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# When ART meets HOSPITALITY

Lasserhaus, in the heart of Bressanone, is a XV century noble residence which, thanks to careful architectural and interior restoration, has been transformed into an Art Hotel with intimate and contemporary touches

FRANCESCA FERRARI

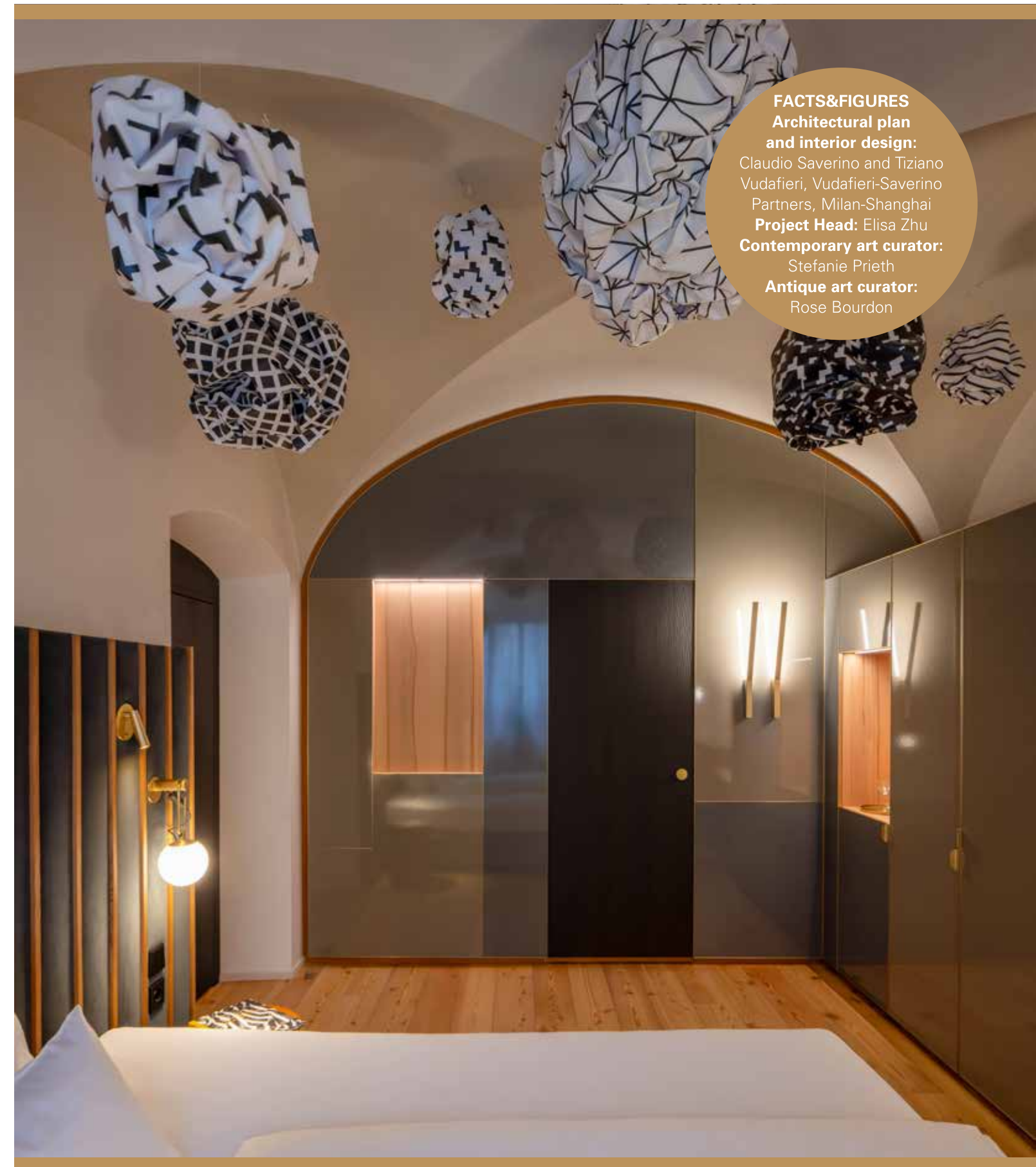


To give new life to a historic building and find a balance between respect for its existing structure and contemporary life, this was the challenge for Vudafieri-Saverino Partners. They reinvented the use and function of a XV century noble residence called Lasserhaus in the heart of Bressanone in Alto Adige. Commissioned by the Faller family, who have owned the historic building for over 40 years, the architects Claudio Saverino and Tiziano Vudafieri divided the spaces and transformed the first two floors into a superior 4 star Art Hotel, keeping the last two as a private residence for the family. The new hospitality part of the building has ten possibilities for guests consisting of three suites, six double and one single room,

with an intimate, sophisticated atmosphere. The Faller's collection of classic art pieces is mingled with works by contemporary artists to create a novel point of interest for everybody.

#### THE CONCEPT

For the Lasserhaus architectural restoration and interior design, which was completely under the supervision of the of the government department responsible for monuments, the environment and historical buildings, the architects worked on a concept of creating a dialogue between the historical and the contemporary. The Milanese studio has reinterpreted the original elements of the residence to create a balance with the contemporary design of a new Art



#### FACTS&FIGURES

**Architectural plan  
and interior design:**

Claudio Saverino and Tiziano  
Vudafieri, Vudafieri-Saverino  
Partners, Milan-Shanghai

**Project Head:** Elisa Zhu

**Contemporary art curator:**

Stefanie Prieth

**Antique art curator:**

Rose Bourdon





#### Hotel.

The plan reflects the particularity of the episcopal town of Bressanone with the ability to reflect its tradition and medieval atmosphere and add avant-garde cultural elements. The works of five artists have been used to enrich the interiors of the Lasserhaus which is situated on the bank of the river Isarco and connected to the historic centre by a bridge. They took into account the past of the residence and in their different ways have told a story in various areas. "When we visited Lasserhaus, we were enthusiastic about the idea of restoring a building so steeped in history", Tiziano Vudafieri and Claudio Saverino recall, "It wasn't just a matter of restoring a XV century building under the supervision of the government department, but giving it a new life and making it a place of interest for the local people using art and integrating the priceless family classic paintings with new, contemporary works".

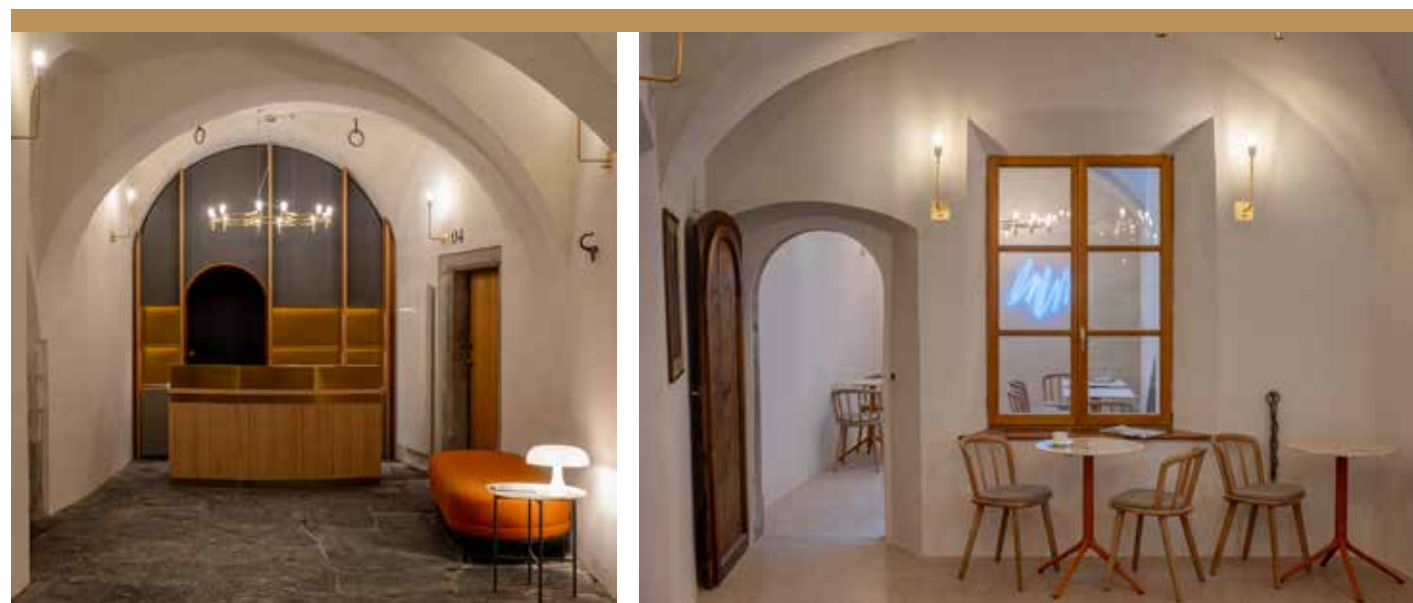
#### THE INTERIORS

The lobby and reception area are on the ground floor in an area full of memories, with soft lighting and pictures and other pieces belonging to the family. From here, there is access to the first four bedrooms and a small lounge with a library corner for the guests as well as a wine cellar with a small tasting area. The Austrian artist Peter Kogler, one of the pioneers of digital art, using psychedelic patterns to create an unusual spatial depths to be explored one by one, has given his interpretation to this space. Climbing an indoor staircase which leads to the mezzanine floor where the architects have created a SPA with jacuzzi and sauna, we come face to face with the work of Alexander Wierer which focuses on the incessant progression of time and the transience of the present. The breakfast room and the other five bedrooms are located on the first floor.

While traces of the past are visible, the rooms have been given a new look because of the mingling of natural materials like larch and beech and brass which give warmth and beauty to the details and soft, tactile surfaces like velvet. There is also a play on textures which gives a three dimensional feel to the furnishings. Some of the furnishings have been restored from the original, like the typical traditional Tyrolean chairs, but the majority of the pieces have been made from the architects' designs: the wardrobes and dividers, the velvet bed headboards with brushed larch slats, the desks, the minimal and elegant wall panels behind the beds.

Careful attention to colour has resulted in a palette inspired by autumn woods and mountains: from the glossy laminate green to the brown shades passing from the red of the brushed larch to the warmer and darker burnt larch.





**VUDAFIERI SAVERINO PARTNERS**

Faithful to the Milanese tradition of the creative atelier, Tiziano Vudafieri and Claudio Saverino's studio encompasses architecture, interior design, retail fashion, hotels and food design, reflecting the great themes of the city, the countryside and society as well as the architecture of residential, commercial and industrial buildings. Vudafieri Saverino Partners has branches in Milan and Shanghai and has developed projects in almost every country and continent.

