

Interview with Guy Oliver — Design Storytelling for Borgo Pignano Florence

Vision and Project Identity Origin and Concept

- What was the foundational idea behind the new Borgo Pignano Florence project?
- How did you interpret the Borgo Pignano brand identity within this new context in Florence?

Sense of Place / Connection with Florence and Tuscany

- How does the project convey the essence of Tuscan culture — the light, the materials, the colors of the countryside, and the Florentine aesthetic?
- Are there symbolic local elements, references to the original Borgo Pignanos, the territory's history, or traditional artisans that you aimed to preserve or reinterpret?
- How did you approach the dialogue between historic architecture and contemporary interventions in interior and exterior design?

Architecture, Interiors, and Design

- What is the stylistic DNA of your project for Borgo Pignano Florence? How does it reflect or differentiate itself from your previous hospitality interventions?
- Considering the property's unique configuration — a classic historic Villa with an expansive park and Italian gardens, located in an upscale, residential neighborhood just a short walk from the city center — how did this specific context inspire or guide your design choices?
- Which materials did you choose as protagonists? Are there artisanal techniques or innovative materials you wish to highlight? any signature piece of furniture you'd like to highlight?
- How were the common areas — lobby, dining rooms, gardens, spa, lounge areas — conceived in relation to functionality, hospitality, and guest flow?

Guest Experience

- What emotion do you want the visitor to immediately feel upon arrival at the property?
- Are there sensory elements — light, sounds, scents, textures — to which you paid particular attention?
- How did you envision spaces dedicated to relaxation, socializing, work, wellness, and contemplation of the landscape?

Sustainability and Innovation

- What sustainable practices did you integrate into the project? Did you use local materials, efficient energy systems, or low-impact construction techniques?
- Were innovative technological solutions (HVAC, lighting, home automation) included to enhance comfort and sustainability?
- How does the elegance of luxury reconcile with the ethical and sustainable approach that distinguishes Borgo Pignano?

Section 2: The Design Process Team, Phases, and Collaborations

- Which internal and external teams collaborated on the project (architects, interior designers, engineers, landscape architects, artisans, restorers)?
- What were the main architectural, landscape, or logistical challenges in creating or requalifying the new property near Florence?
- How did you manage design decisions: what priorities emerged and how did they evolve during the work?

Research and Inspiration

- Are there hotels, historic villas, or rural estates — in Italy or abroad — that you studied as references?

Distinctive Details

- What is an architectural or interior design detail that you consider particularly emblematic or unique to Borgo Pignano Florence?
- Is there a hidden element, a "secret" or symbolic detail designed for those who look closely?

Section 3: Images, Emotions, Visual Language Art and Objects

- Did you collaborate with Tuscan and international artists, artisans, or galleries for artworks, furnishings, or decorations?
- Were custom-made objects or design pieces created for the property?

Light, Color, Atmosphere

- What choices did you make for artificial lighting and for creating different atmospheres at various times of the day?
- How did you work with natural light, which is so peculiar in a Villa estate with a grate garden/park?

Emotions and Sensations

- What feeling would you like the guest to take with them at the end of their stay at this new property?