

The background of the cover is a photograph of a bedroom. On the right, a bed with a dark, twisted wood frame and a red upholstered headboard is visible. The bed is made with white linens and has two red pillows. To the left of the bed is a small, light-colored wooden nightstand with a lamp and a vase of flowers. The wall behind the bed features a large, ornate coat of arms with a shield, a crown, and a banner. The floor is made of terracotta tiles, and a white rug is placed in front of the bed. On the left side, a gold-colored curtain hangs from the top. The overall lighting is warm and soft.

Italian
HIDEAWAYS

DISCOVERING
ENCHANTING ROOMS
and PRIVATE VILLAS

MEG NOLAN

PHOTOGRAPHY BY
DAVID CICCONI



CARDUCCI 76

CATTOLICA, LE MARCHE

CATTOLICA is a busy summer beach town on the Adriatic, twenty minutes south of Rimini. Though smaller and less cosmopolitan than Rimini, Cattolica provides a vivid glimpse into Italian beach culture. The town's main street runs parallel to the sea and is an overflowing thoroughfare, with hotels upon hotels on each side. The street is a director's dream, with large families sitting together on the hotel porches, wet children screaming and running to and from the beach, and gregarious promoters advertising their wares from concession stands. A glistening all-white 1920s beach villa, Carducci 76 sits tucked in between two gargantuan beachfront hotels on Cattolica's main drag. Named after its address, the boutique hotel's white facade and two-story structure is a clear departure from the other properties that dominate Cattolica's coastline. As soon as the wooden white gate of Carducci 76 slides open revealing a private underground garage, the property's purpose to provide a haven for its guests is gloriously clear.

The only fashion hotel in Cattolica, Carducci 76 is as innovative as it is singular. The hotel's décor draws from the natural elements water, fire, and air, and employs design motifs from the Far East. The contemporary design and luxe style of the thirty-eight-room hotel were conceived by its owner, Massimo Feretti, brother of Italian clothing designer Alberta Feretti, and his architect friend, Luca Sgroi. The hotel's two

main Art Deco structures consist of the original beachfront villa and an identical front building, designed to reflect the original villa and separate it from the street. This front building houses the reception area, spa, and a few second-floor guest rooms. The lawn between the two buildings has been transformed into an Asian-inspired garden with a waterfall, a slim, horizontal reflecting pool, and large gray stones. According to the ever-courteous manager, Marco Bordoni, the garden is the nicest part of the hotel because of its peacefulness, symmetry, and exotic charm.

The exotic is in fact, just what Carducci 76 hopes most to offer. A marked departure from the style of its neighbors and the look of its casual host town, the lobby is a square room with antiqued mirrored reception desks, black cubes for seating, and light boxes with twigs in a row along the right wall. Continuing through the garden and into the lounge area of the original villa, the sophisticated style and contemporary feel become even more determined. Deep-set couches and modern wingback chairs are done in a stark palette of whites, grays, and blacks, and large black-and-white prints of nudes and eclectic African art hang on the walls. The natural element is again represented by the copious plant life in the room and the large bay windows looking out to the sea and the garden. Dried vines fan the ceiling of the arched hallway to the hotel's chic and popular restaurant, Vicolo Santa Lucia, while

Contemporary chic in the lounge of Carducci 76

potted orchids and large vases of birchwood adorn the various dark wooden and black console tables. Remarkably, the sleekness of the two-tone lounge area avoids feeling too posh for the beachcomber and instead lends itself well to nursing a sunburn or quenching a thirst. Custom details like thin rope trim running along the bottom wall moldings and dark, distressed wood floors maintain a beachside feel. The lounge's terrace is open for breakfast and lunch and has a great view out over the rainbow of umbrellas lining the beach. Umbrellas are a notable fixture of Italian beaches and do far more than just shield the sun. Grouped together by color and then lined up alongside one another like colored dominos along the beach, the umbrellas are actually markers of the separate beach clubs. A new color represents a new beach club and a new owner to whom you pay your rental fee. The aqua and royal blue umbrellas just in front of Carducci 76—the prettiest umbrellas on the beach—are available to guests free of charge. The hotel's pool, encased on three sides by high white wall dividers, is a pleasant alternative to the crowded beach and a respite from the hot Italian sun. A poolside cabana offers a shaded, chic area for drinks or a light lunch. The pool's infinity edge, unlike most, actually faces toward the villa, allowing the cascading water to present an intimate waterfall view for the restaurant patrons in the ground-floor restaurant.

With the beach as its focal point, Cattolica offers a host of beach-themed activities. Sailboat, windsurfer, and dune buggy rentals are available right outside the hotel doors, while the area's many shops, restaurants, and nightclubs keep the socially minded visitor easily entertained. Due to its family-oriented atmosphere, Cattolica has some wonderful casual restaurants, particularly Picadilly Mare, run by two engaging brothers. The hotel also offers a small workout room with a treadmill, weights, and sea view. The stated intent of Carducci 76 is to seduce its clients. Everything from the velvet-soft material of the bedcovers to the spa is meant to intensify the

effects of the already soothing seaside location. Because the summer months tend to draw crowds to Cattolica, Carducci 76's masseuse and beautician recommends visiting during the cooler fall and winter months. That, she says, is when the restorative powers of the sea air and the tranquil beach are most effective at reducing stress.

THE ROOMS

The hotel has thirty-eight rooms including three signature suites. The Thai suite (pictured right) is located in one of the original villa's two turrets and has an actual tanning bed in the room for die-hard sun worshipers. The room's bed is alone in the octagonal turret and enjoys sparkling sea views from the three large bay windows. The suite has two large flat-screen televisions and a step-down bathroom with double vanities and a rain shower, ensuring a luxurious feel. Room 304, a "superior sea view room," is representative of Carducci 76's innovative style. The room features a large platform bed nestled between two teak-paneled walls and that stares right at a large picture window boasting a clear sea view. The room's closet and bathroom doors are made from the same wood paneling while both sides of the room feature sliding glass doors that open out onto private decks large enough for two chairs each. The three walls of windows give the room an open-air feel and with the abundance of wood, the experience is reminiscent of sleeping in a tree house. For a more traditional feel and layout, the two deluxe rooms between the turret suites are the next best options. Square-shaped rooms, they feature big white couches, dark wooden floors, clean white walls, and soft gray bed covers. The bedcover fabric used in all the rooms is actually an original fabric and design by Alberta Ferretti. Both deluxe rooms have balconies that overlook the sea; French doors allow a pleasant ocean breeze to enter the room. The overall aesthetic of the rooms is simple, contemporary, and chic with a monochromatic color scheme and minimal decoration.

OPPOSITE *The turret platform bed in the Thai Suite.*

OVERLEAF CLOCKWISE
FROM TOP LEFT *Cattolica's famous umbrella parade; mod furnishings in the guestroom; the 1920s villa facade; the art-deco-inspired bar; teak paneling keeps the bed neat and cozy; the exotic design of the garden.*



