

Case study 1



Case study 2



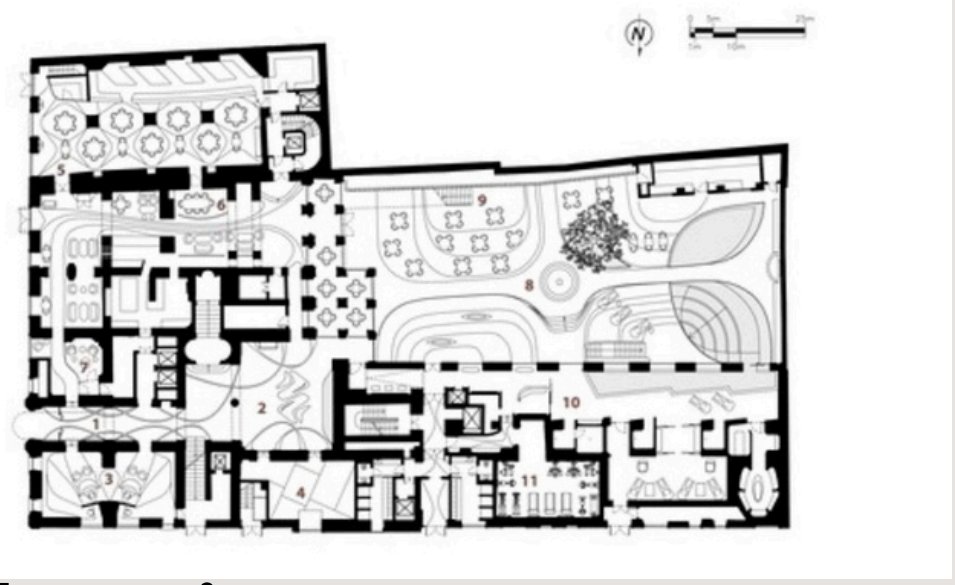
Hotel Romeo Roma

Hotel Romeo Roma is located within Palazzo Capponi, a historic palace dating back to the 16th century. The building previously served as a government office before being acquired by the Romeo Group for transformation into a luxury hotel.

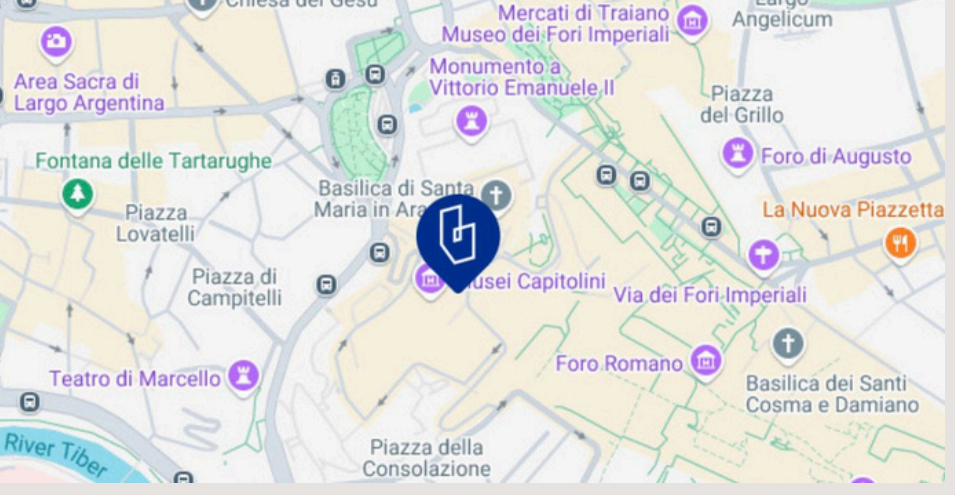
The renovation and redesign began around 2015 and faced significant challenges due to the discovery of Roman archaeological remains beneath the site, which required careful preservation and integration into the project.

The hotel officially opened in 2025 and is considered one of the final architectural works initiated by Zaha Hadid before her death, later completed by Zaha Hadid Architects.

Plan

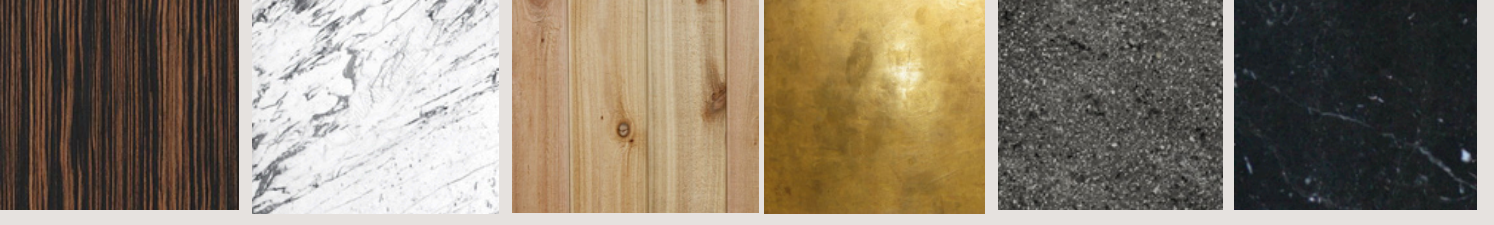


location



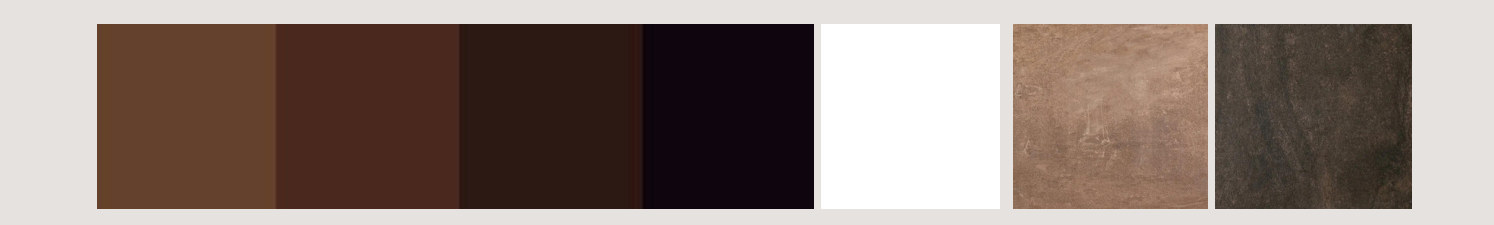
Material used

Wood- Stone and Marble- krypton- Brass - Tadelakt plaster and Sicilian rock salt



Color scheme

black and dark brown tones- white- Warm metallic accents-Earthy and mineral tones



Concept

The core concept of the project is the dialogue between past and present. Instead of replacing the historic structure, the design introduces contemporary architectural forms that flow within and around the existing fabric.

- Key ideas include:
 - Respecting and preserving the historical identity of Rome
 - Integrating modern, fluid forms inspired by Roman arches and vaults
 - Creating a spatial journey where users experience different historical layers as they move through the building

The project expresses continuity, movement, and coexistence between heritage and contemporary architecture.

Barracuda Beach Hotel & Villas – Brazil

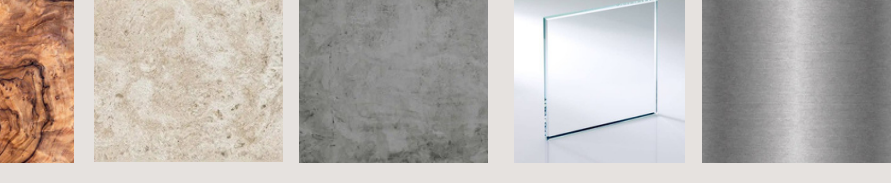
Concept

The design of Barracuda Beach Hotel & Villas is inspired by the balance between the power of the ocean and the calmness of Brazil's tropical environment. Fluid architectural forms reflect the movement and strength of the sea, creating a seamless connection with the coastline.

Natural materials and open spaces enhance the relationship between interior and exterior, while the project layout maximizes ocean views, natural ventilation, and privacy. The result is a refined beachfront retreat that blends nature, architecture, and tropical luxury into one cohesive experience.

Material used

Natural Wood-Local Stone-Exposed Concrete-Glass- Metal (Aluminum / Steel)-Natural Finishes



Color scheme

Sand Beige-Ocean Blue-Tropical Green-Warm Wood- Brown-Stone Gray-Soft White



Case study 3



Silena Hotel-network of architecture

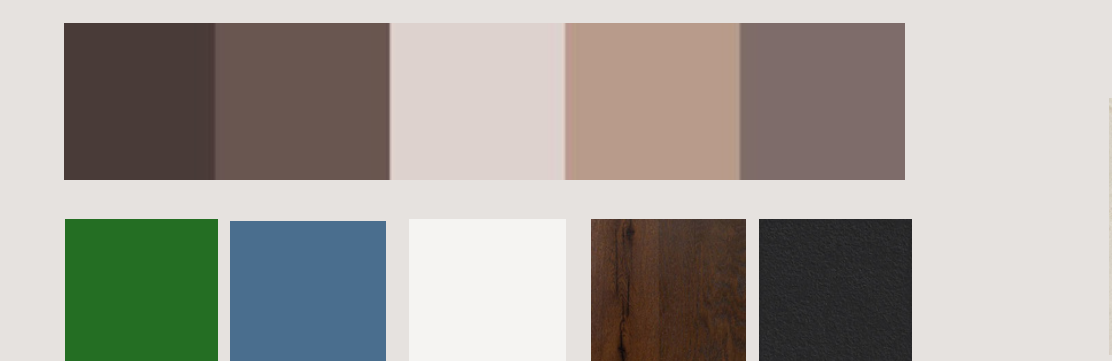
Concept

Silena Hotel is designed as a tranquil retreat that blends the surrounding natural moorland landscape with subtle Asian design influences. The architecture emphasizes harmony with nature through earthy forms, calm spaces, and natural materials.

Asian-inspired details add a sense of spirituality, balance, and mindfulness. The result is a peaceful hotel experience focused on well-being, calmness, and connection to the environment.

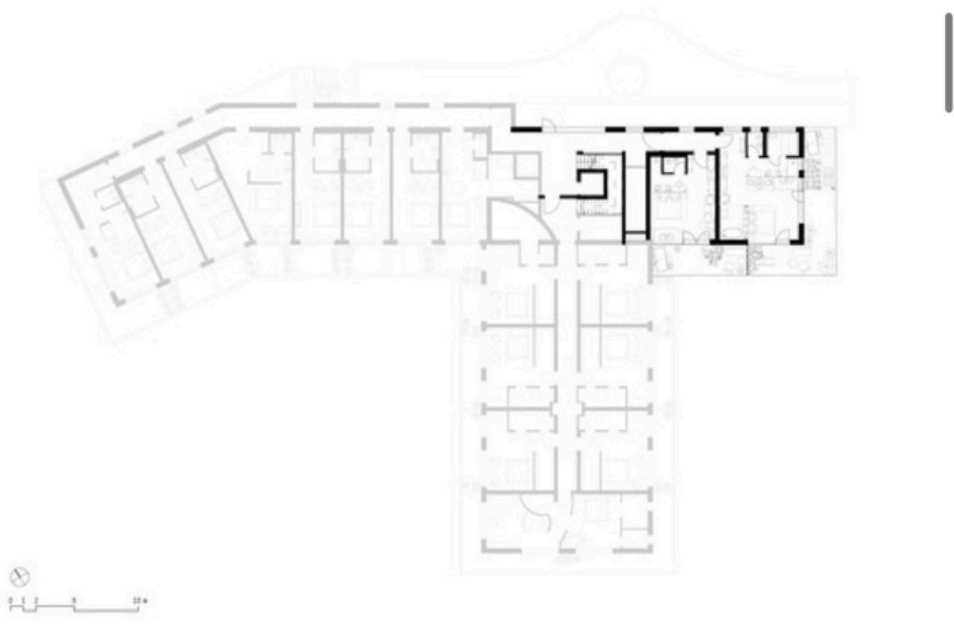
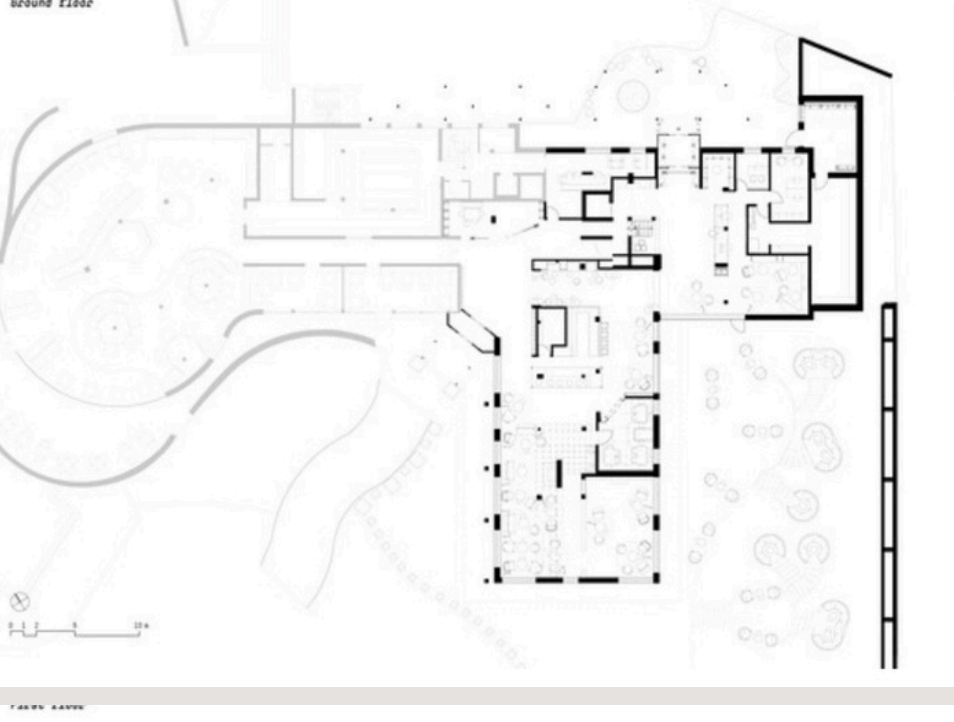
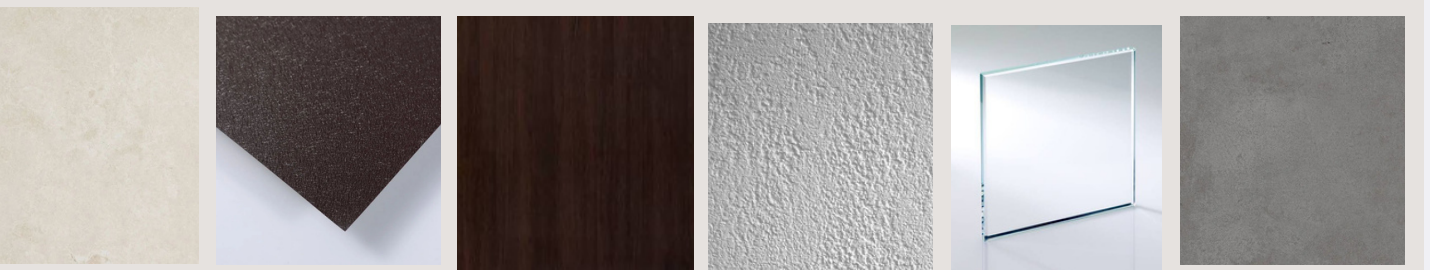
Color scheme

Earthy brown Warm beige-natural green-Dusty blue- off-white- Dark oak wood- Charcoal / matte black



Material used

Earth colored aluminium panels, dark oak wood, textured plaster, patterned wood partitions, glass, ceramics, and concrete – blending natural moorland tones with subtle Asian-inspired details



location



Case study 4



Bab Samhan Hotel-Riyadh

Concept

Bab Samhan is a luxury heritage hotel that blends traditional Najdi architecture and Saudi hospitality with modern, refined comfort—offering guests an immersive cultural experience in the heart of historic Diriyah.

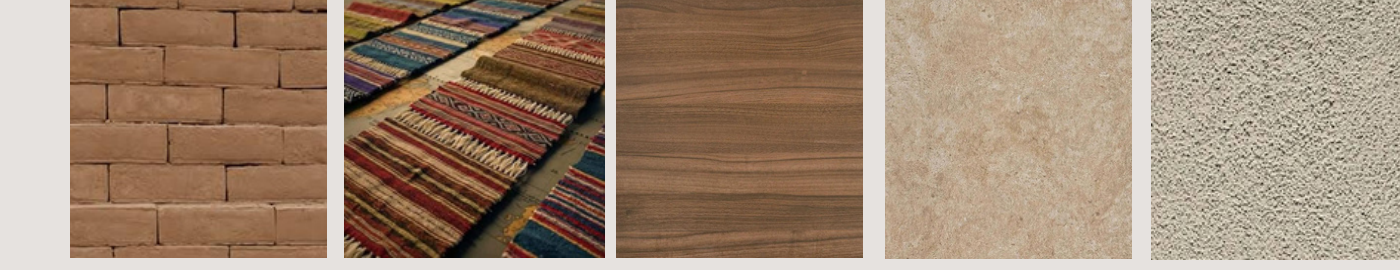
Color scheme

Beige-Warm Cream- Earthy Brown - Terracotta - Muted Brick Red-Bronze



Material used

Mudbrick- Hand woven textiles & rugs- Wood- Sandstone-Rich gypsum detailing-Sand plaster finishes



Sejal Boutique Hotel

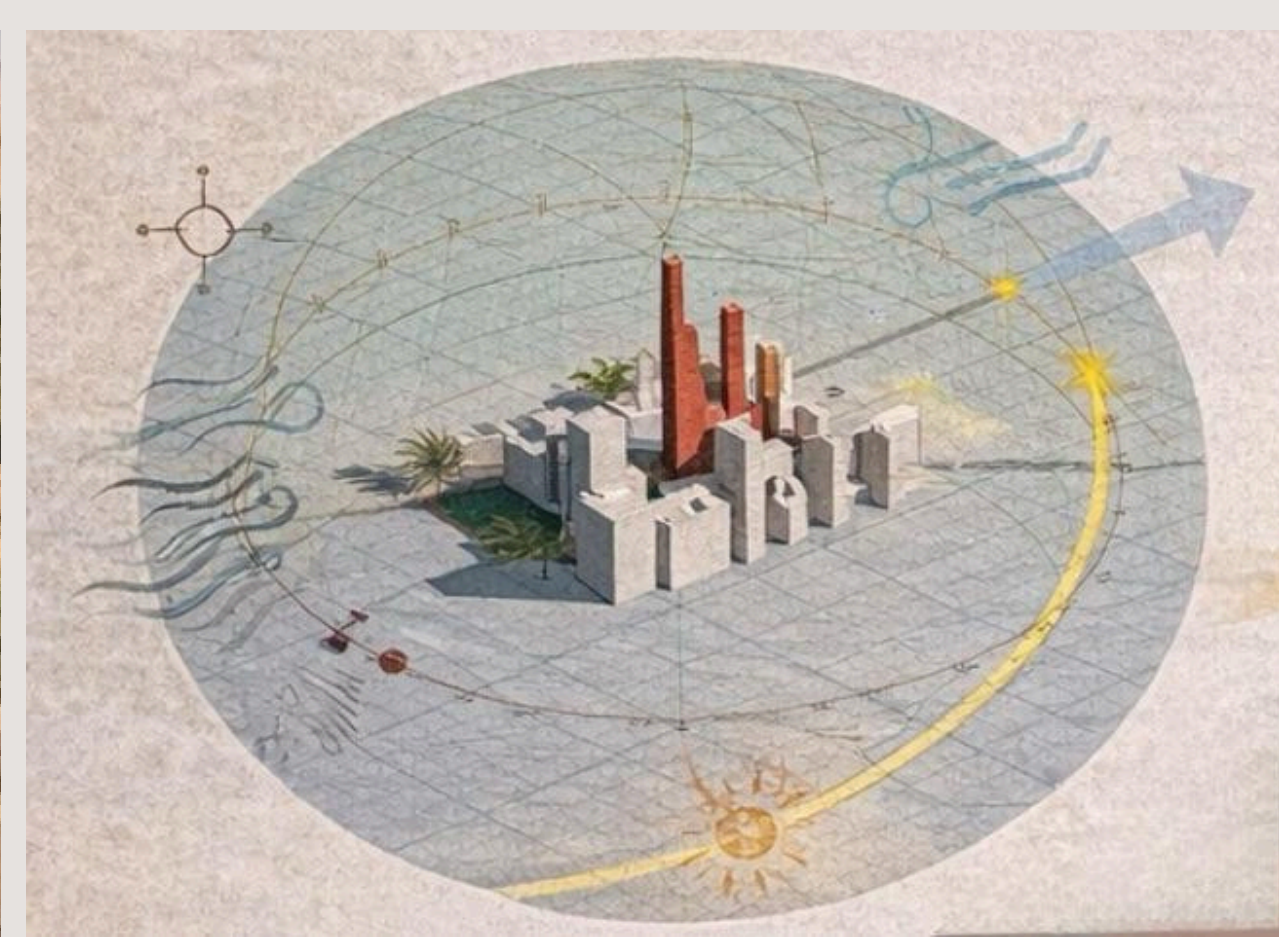
Al-Ahsa Oasis, Eastern Province, Saudi Arabia

Overview



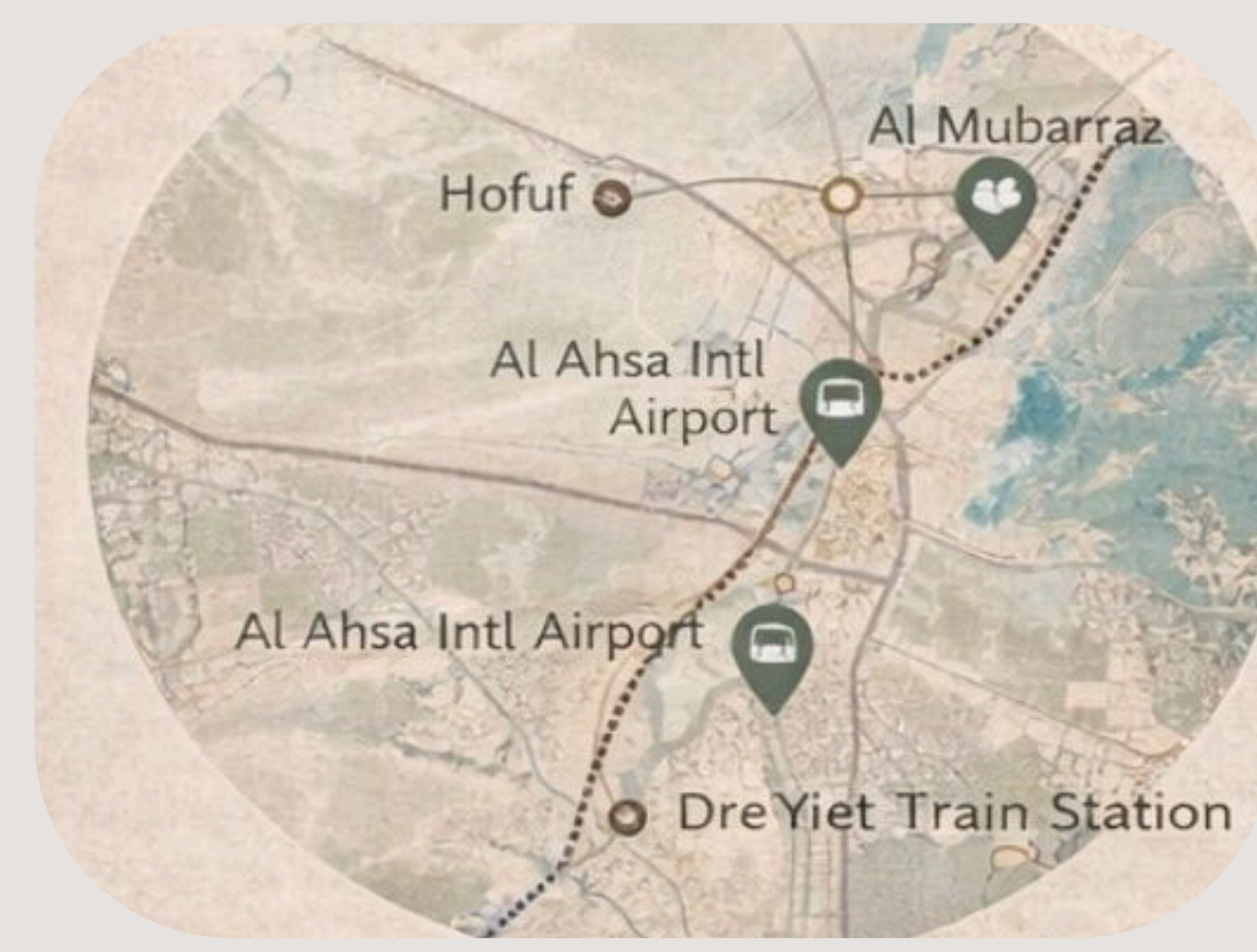
Al Ahsa Oasis was selected for its exceptional natural and cultural value as the largest oasis in the world. The site combines vast palm groves, natural springs, and a rich historical background, offering a unique destination that blends nature, heritage, and sustainable tourism.

Climate Trends



- The direction of the sun at 5pm
- Winter winds
- Rainy winds
- Hot winds and dust
- Sun path

Target Audience



- * Regional road and railway networks
- * Pedestrian-friendly internal circulation

Hotel Classification



Arts and Crafts

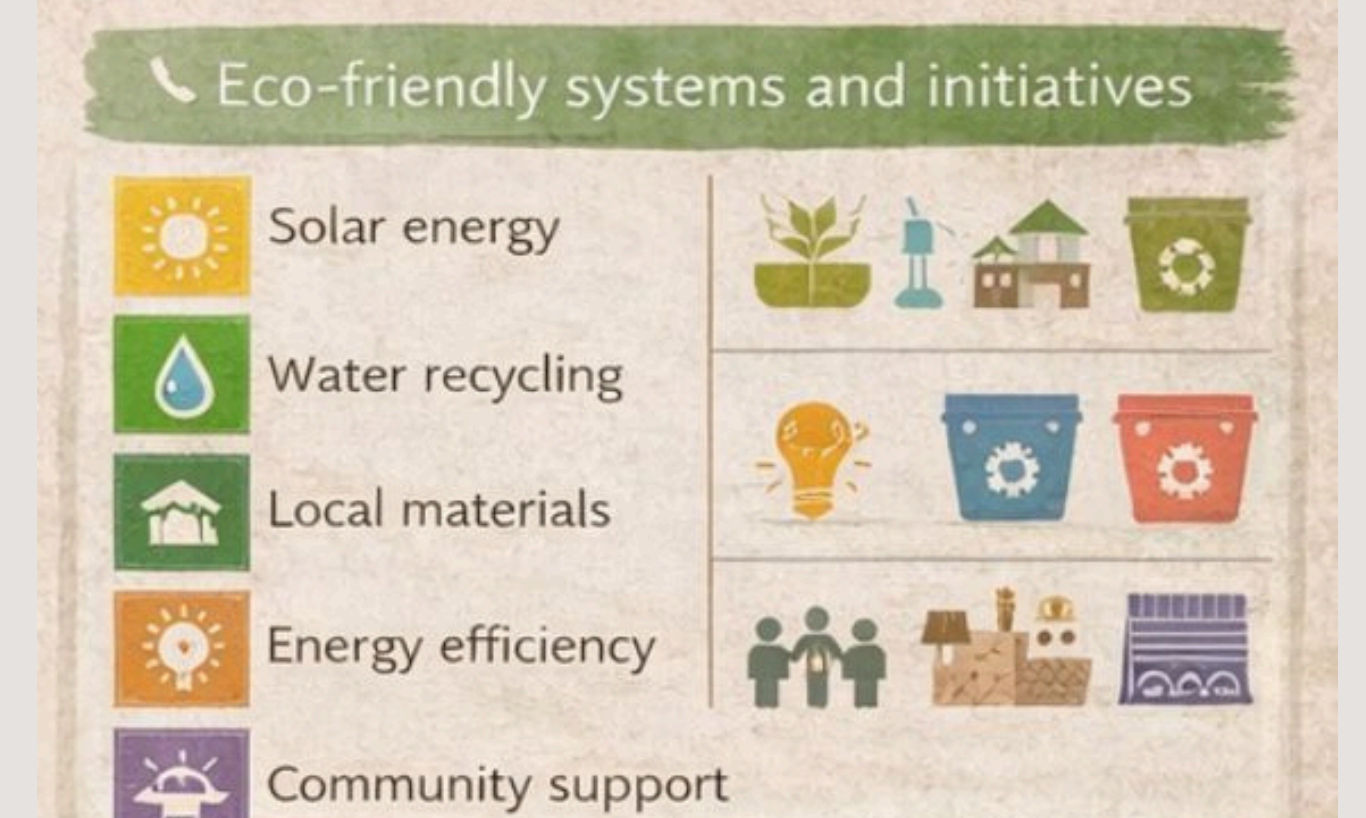


Site analysis



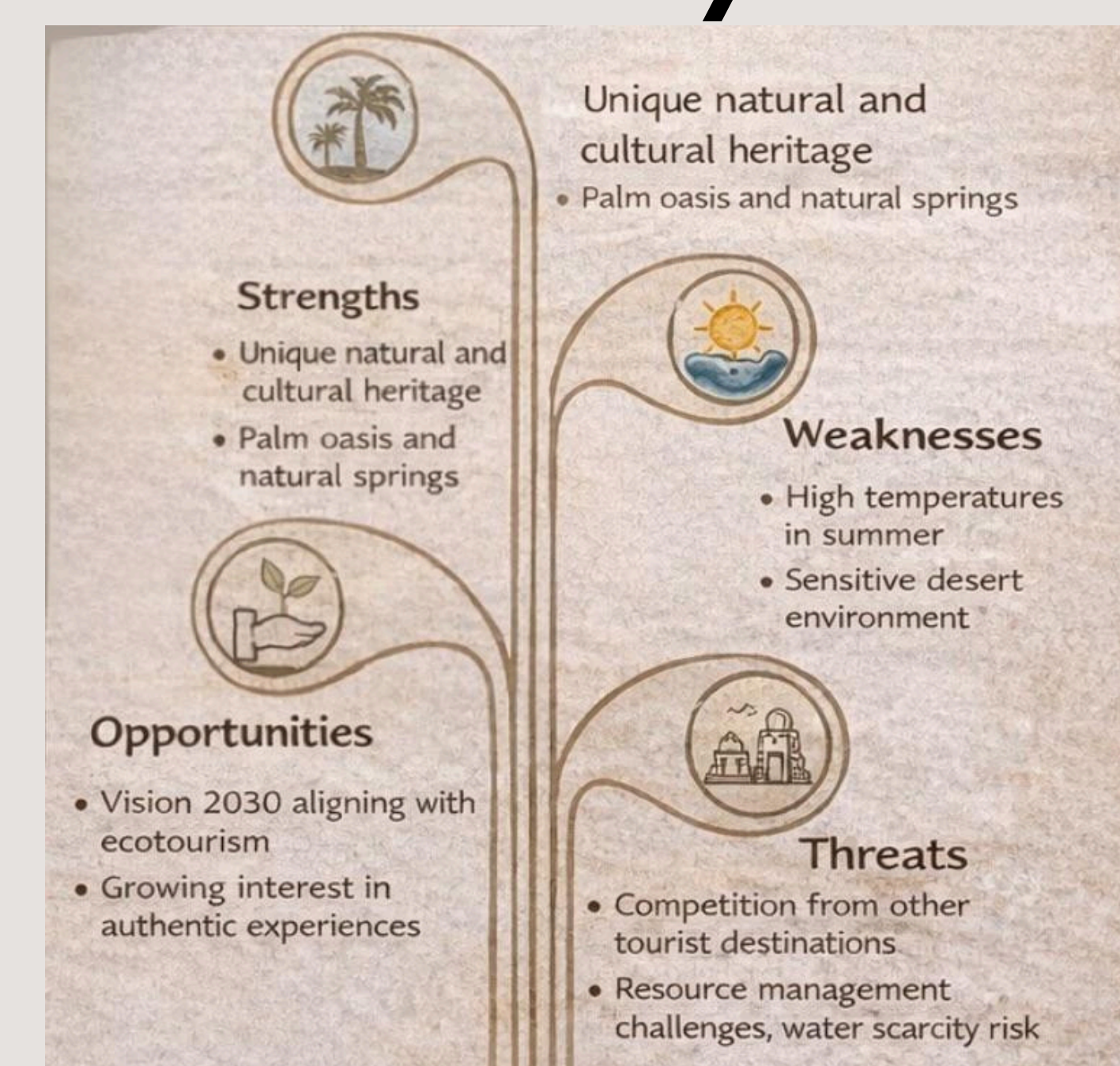
- Dense palm plantations
- * Flat terrain
- * Nearby natural springs
- * Sensitive development balancing nature and comfort

Sustainable Hospitality



- * Prime locations for the boutique eco hotel amid lush palm groves, natural springs, and historic sites
- * Location Option A: Near natural spring
- * Location Option B: In the heart of the palm oasis
- * Location Option C: Near historic mud buildings

Swot analysis



Temperature Trends



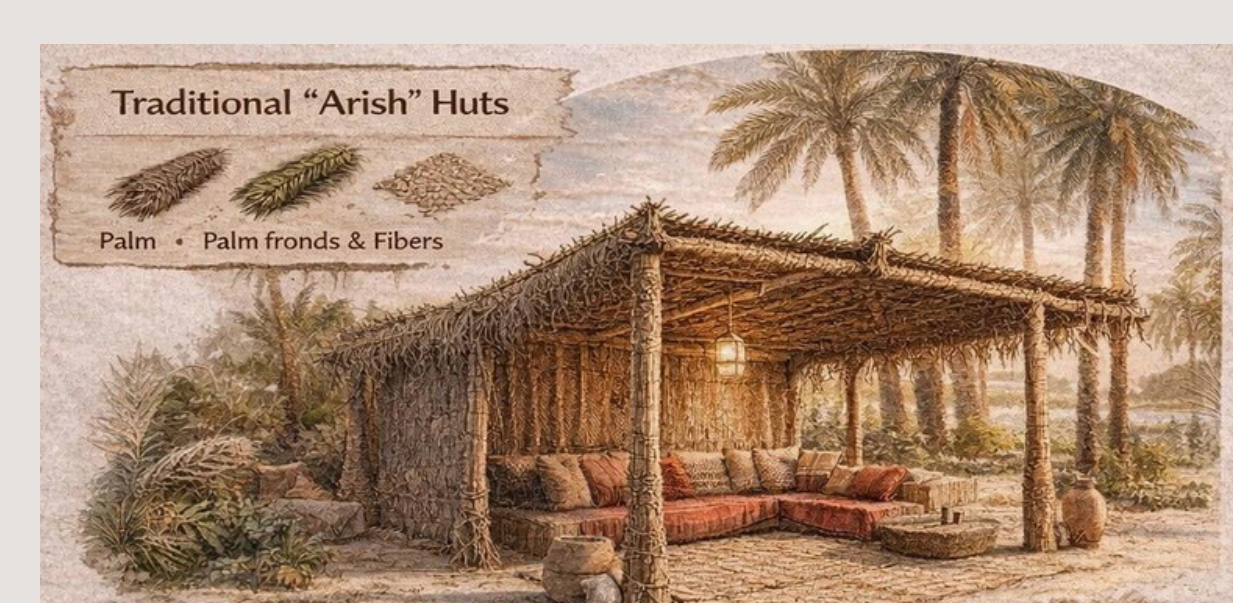
Peak & off season



Visitor Origin Distribution



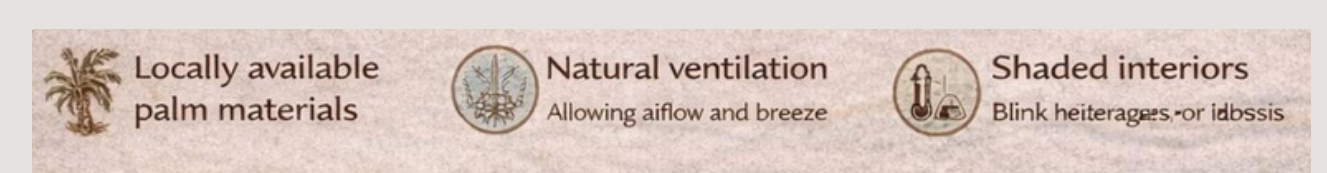
Traditional Arish concept in Al Ahsa



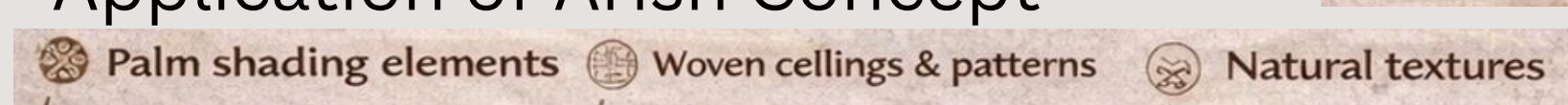
Cultural Study: Historically used as seasonal shelters and gathering spaces, Arish huts in Al Ahsa were constructed using locally available palm trunks, palm fronds and natural fibers.



Sustainable Vernacular Architecture



Application of Arish Concept



Expected Annual Visitors



Environmental & Cultural Context

Al Ahsa Oasis is a UNESCO World Heritage Site and the largest palm oasis in the world, containing more than 2.5 million palm trees and numerous natural springs.

The project Site is Influenced by:

- * Palm grove landscapes
- * Irrigation canals (Fabuj system)
- * Traditional mud-brick settlements
- * Arish (palm-frond) structures
- * Agricultural heritage and date production

Selected zone within Al Ahsa:

- Palm plantation areas -55%
- Open agricultural fields -20%
- Heritage mud architecture -10%
- Natural springs & water channels -10%
- Access / service roads -5%

The site is relatively flat; allowing flexible planning while preserving palm density.

Environmental and Culture Elements



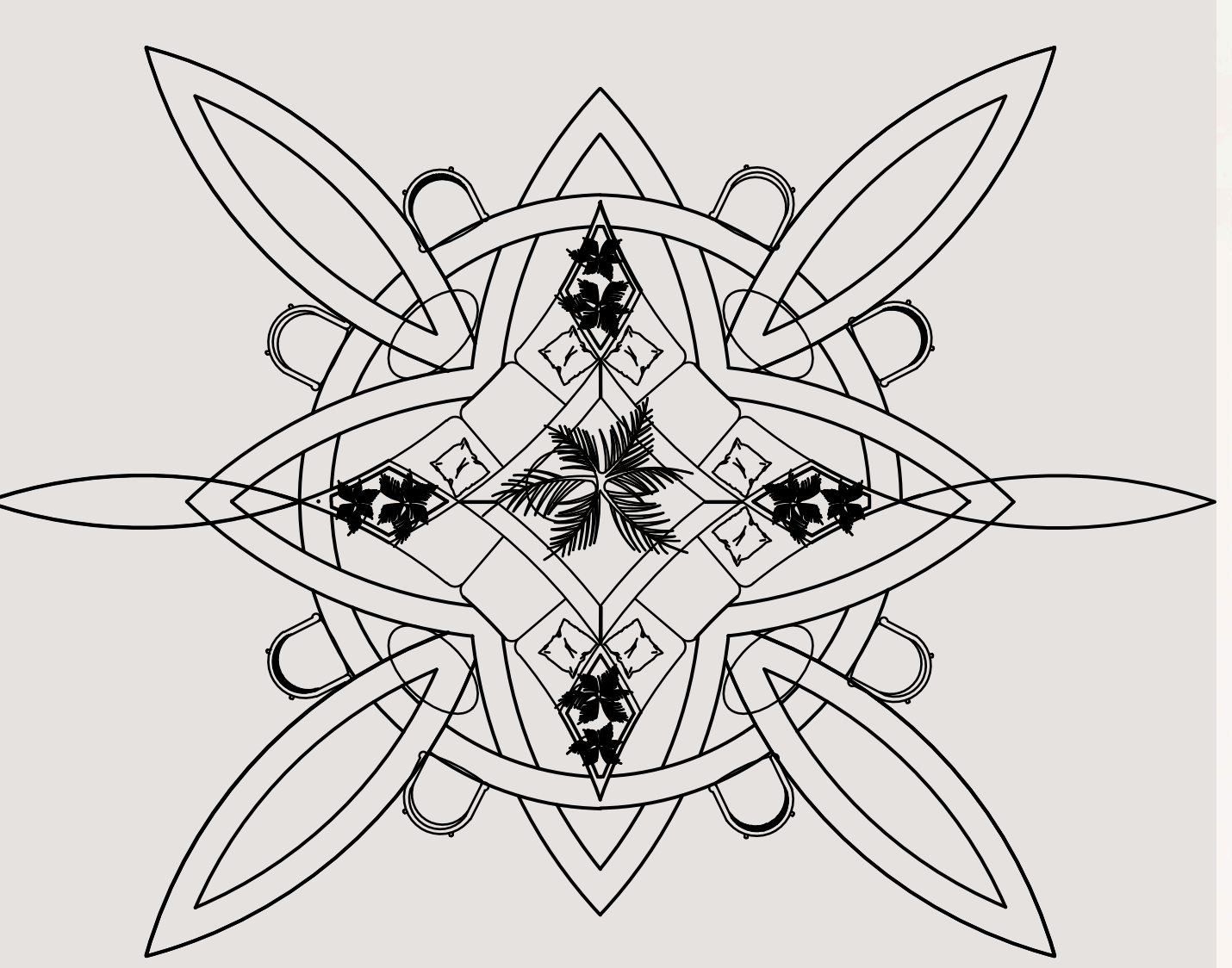
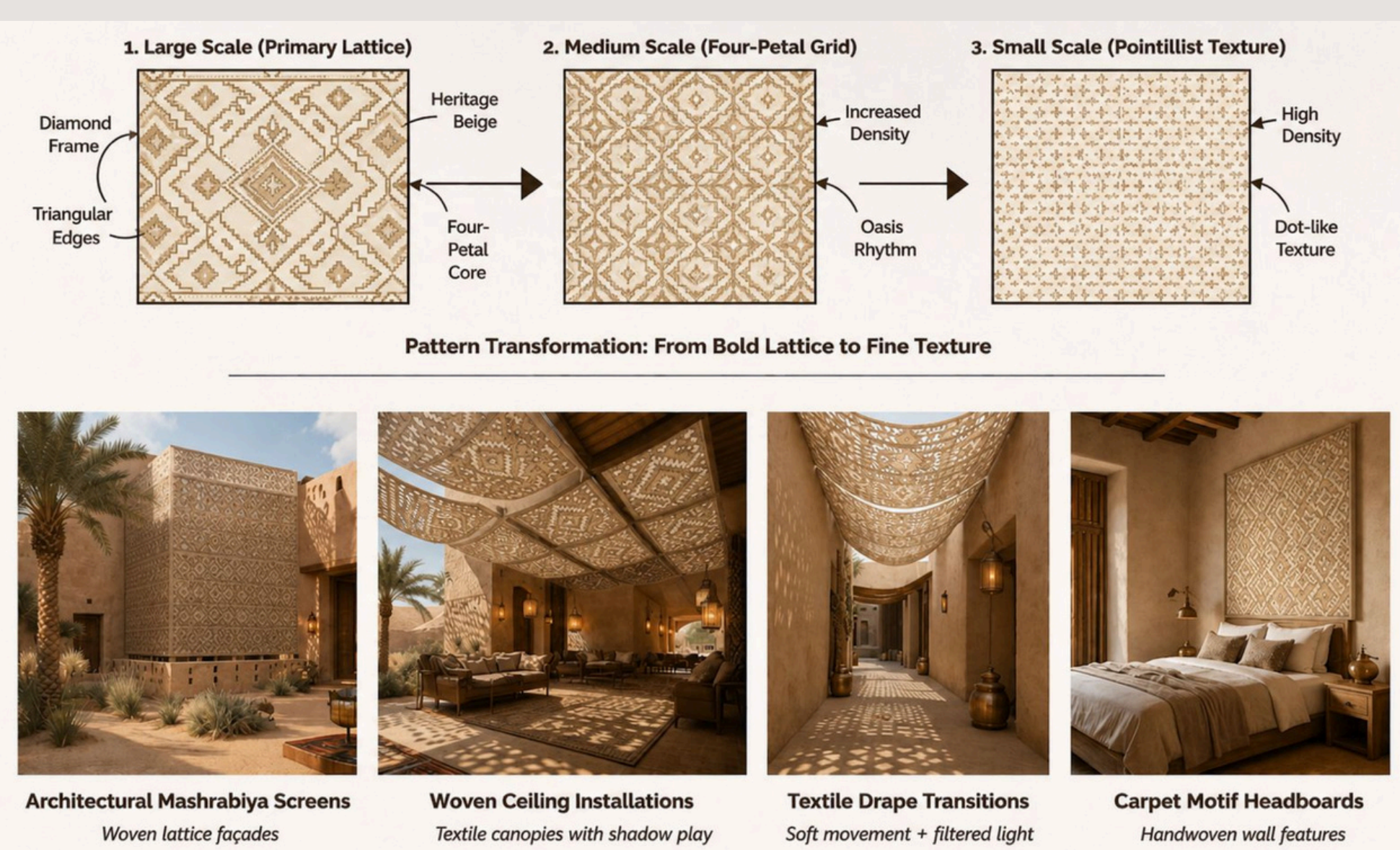
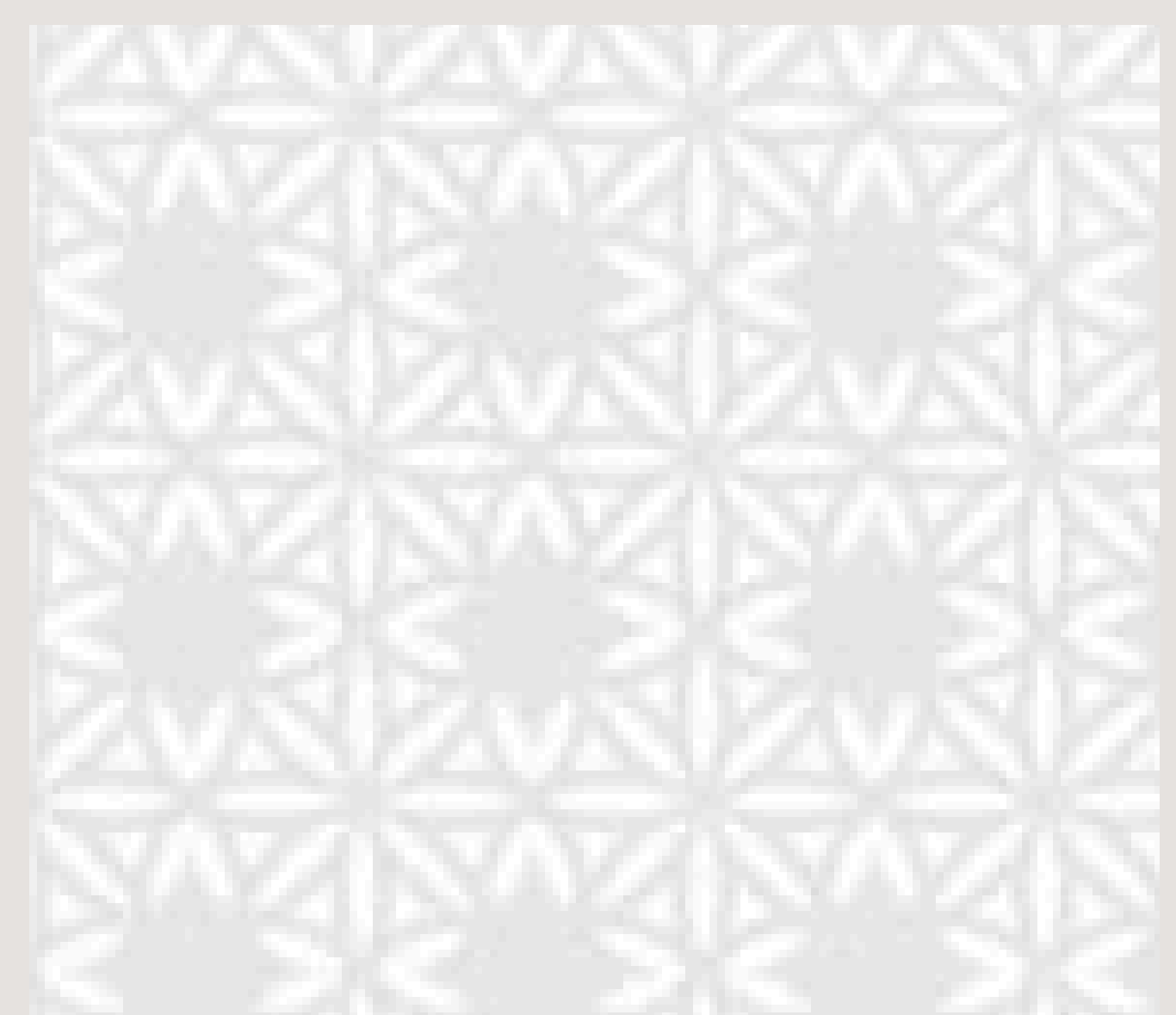
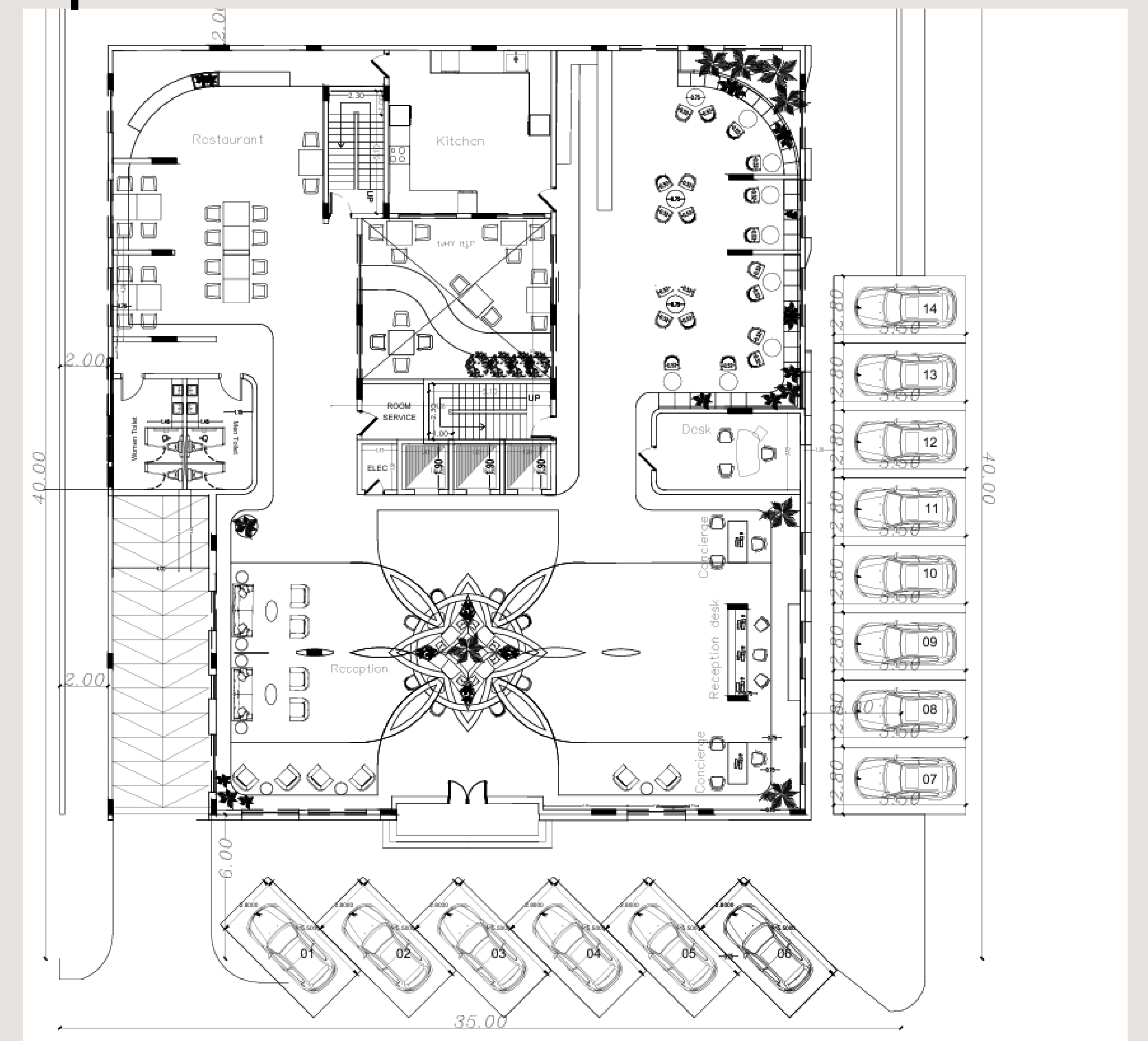
Concept

The boutique hotel is inspired by the cultural identity of Al Ahsa, where architecture and textiles intertwine to create a layered spatial experience. The concept draws from traditional Al Ahsa woven carpets and heritage textiles that were historically used in homes, tents, and gathering spaces. These textiles were not only decorative elements, but also structural and environmental solutions – providing shade, privacy, thermal comfort, and cultural expression. The project reinterprets this idea of “woven shelter” into a contemporary architectural language. Just as traditional carpets were carefully crafted thread by thread, the hotel is designed through layers of materials, patterns, light, and shadow.

Al Ahsa is one of the largest oases in the world, home to more than 2.5 million palm trees. This is not just a number – it reflects a deep history of connection between people and land. For the people of Al Ahsa, the palm tree was never just a tree; it was a source of life – providing food, shade, and supporting their daily economy. Philosophically, the palm tree represents continuous giving, patience, and deep roots. This idea inspired my project – to create an experience that is grounded in its identity, yet rich and evolving in its details. The presence of palm trees in Al Ahsa is not only a visual element, but a reflection of the spirit of the place and that is the spirit I aimed to capture in the hotel's design and identity.



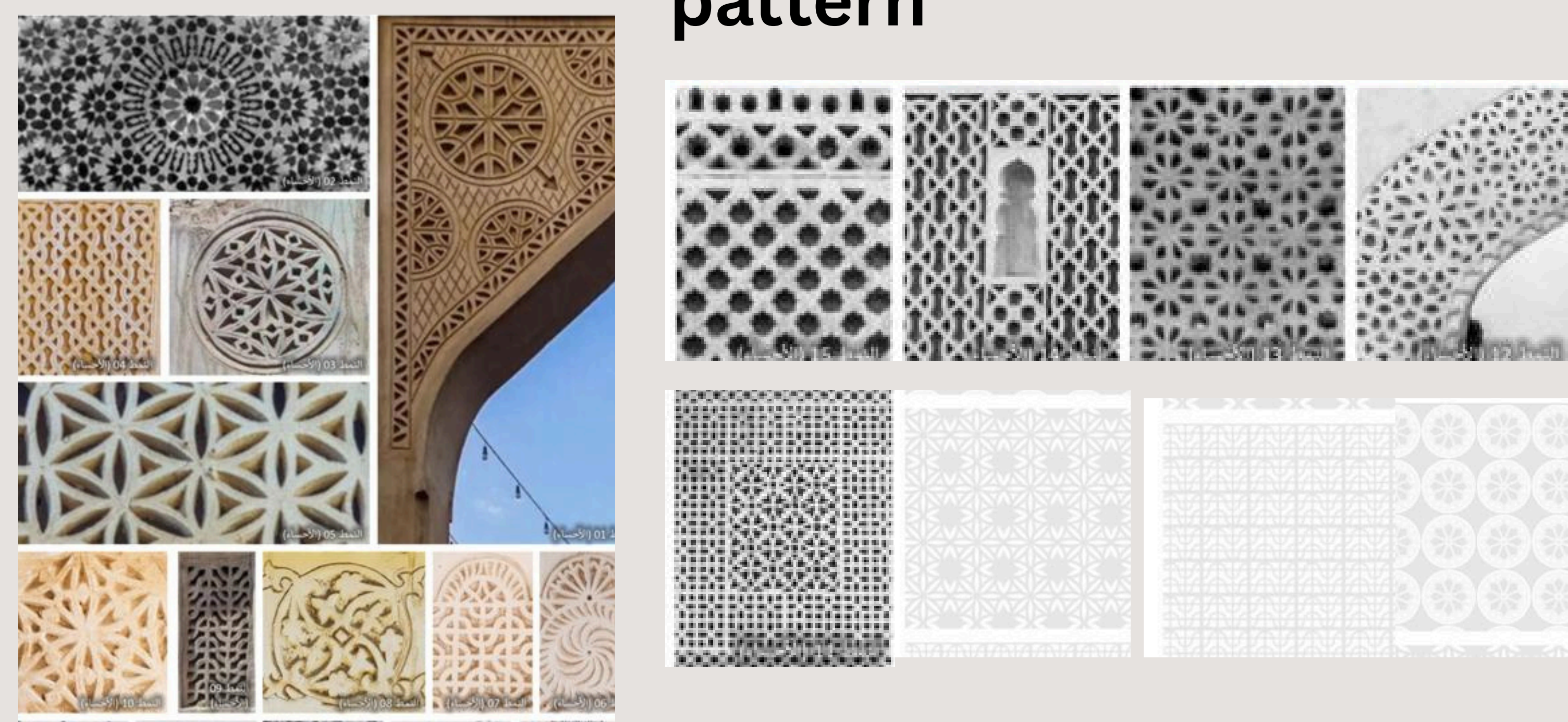
plan



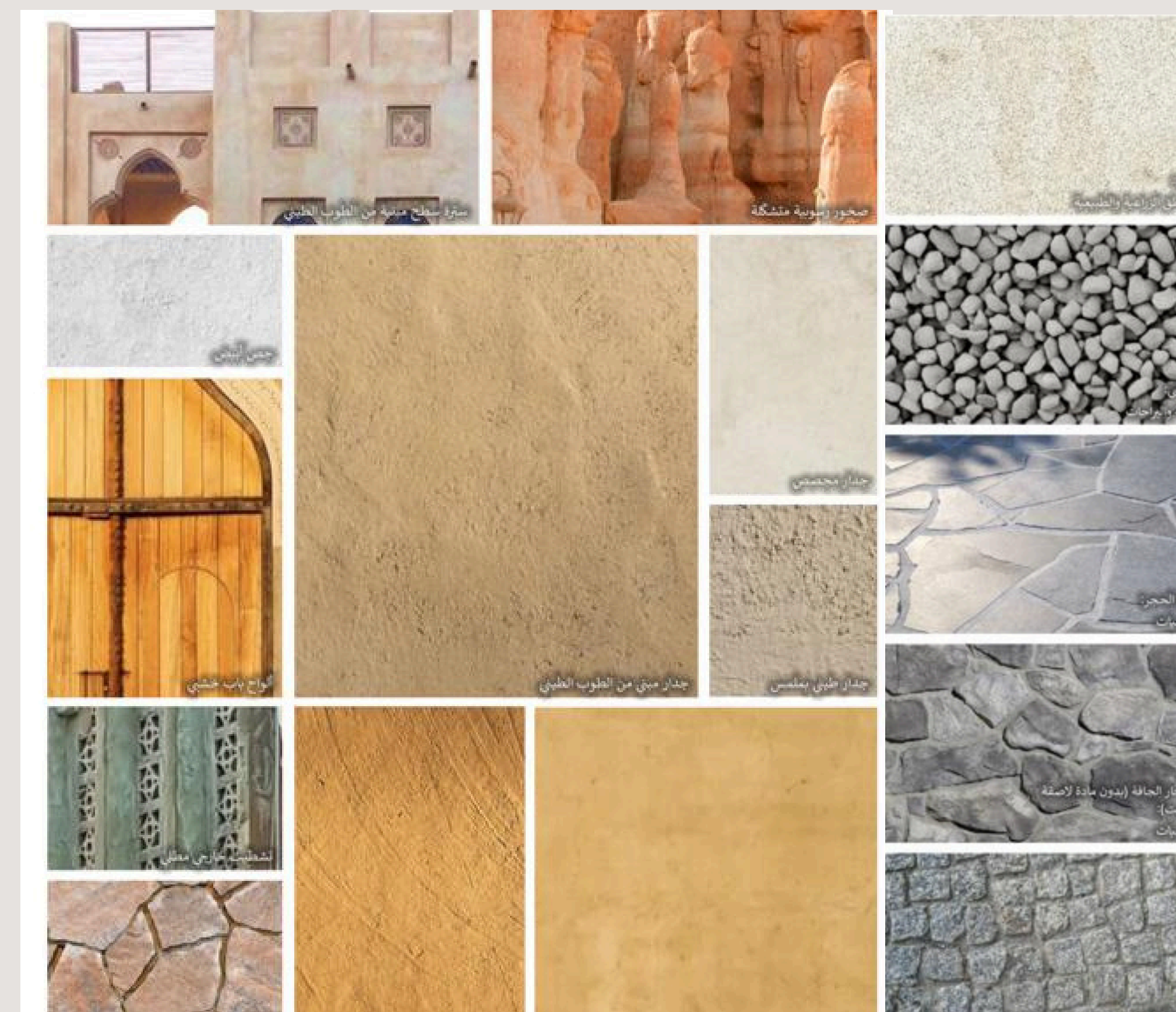
AI generations



pattern



materials



color

RAL 9010	RAL 9001
RAL 7034	RAL 1015
D2A747# RAL 1027	RAL 1011
CC9246# RAL 1027	D29386# RAL 1011
RAL 7034	RAL 1011
RAL 8023	D29386# RAL 1011
RAL 7033	RAL 1011
RAL 9005	A88257# RAL 1011