



Photography: Yael Pincus, yael_j@netvision.il, www.yaelpincus.com

Sixty Hotel

Situated in the town's main area of bars, shops and cafes, the first hotel by fashion label Miss Sixty targets a trendy, nightlife-loving, under-30s audience. Aimed at offering a lively venue for socialising and building a community among its guests, the 40 guestrooms of this unconventional four-star hotel are all equipped with webcam technology to encourage room-to-room interaction. There is also a bar and restaurant on the premises and a fashion boutique stocking limited edition merchandise from the Sixty Group labels Energie, Miss Sixty and Killah.

LOCATION: Via Milano 54, Riccione, Italy

SIZE: 1,500sqm

DATE: June 2006

WEB: www.sixtyhotel.com

DESIGN: Studio 63

BUDGET: 2,300,000 Euros

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The façade is constructed of stainless steel panels, with ovals cut out for the guestroom balconies, and provides a clear surface for video projections, creating the atmosphere of an open-air nightclub: the imagery and lighting styles are varied throughout the day to set a range of ambient scenes.

The interior design has a fashion-led approach and the style is in keeping with the brand's signature clash of seventies style, colour, shape and materials. Each bedroom has been individually decorated by one of 30 young artists, half of them Italian and the other half other nationalities, giving each room a unique atmosphere.



The artists also decorated part of the restaurant, the boutique cash desk and even the emergency staircase. The internal corridors are solely illuminated by curved, back-lit LED panels, which also form the outer walls of the circular bathrooms in the guestrooms; these walls can be programmed to change colour to create different moods at certain times of day.

Rooms are priced from Euros 120-180, excluding breakfast. Three further hotels are currently planned for Dubai, New York and the main shopping strip of Via de Corso in Rome.

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