to “Eco” requests, Mediterranean Hospitality Management & Consulting has chosen Studio Apostoli to renovate the structure, giving it an adequate market positioning and making it capable of offer its guests a unique and extraordinary experience.

From the point of view of the brand image, Baia del Sole aims to transform itself from a tourist village to a “Beach Destination” thanks to a biophilic architecture capable of integrating the Resort with the sea and the large park. A project with a great appeal in a contemporary style; a pleasantly vernacular architecture reinterpreted according to the vision of the architect Apostoli.