



P O R T F O L I O

HOSPITALITY

C R E A T I N G A B E T T E R R E A L I T Y

ATI | Project

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Toscana Resort Castelfalfi Requalification, Italy

PISA
MILAN
BELGRADE
ODENSE
COPENHAGEN
PARIS
GENEVA

^ PROFILE

Creating a better reality

Architecture, landscape and technology conceived as a source of inspiration and enrichment of everyday life.

ATI Project is an international firm specialized in **integrated design** in the field of architecture and engineering, committed to the development of **sustainable buildings** with a reduced environmental impact.

The studio was established in 2011 by **Branko Zrnic** and **Luca Serri**, founders dedicated to research in bioclimatic architecture and renewable energy.

In just over a decade, the **team** has grown from **2 to 350 collaborators**.

The initial outline of the office is the same that still drives its growth today: a young, visionary, technological studio that



natively uses BIM to promote **multidisciplinarity**, as well as **innovation** and **sustainability**.

The complexity and number of projects reflect the **internationality** of the studio, which today, in addition to its headquarters in **Pisa**, has offices in **Milan, Belgrade, Odense, Paris, Copenhagen** and **Geneva**.



15

YEARS OF CONSTANT
GROWTH



27.5 Mln

TURNOVER
IN EUROS



1+ Million of m²

OF COMPLETED OR
ONGOING PROJECTS



The built space is a unicum with the surrounding environment, capable of conferring intimate and authentic sensations and perceptions.

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Toscana Resort Castelfalfi requalification

Emblem of sustainable and authentic hospitality, a bridge between tradition and innovation

Castelfalfi is a **medieval village in Montaione**, where the historical tradition of the territory and nature maintain a constant relationship, enhanced by the careful works that the **Toscana Resort Castelfalfi** has carried out over the years. The **requalification** project consists of interventions in line with this approach, where the **humanized space is a unique entity with the surrounding environment**, capable of providing intimate and authentic sensations and perceptions.

This is how the welcoming spaces, such as the **suites**, are reconfigured in terms of architectural layout and material finishes that evoke the tradition of stone in a contemporary manner. The **spa** enhances the pervasiveness of the landscape by directly connecting the indoor pool to the outdoor one, whose new orientation, along with the morphological modification of

the outdoor area, expands the visual relationship with the surrounding hilly and rural landscape. The intervention also involves the renovation of the **restaurant**, expanded by incorporating the outer area, now covered with a glass structure that allows the historic masonry texture of the building to serve as the upper backdrop, creating a play of light and shadows outlined by the visible patches of sky. The project also extends to the **residential spaces for staff**, both service and managerial, with a perspective that embraces the different destinations of the resort for a renovation that reflects on the guests' experiences.

Comfort and functionality are accompanied by concepts directly related to a vision of **sustainable and authentic hospitality**, bridging tradition and innovation.

Location:
Castelfalfi, Montaione, Italy

Typology:
Renovation

Year:
2022 - 2024

Status:
Completed

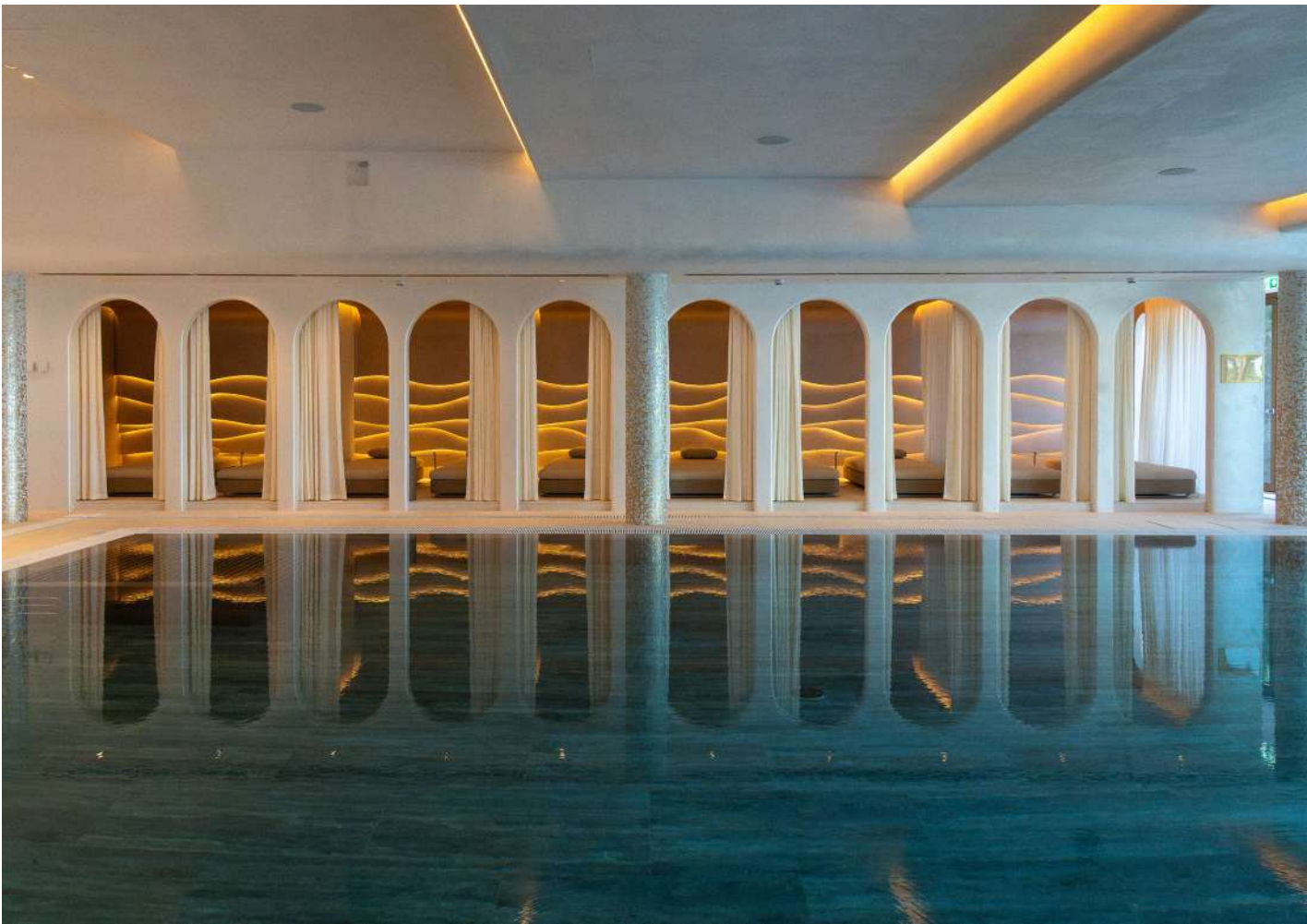
Budget:
Undisclosed

Client:
Tenuta di Castelfalfi Spa

Activities:
ARC - STR - MEP design

Credits:
Interior Design: Blue Sky Hospitality Ltd (restaurant), Affine Design (Wellness Spa & Gym, suites), Caberlon Caroppi (rooms & corridors)
Photo: Alessandro Moggi







Respect for history and openness to innovation. With its particular form which enlivens the profile of the Serbian capital, the Belgrade Tower expresses the architectural combination of these two core values.

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Kula Belgrade

The discreet luxury of a view over Belgrade

Destined to become the new symbol of the Serbian capital, as well as the tallest building in the region, the Belgrade Tower is the architectural and urban centrepiece of a **wider plan to redevelop** the right bank of the Sava River.

With its elegant, elongated shape, **Belgrade Tower** is the emblem of a far-reaching vision that sees it as the scenic container for a **hotel, high-profile residences, offices** and modern **retail**.

Hovering between the past and the future, the building draws inspiration from the historic city and the river that

runs through it, from which it takes its reflections and materials.

More than 160 metres high with a total of **41 floors** characterise this skyscraper, designed to stand out in the skyline as an **iconic landmark**. A beacon of well-being that offers visitors a privileged view of the entire city of Belgrade. The interior is defined by natural and elegant materials.



Location:
Belgrade, Serbia

Typology:
New construction

Year:
2018 - 2021

Status:
Under construction

Dimensions:
67.000 sqm

Budget:
€ 110 mln

Client:
Impresa Pizzarotti & C.

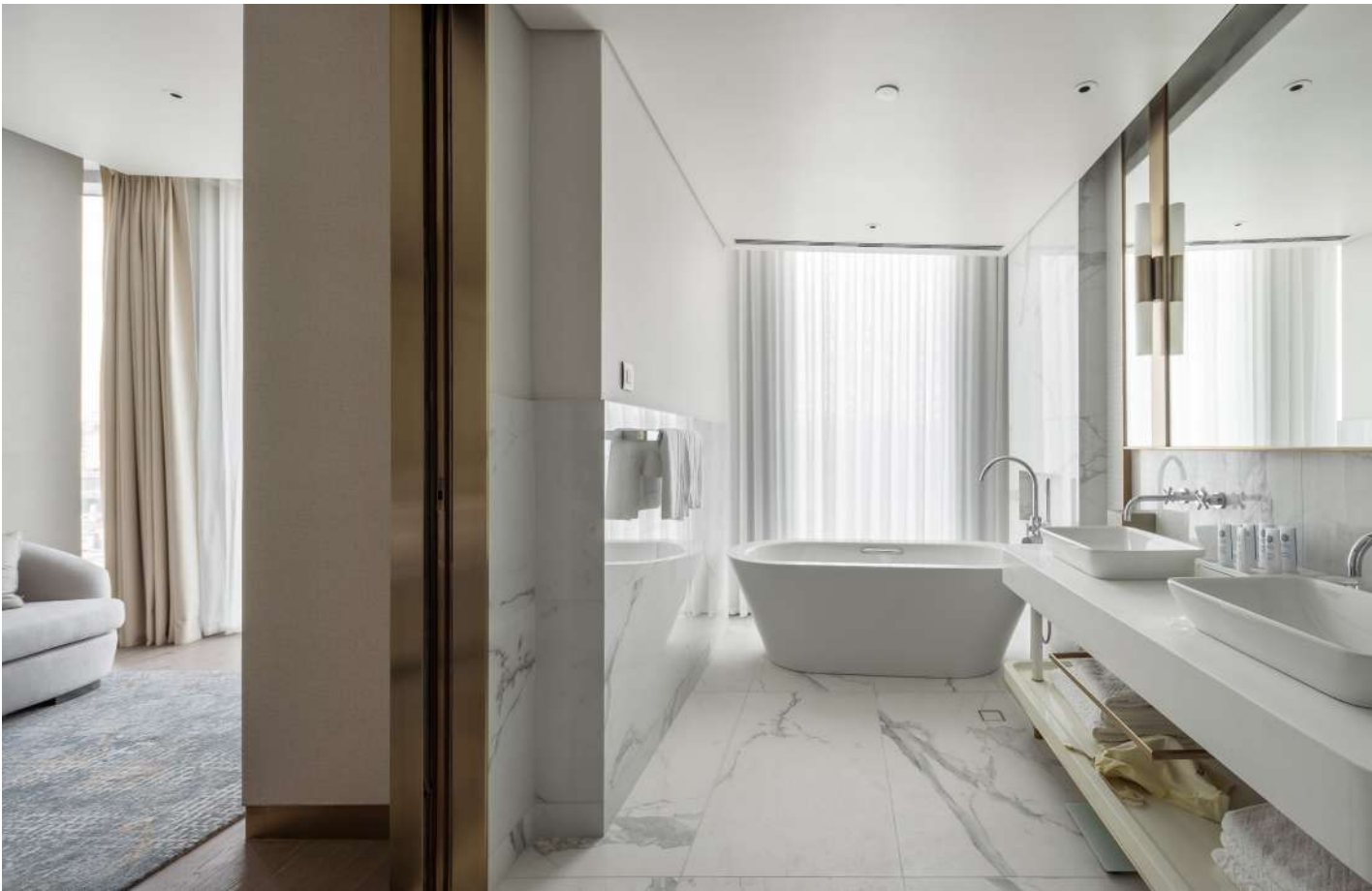
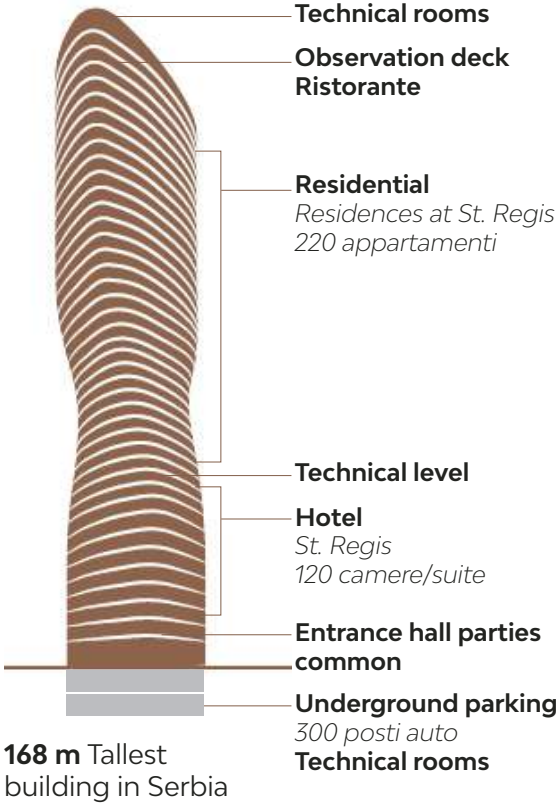
Activities:
Constructive BIM design,
Project Management

Credits:
Architectural Concept: Skidmore,
Owings & Merrill Llp
Leading Designer / Consultant: Aecom
Middle East Limited
Interior Design: Hok





Functions





A modern and functional student house designed to meet contemporary living needs and spark urban revitalisation processes.

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Student House Giovenale

Engaged residences:
Between education and urban regeneration

A symbol of revitalization and enhancement. The new project of the **Milanese student residence**, located a few steps from the Bocconi university campus, is an opportunity for renewal for a corner of the city that has long expressed the desire to trigger new dynamics of aggregation and socialization.

The intervention involves the demolition of a derelict lot and the **construction of a new complex of residences** serving education and culture.

With a well structured architectural layout, able to meet the new **demands of contemporary living**, the building aims to offer high quality accommodation for students and young workers, with shared services and open

spaces towards the city.

This is a **highly valuable** building, which requires the application of careful and meticulous management of the construction process through the implementation of the most advanced project management and process optimisation techniques.



Location:
Milan, Italy

Typology:
New construction

Year:
2020 - 2021

Status:
Completed

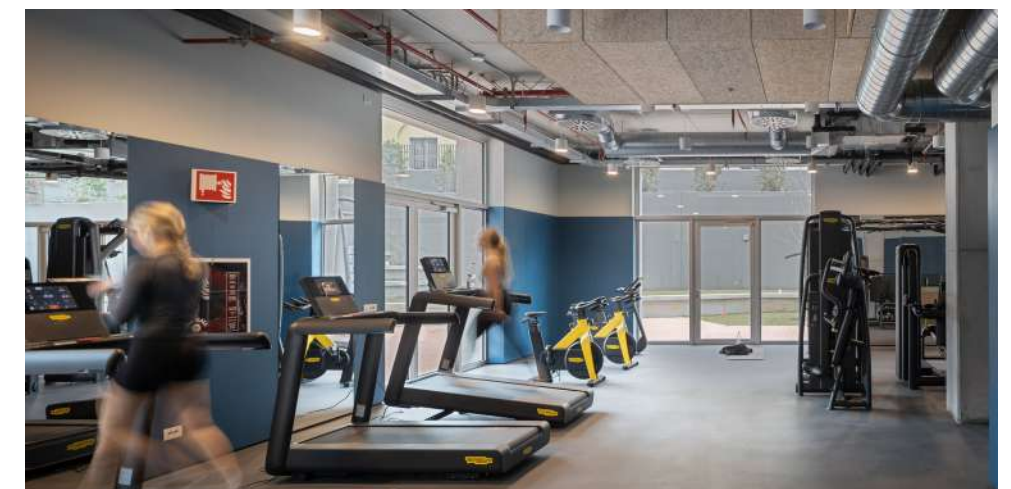
Dimensions:
17.650 sqm

Client:
Colombo Costruzioni

Budget:
€ 35 mln

Activities:
Constructive BIM Design,
Project Management

Credits:
Architectural design: Carmody Groarke,
Calzoni Architetti
Structural design: B.Cube S.R.L.
Plants design: Esa Engineering
Fire safety: Jensen Hughes
Safety and environment: Reas - Real
Estate asset & Assurance service
Landscape: Arch. Giovanna Longhi
Photo: Andrea Zanchi





A versatile microstructure that redefines urban hospitality: adaptive, modular, sustainable, and hybrid.

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MIRA

Modular Intelligent Responsive Architecture

MIRA – Modular Intelligent Responsive Architecture – is a versatile microstructure that redefines the boundaries of urban hospitality. Adaptive, modular, sustainable, and hybrid, MIRA is designed to flexibly respond to diverse contexts and functions, transforming any space into an immersive architectural experience. It tells a story suspended between innovation and art, where design meets technology to create fluid and sensory environments.

Its mutable nature allows it to adapt to various purposes – a relaxation corner, a workstation, a small dining area, or a temporary lounge. The textures and geometries, generated through artificial intelligence and generative design

processes, give the project a dynamic and distinctive visual language. MIRA's modules can be combined in multiple configurations, adapting to different spaces and functions while maintaining a constant focus on sustainability and user experience personalization.

The MIRA concept was presented at the **Fuorisalone**, within the **dot Materica** exhibition curated by Sabina Antonini and Alessandra Coppa, while the prototype was showcased at **InOut Rimini**, in the **Vision Lab** curated by Sabina Antonini and EN Space network, in collaboration with **Cromatica Marcegaglia**, **Egoluce**, **Dakota Living**, and **Binari**.



Location:
Flexible

Typology:
Versatile microstructure

Year:
2025

Status:
Prototype made

Dimensions:
3x3x3 m

Attività:
ARC - STR - MEP design

Credits:
Photo: Guido Giannelli





A naturalistic inspiration animates this luxurious hotel, which brings the lines and atmospheres of the surrounding hills into the architectural aesthetics and interior design. To instill well-being and speak of the territory.

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Silva Mountain Resort

Tribute to the landscape.
A luxurious resort in the mountains

Comfortable, luxurious and avant-garde, the new **Silva Mountain Resort** in Mittenwald, classified **4 Stars Superior**, is an example of **integrated design**, where architectural choices have been guided by a significant **landscape value** and the **link between tradition and innovation**.

The executive design on behalf of the Rizzani de Eccher company displays a **design** that defies heights and parades itself in a high altitude structure.

Traditional lines, combined with relaxing environments, restaurants and spaces reserved for guests, open onto a breathtaking view immersed in the mountains of the German municipality.

The Silva Mountain Resort is a surprising element that blends perfectly into the mountains: with wood paneling and large glass openings, it integrates harmoniously with the landscape, creating a relationship of continuity between the outdoor and indoor spaces.

Inside the hotel, **intimate spaces** are followed by **spaces of conviviality** which, studied in detail, combine **comfort and aesthetics**, generating a feeling of **balance and serenity**.



Location:
Mittenwald, Germany

Typology:
New construction

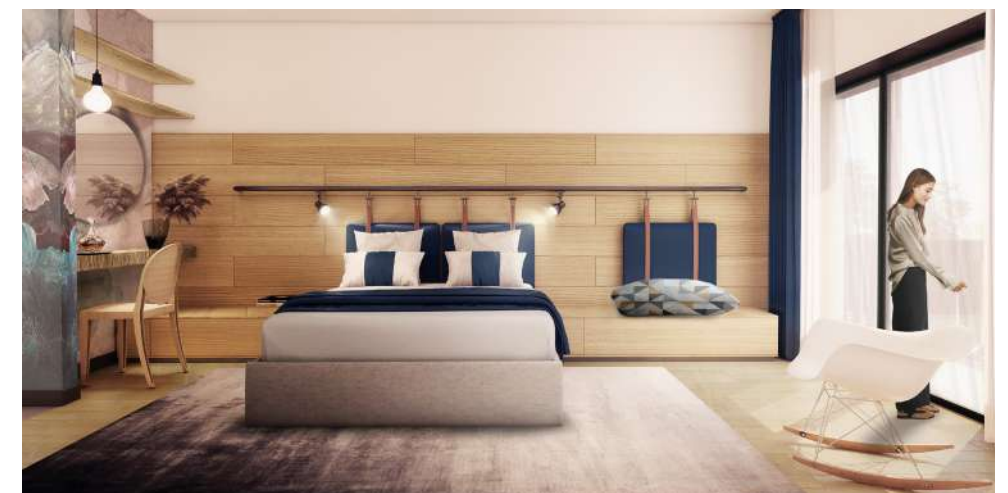
Year:
2020 - 2021

Dimensions:
13.570 sqm

Budget:
€ 21.3 mln

Client:
Rizzani De Eccher

Activities:
ARC - MEP - INT design





An interior with a warm and welcoming soul, a relaxed mood suspended between past and present.

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Miratorre Hotel

Authentic atmosphere for the hotel a stone's throw from the Tower

A few steps away from the Tower, the hotel in Via Pietrasantina will represent an **exclusive place**, in continuous dialogue with the historical centre of the city.

At the **ground level** a cozy hall hosting the reception and cafeteria embraces its guests in an elegant and informal environment that opens towards an interior garden with a delicate Mediterranean atmosphere.

The **upper levels** host the bedrooms, all double sized and provided with private bathrooms.

The choice of a **light-pale coloured palette** contributes to the tranquility and luminosity of the rooms, widened by the large windows that frame a striking view towards the old city.

The layout of the furniture completes the atmosphere through a touch of chromatic contrasts, brush strokes that endorse a canvas of unique and timeless elegance.

Location:
Pisa, Italy

Typology:
New construction

Year:
2020 - 2021

Status:
Completed

Dimensions:
500 sqm

Budget:
Undisclosed

Client:
Private

Activities:
Interior design





Location:
Pisa, Italy

Typology:
Renovation

Year:
2017

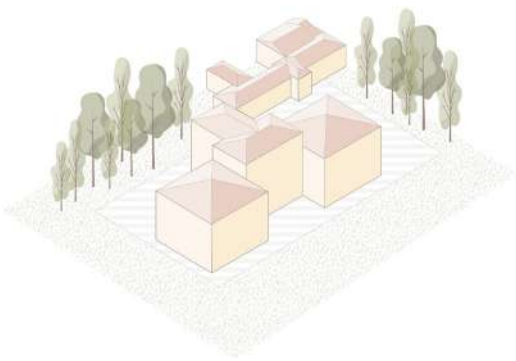
Status:
Project proposal

Dimensions:
9.100 sqm

Budget:
Undisclosed

Client:
Undisclosed

Activities:
ARC design



Total number of rooms: 95

Standard rooms: 86



Suite: 9



An enchanting hotel, completing a widespread urban recovery intervention.

RICETTIVO

Santa Chiara Hotel

A green oasis, next to the pedestrian centre of Pisa

The project for the construction of the New Santa Chiara Complex in Pisa represents a **widespread urban recovery intervention** that intersects capillary restoration actions with a wider redesign of external spaces of services to the city sector.

The design proposal for a historical building adjacent to Piazza dei Miracoli, focuses on the **conservative restoration** and system adaptation of the building, in order to make the building capable of accommodating the future hotel.

The structure spans over 3 floors, housing standard rooms, suites and basic services, crowned by a belvedere overlooking the Tower.

The intervention is completed with the prevision of an aerial walkway towards the adjacent building, contributing to the greater organicity of the entire urban section.



A unique, recognisable, sustainable and adaptable solution. To encourage intelligent tourism.

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3x3 / 3 Hostels for 3 Cities

Sustainable and replicable, the hostel becomes 'smart'

The proposal for the **"3 Hostels for 3 Cities"** aims to influence the future design of hostels in the city of **Florence, Berlin and Prague**.

The founding principle for the composition is the **open space**, where the furniture becomes the means for way-finding and organisation of the people-flow.

The layout of the bedrooms has been developed on the concept of **modular and multifunctional strategies**, able to fulfill different functions depending on different user needs.

Colours, materials and finishing details convey a strong, recognizable image. Common areas, inside and outside of the rooms, aim to promote social interaction amongst guests, a fundamental characteristic for all hostels.

Location:
Florence, Berlin, Prague

Typology:
Renovation

Year:
2017

Status:
Project proposal

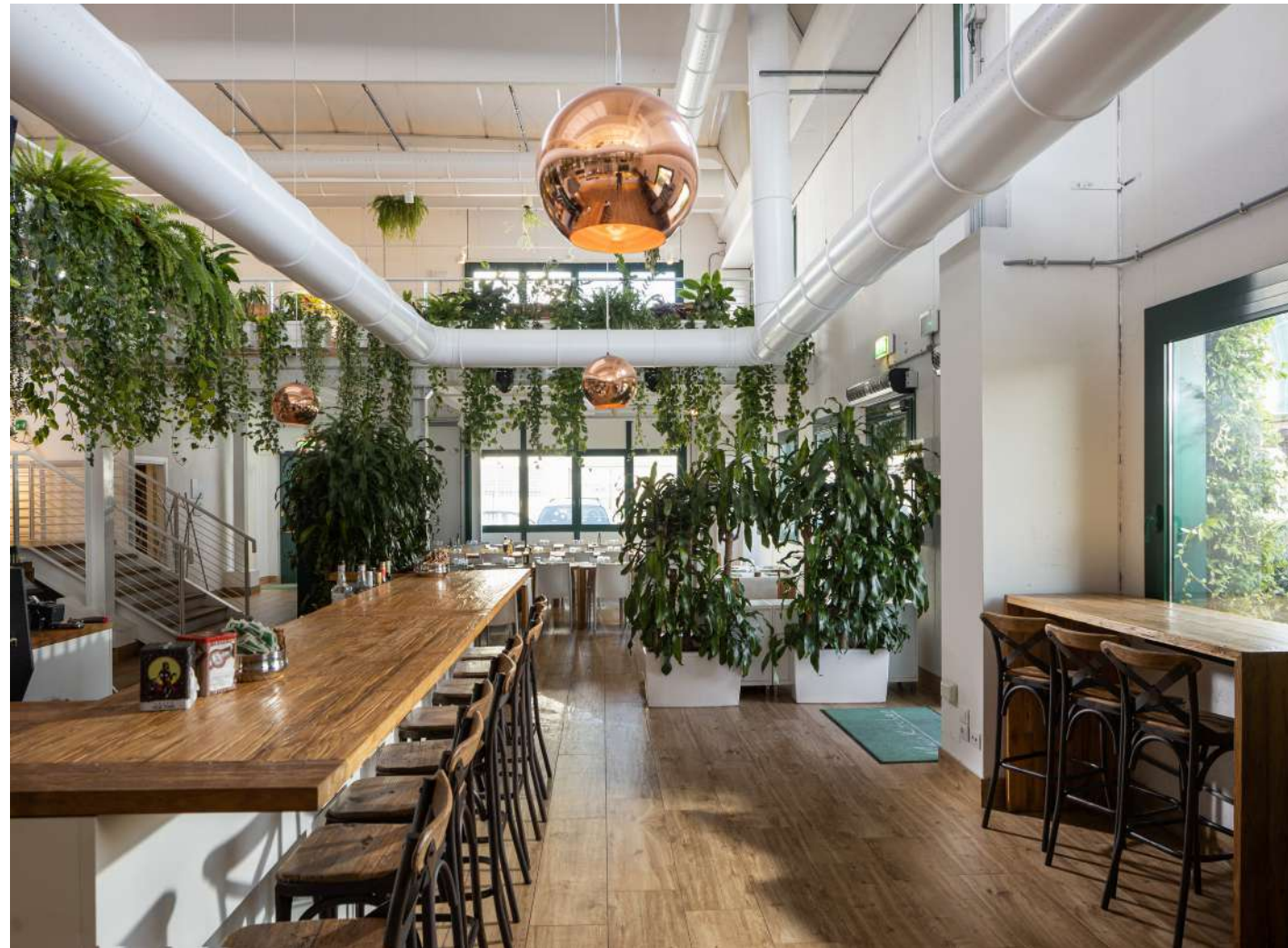
Dimensions:
8.000 sqm

Budget:
€ 2 mln

Client:
Elite Club Vacanze Group

Activities:
ARC - INT design





Simple but refined atmospheres for a pleasant lunch break in the large industrial area of Montacchiello, just outside Pisa.

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Salza Self-Service

Design and comfort. Architecture pays homage to Pisan cuisine

The **culinary art** is first and foremost an expression of taste and elegance. The design for **Main Kitchen** of the **Salza Catering group** translates this concept into a refined location, **accessible** to all, thanks to which the excellence of the pisan cuisine can reach people and workers daily.

An **informal** ambience: indoors the warm shades of the wood meet the blooming play of the green elements. The plants are placed in order to accentuate the geometries

of the central double-height ceiling, bestowing a modern touch.

The **lighting design** enhances the space to be more than just a simple dining room: a place for wellness and pleasure, that makes welcoming the essence of its being.

Location:
Pisa, Italy

Typology:
New construction

Year:
2013

Status:
Completed

Dimensions:
700 sqm

Budget:
€ 450.000

Client:
Main Kitchen

Activities:
ARC - MEP design





The resort is developed in a seaside resort near Pisa, in Tirrenia, focusing on respect for the environment and sensitive recovery of past history.

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Colony "Vittorio Emanuele"

The (luxurious) second life of the former seaside colony

Colonia Vittorio Emanuele is a former marine colony a few steps from Tirrenia, reconverted into a place of mixité for wellness, tourist accommodation and luxury residences.

The layout of the complex develops in a semi-circular shape, oriented towards the sea, along which luxury residences and reception areas are placed.

At the center, the hall is designed as an architectural kaleidoscope, capable of reflecting the sea within its premises. On the same axis rises the volume that houses the restaurant and multipurpose room.

The interiors feature an attentive use of wood that accompanies users room by room.

The SPA closes the intervention, here the project dialogues openly with the historical pre-existence, pursuing the elegance of the details and the constant relationship with the surrounding nature.



Location:
Pisa, Italy

Typology:
Renovation

Year:
2008

Status:
Project completed

Dimensions:
25.000 sqm

Budget:
Undisclosed

Client:
Undisclosed

Activities:
Interior design



Certifications



BIM UNI PDR 74:2019
CERTIFIED COMPANY



ISO 9001:2015
CERTIFIED COMPANY



ISO 14001:2015
CERTIFIED COMPANY



ISO 45001:2018
CERTIFIED COMPANY



UNI PDR 125:2022
CERTIFIED COMPANY



SA 8000:2014
CERTIFIED COMPANY



ASSOCIATE OF
CONFINDUSTRIA
ASSOIMMOBILIARE



MEMBER OF
OICE



MEMBER OF
EFCA



MEMBER OF CNETO
CENTRO NAZIONALE EDILIZIA
E TECNICA OSPEDALIERA



BIM QUALITY
ENVIRONMENT POLICY



SOCIAL RESPONSABILITY
POLICY



GENDER EQUALITY
POLICY

A modern office interior with a high ceiling featuring exposed red and grey pipes and numerous small, round, white pendant lights. In the foreground, there are dark wooden chairs and a long wooden table. The background shows office partitions and a few people working.

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CREATING A BETTER REALITY

PISA
MILAN
BELGRADE
ODENSE
COPENHAGEN
PARIS
GENEVA