



## A SURPRISE ON THE WAY

### UNAWAY HOTELS ARE BORN

**Milano. February 10<sup>th</sup>, 2005.** UNA Hotels & Resorts together with Italian Motorways, are happy to announce the birth of **UNAWAY Hotels**. These hotels will soon spring up all along the Italian Motorway network, and will turn a motorway stop into a completely new experience. This is currently the most important project on the Italian hotel scene.

**UNAWAY** are a totally new type of hotel. They were thought up to meet a **multi-target** need, and are the result of the tried and tested experience of UNA Hotels & Resorts, one of the youngest chain of hotels in Italy. They are also based on what Italian Motorways know to be their motorists' needs, and the unique know-how and worldwide experience of one of the most prestigious names in Italian design.

UNA Hotels & Resorts has in fact entrusted the realization of this architectural project and interior design of **UNAWAY Hotels** to **Giugiaro Architettura**, with the express purpose of creating a modular structure, and which can easily adapt to the space available in service areas. There will naturally be a need to economize on space and yet at the same time these hotels will have highly recognizable features and be of a high standard of quality both in terms of design and materials.

Working together, Giugiaro Architettura and UNA Hotels & Resorts have faced a difficult challenge: to create a new type of hotel which combines style with economic needs which a production in series implies. The aim: to create a structure which can become an efficient environment for business meetings, as well as being the ideal place where a family can stop to break a long journey; a restful oasis for the motorcyclist travelling alone, as well as a safe place for a group of friends on their way back from a late evening of entertainment. This last example could, in fact, go some way towards solving a problem of road safety, which is becoming of serious concern to the authorities.

"Being chosen as the chain of hotels which is to carry out such a vast and complex project, is an extraordinary opportunity for us. The creation of UNA-WAY hotels, with their multi-target aims and thanks to their large number and their widely spread location throughout the country, will allow us to stimulate and satisfy a demand which has not yet fully emerged. It is a large scale project from which we expect an important return" points out Elena David, Managing Director of UNA Hotels & Resorts.

The project realized by Giugiaro Architettura will have a distinctive simple but characteristic geometric sign: an ideal portal which welcomes clients and wraps around the main body of the hotel. Several original ideas have been found in materials and decoration of the external facade. Among these is a frame made of lighting which will be switched on to show which rooms are free.

"We are honoured to be working with UNA Hotels & Resorts" said Aldo Cingolani, general manager of Giugiaro Architettura, "our long experience in industrial architecture means we could keep to the datelines chosen and we were able to achieve results which fully satisfy all the areas listed in the brief".



UNA Hotels & Resorts' legal advisors have been the Studio Legale Lombardi Molinari in Milan.

The name chosen for this line of hotels was the idea of the advertising agency **Suite 3**, which used the original name as a starting point and adapted it to the new project.

**Background:**

Last May, UNA Hotels & Resorts won a contract offered by Italian Motorways for the creation and management of hotels in 12 service areas along the motorway network in Italy, along the A1, A4, A14.

This project is part of a new process set up by the Motorways to bring about a decisive change in motorway stops, by creating new "environments". The project will include both, the construction of new buildings, as well as the adapting of existing buildings and subsequently their management according to the formula of Build, Operate and Transfer.

The whole plan of "Restyling" service areas along the motorway network will involve a total investment, on the part of the Italian Motorways and their partner, of 800 million Euros between 2002 and 2009. The exact aim of such investment is the improvement of existing services in these service areas and the introduction of new business along the network.

UNA Hotels & Resorts will invest approximately 80.000 euros per room starting from 2006 till the end of 2009.

These new hotels, being modular, in order to fit into available space in the various service areas, will have between 80 to 112 rooms, covering a total surface of 3000 to 4000 sq. metres. The whole project should be completed by 2009, at which time a maximum of 250 new employees, for peak times, will be taken on.

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