

a journal of Gebrüder Thonet Vienna GmbH

Interno Marche

slow living



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DESIGN



GTV furnishes the prestigious spaces of Interno Marche

Gebrüder Thonet Vienna GmbH (GTV) furnishes the prestigious spaces of Interno Marche, the first Design Experience Hotel that tells the story of 60 years of design history. In the centre of the Marche, in a beautiful setting of small villages and soft hills, the dream hotel of Franco Moschini, patron and current president of Gebrüder Thonet Vienna, is born. Michele De Lucchi, GamFratesi, Vico Magistretti, Front and Nendo are among the famous names of architects and designers who have collaborated with GTV and to whom some of the rooms of the design hotel are inspired, enriched by their most iconic works. Protagonists of the refined spaces such as lobby, lounge bar and patio, some of the most famous contemporary creations of the brand, such as the Loie lounge by Chiara Andreatti and the Targa sofa by GamFratesi together with the Arch Coffee Table by Front. The Ample chair and bistro tables, designed by Nichetto Studio, recreates the unmistakable refined atmosphere of the historic Viennese bistro, furnishing the restaurant and the patio with the new outdoor version of the Ample family.

→ With this prestigious supply, Gebrüder Thonet Vienna reconfirms itself as the ideal partner for sophisticated contract projects around the world thanks to the refined elegance of the lines and the high design quality of its creations.



location:
**Interno Marche Design Experience Hotel,
Tolentino (MC)**

latitude:
43° 12' 36.851" N
longitude:
13° 17' 16.325" E



Stories, visions, inspirations.

Interno Marche is much more than a hotel, it is a dream that becomes a project and finally a reality. It encloses a story of the past and the value of a place, of work and the people who built and lived it.

The rebirth of Villa Gabrielli



Villa Gabrielli, a late Liberty jewel, symbol of the development of the city of Tolentino in the last century. In 1922, the building was initially a factory and the residence of entrepreneur Nazareno Gabrielli, creator of the famous Italian fashion brand. After him, it became the first production site of the new Poltrona Frau and the residence of Franco Moschini. The heritage of the place is preserved in the Interno Marche project, which, has rethought and recreated with care these spaces these spaces of work, family, lived life and has thus returned them to the city.





lobby

The 'Frame' is the heart of Interno Marche, an exhibition volume for installations and works of art, whose contents are curated by the Design Terrae Foundation.







the corridors

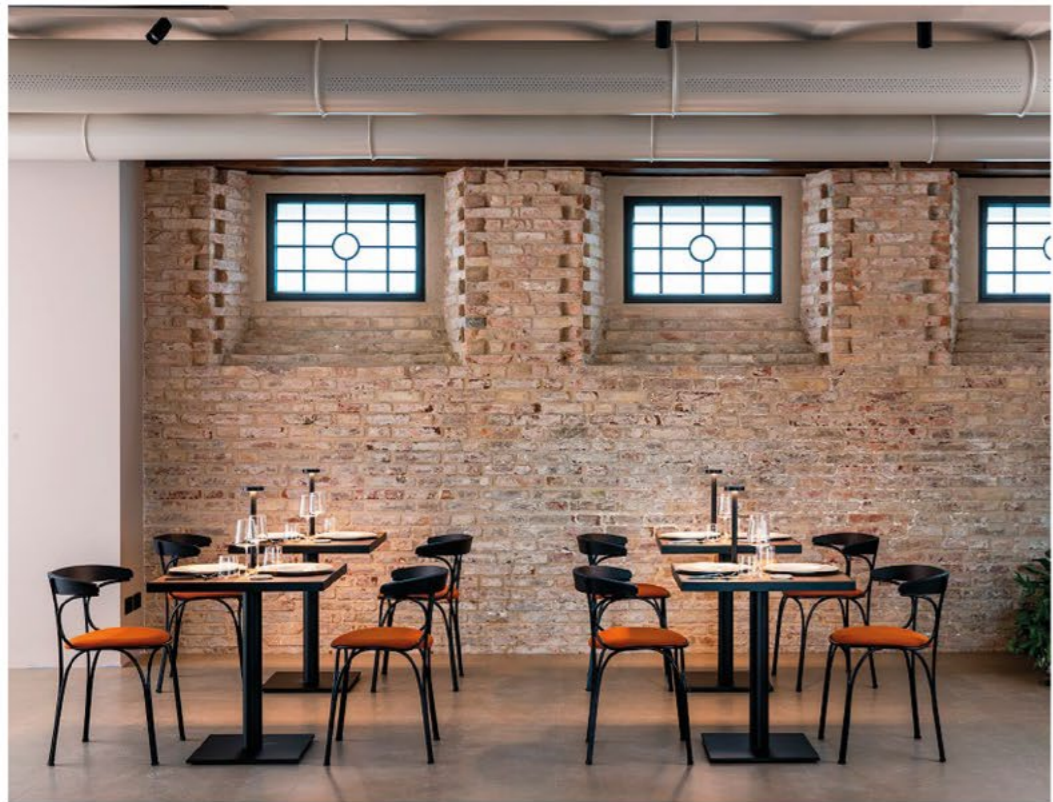
They host panels, works and installations that tell stories and visions linked to Franco Moschini's love for the "beautiful good and well made".





bistrot

Located in the old premises where leather was processed, it represents Franco Moschini's bond with the land of Marche. L'Opificio is designed to welcome and serve guests "in the manner of Franco Moschini". A culinary proposal that combines tradition, internationality and care, a love for history that is perceived both in the dishes and in the furnishings, in a cozy and authentic restaurant.



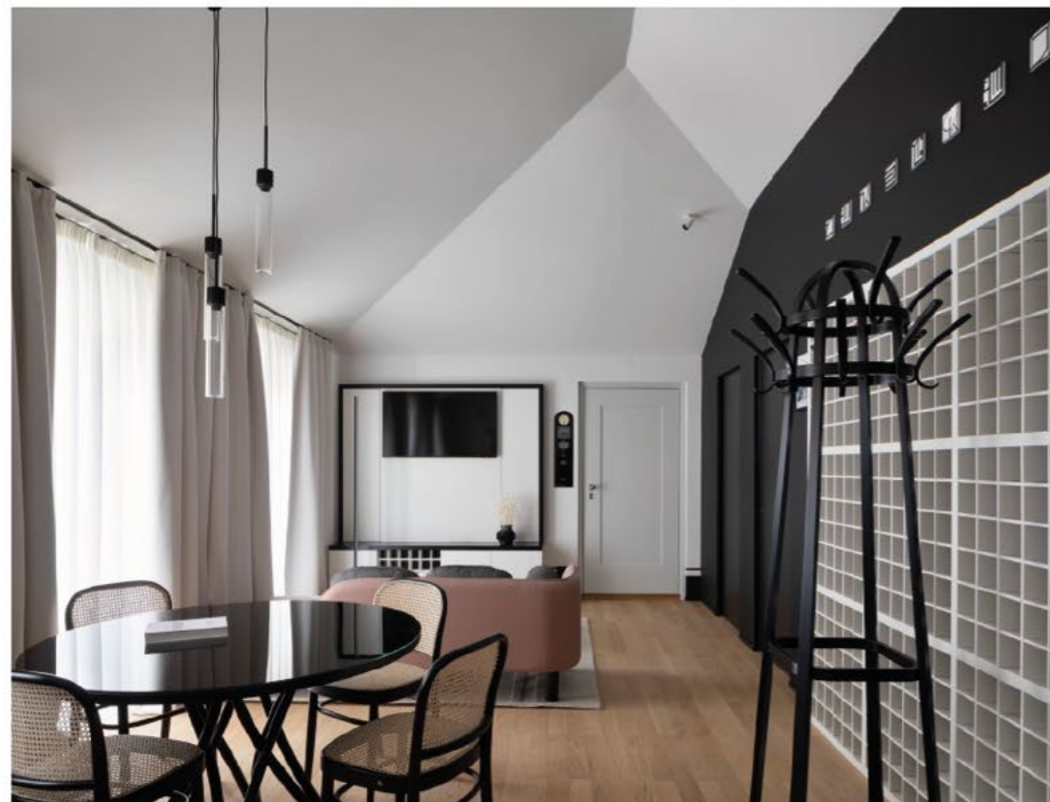
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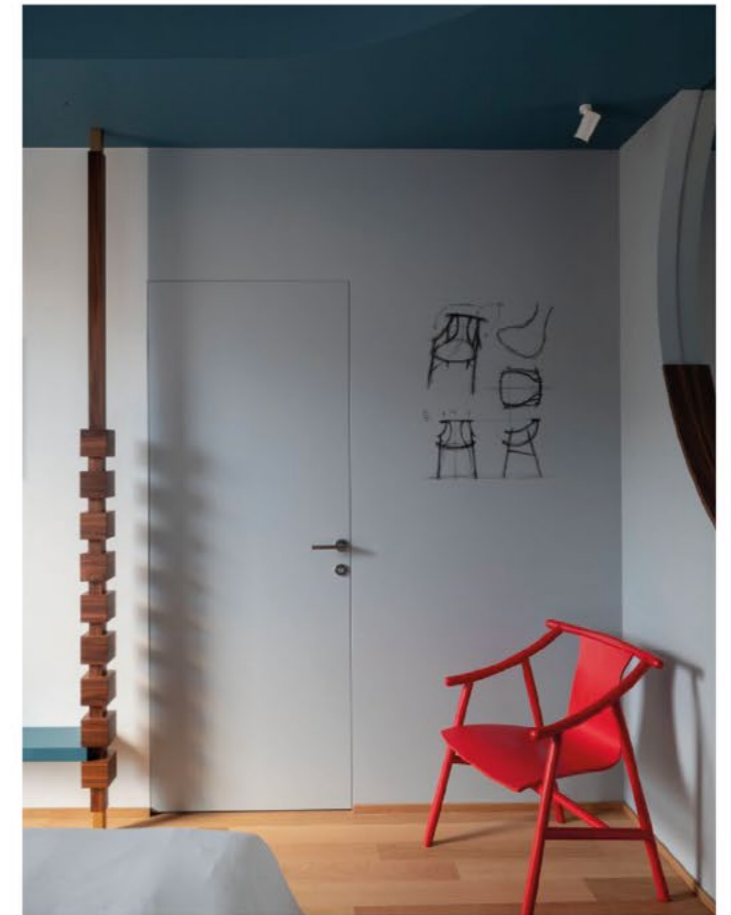




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Iconic guest rooms.







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‘Beautiful, good and well made’.

A challenging project for the territory.



Franco Moschini

The local and international value of his history.


Franco Moschini, entrepreneur and patron, has made Made in Italy famous throughout the world, proudly believing in Italian taste and craftsmanship.

He is the founder of the new Poltrona Frau, owner of Gebrüder Thonet Vienna and lover of his homeland, Le Marche.



INTERNOMARCHE
DESIGN EXPERIENCE HOTEL

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 @internomarche