

WORKSHOP PROJECT SHEET

Academic Year 2026/2027

Workshop Title:

Creative cross-contamination in Hotel Design

Cinema, fashion, photography and art: scenarios for designing new hospitality spaces

Curated by:

Entrepreneur: Stefano Pediconi, architect

Intendend audience:

Open to all students, particularly recommended for DESIGN student

Participants:

min 12 / max 30

Requirements:

Personal laptop

Duration and Credits:

30 hours – 2 FC

Workshop dates:

15/19 June 2026

Timetables, type of classes necessary, instruments and equipment:

Monday 15 June from 9.00 am to 4.00 pm (1-hour lunch break)

Tuesday 16 June from 9.00 am to 4.00 pm (1-hour lunch break)

Wednesday 17 June from 9.00 am to 4.00 pm (1-hour lunch break)

Thursday 18 June from 9.00 am to 4.00 pm (1-hour lunch break)

Friday 19 June from 9.00 am to 4.00 pm (1-hour lunch break)

RUFA CAMPUS BENACO – AULA B07

Short description:

The workshop offers a learning path designed for students, aimed at exploring the theme of cultural and creative cross-contamination applied to hotel design.

The hotel becomes a true laboratory for experimentation, where disciplines such as cinema, fashion, photography, and art interact with interior design to generate original concepts for guest rooms and common areas.

The experience aims to raise participants' awareness in developing innovative ideas by drawing inspiration from fields that may initially seem distant from interior design. As a matter of fact, each student's future professional path will be shaped by an intersection of languages and disciplines, which will represent the added value of their cultural background.

Applying these principles to hotel design within the workshop highlights the connection between different forms of creativity, enabling each participant to translate their personal background into hospitality design. The outcome will be the definition of concepts capable of making each hospitality project unique and distinctive

Short Biography:

Stefano Pediconi is an artist, hotel stylist, architect, and blogger, with a strong focus on hospitality and wellness trends, which he explores through design and research activities aimed at developing new concepts.

Going beyond the purely technical aspects of architecture, Stefano Pediconi is also involved in communication and marketing as a content creator and photographer.

He specializes in hotel and wellness center design, covering all phases of the project, with a constant pursuit of high quality applied to every type of intervention, interpreted through the language of contemporary architecture and design.

His expertise in wellness center design is particularly noteworthy, as he develops innovative concepts that position his studio among the most forward-thinking in the international landscape.

Among his current projects are the Color Hotel in Bardolino, the Hotel Miramonti in Rieti, and the Hotel 4 Camini on the Laceno plateau (AV).

Since 2005, Stefano Pediconi has also been active in education, delivering lectures at hospitality events and as technical director of workshop organized by the magazine Wellness Design.