

EVELINA

VILLA No. 174: luxury and avant-garde in Rio



VILLA No. 174, Rio de Janeiro, Brazil © Srdjan Prodanovic



A new, unique boutique-hotel has just opened on top of the Santa Teresa hill, the "Carioca Montmartre".

The ambition of Villa No. 174 is to combine luxury accommodations with artistic innovation: this nonconformist boutique-hotel has just opened on top of the Santa Teresa hill, a bohemian and culturally vibrant neighborhood of Rio de Janeiro. With regard to accommodation, this establishment takes over an old mansion situated in the heart of a tropical garden; it offers four studios with unclassifiable aesthetics, fruit of the unbridled imagination of the property's host, fashion entrepreneur Srdjan Prodanovic.

A pillar in the center of the "pool room", one of the four studios, is enveloped in plant motifs that cross and overflow. This room has an entrance to the pool. Art Deco, colonial, and 60s-era themes coat the three other suites facing panoramic views over Guanabara Bay and the Sugarloaf: the old and modern harmonize in mixing brilliant bursts of color with antique armchairs purchased from antique shops and reupholstered with the finest Italian fabric.

On the walls, striking contemporary paintings custom-made by Bosnian painter Radmila Djapic Jovandic are a common thread in this hotel. Every painting throughout the hotel are representations of the encounters and impulses of the owner, an ex-press officer of Emmanuel Ungaro and Giambattista Valli and co-founder of the Burakuyan brand. In time an exterior wall of the hotel will be covered by the inspiration of graffiti artists, while the elegant main room will become an exhibition space for works of artists, sculptures and other artistic disciplines.

Villa No. 174 goal is to become a lively and dynamic place, conducive to cultural exchanges; whose primary witness Nino da Costa, the lively parrot of the residence, will narrate and account the hotel's evolution. This pet, with his very "fashionable" tastes through his blog and Instagram account depicts not only the evolution and happenings of the hotel, but the artistic innovations of Rio and feather alerts on the latest gossip stirring the top of the top in international fashion.

villa174.com