

Ari De Luca
INTERIOR DESIGN & CERAMICS

services

Arianna De Luca

Arianna De Luca is an interior designer whose practice is focused on **hospitality design**.

Research and narrative are the core elements of each project she develops, in order to create environments that emotionally involve clients.

Thanks to her experience with ceramics and product design, all her designs are enriched through decorative **bespoke pieces**, making every space truly unique.

Finally, she also proposes a service of **bespoke crockery** design for those who really wants to provide the full brand experience.

Chefs and hospitality entrepreneurs are allowed to match bespoke designed elements with their **culinary proposal** or with **brand guidelines**.



Outdoor bar of "Tagliato" restaurant with bespoke lampshades.

Hospitality Design

FROM CONCEPT TO COMPLETION

CREATIVE DIRECTION

Concept development is the first and most important project stage. This is when the space identity, mood and its peculiarity are established.

PROJECT DEVELOPMENT

In this stage construction drawings are produced, and materials, colours, textures and decorative pieces are carefully selected.

ON SITE SUPERVISION

Site construction works are followed and directed by the designer, to guarantee the perfect project development according to concept and drawings.

*Details of "Tagliato" restaurant.
Cushions made with traditional textiles
from the region.
Bespoke copper service pan developed
following traditional cooking ware
design of the area.*



Narrative and research

CREATE STORIES

In the researching stage, aesthetics, elements and decorations are combined to create a unique and distinctive story to enhance the client's experience.

Every detail is selected and composed to create a memorable experience.

The research behind every concept is specific for every project: stories, traditions and relevant curiosities are collected. Materials, locations, spaces and objects linked to the brand are carefully selected.

All these elements, once combined together and reinterpreted, create a storytelling experience capable of emotionally and sensorially involving clients.



Materials, mood, stories e details collected for different hospitality projects.

Bespoke pieces

STAND OUT THROUGH DETAILS

Every element in the space must be unique and consistent with the brand in order to be recognisable.

Bespoke decorative elements such as lamps, tiles and vases are specifically developed for the space.

Nowadays this aspect of unicity is essential to stand out. Today, with such a wide offer, you need that little cherry on the icing to come across as truly special.

The lampshade in the picture has been crafted for a sous-vid restaurant. The lampshade's surface presents a bubble glazing effect to link with the sous-vid bubble imaginary, the same effect was repeated on bar counter tiles.



Matching crockery

HIGHLIGHT EVERY ASPECT OF THE EXPERIENCE

Every stylistic choice should aim to enhance what the brand has to offer.

It is essential for every chef to define the culinary product, even through a visual language. This is why the crockery used must translate and reflect his/her vision and taste.

Crockery is designed and crafted in collaboration with chefs and hospitality entrepreneurs to guarantee the visual context that the recipe deserves and to fully satisfy the client's sensory experience.

From the environment to the plate. From micro to macro.

Bowls crafted to serve fruit inspired recepies. They take from the traditional "lemmo" from Southern Italy.

