

## VILLA NO. 174

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From fashion entrepreneur Srdjan Prodanovic comes the bohemian design of this non-conformist, boutique hotel in Rio de Janeiro. Newly opened on top of Santa Teresa hill, the hotel's aesthetic is largely unclassifiable, embodying just as much cultural vibrancy as the neighbourhood in which it sits, and offering panoramic views of Guanabara Bay and Sugarloaf Mountain. Prodanovic's challenge was to combine luxury accommodation with artistic innovation and contemporary design, without losing the old mansion's original charm. Situated in the heart of a tropical garden, four studio spaces reflect the fruits of Prodanovic's uninhibited imagination.

Across the four studios there are hints of Art Deco and colonial design, plus influences from nature in the form of plant motifs. These spaces harmonise the old and the new, brilliant bursts of colour are set off against antique armchairs, re-upholstered with fine Italian fabrics. Prodanovic's design allows for the expression of many artistic disciplines, with the hotel serving as an informal exhibition space for painters and sculptors alike. Striking, contemporary paintings - custom-made by Bosnian painter Radmila Djapic Jovandic - adorn the walls throughout the hotel and, in the near future, one exterior wall of the hotel will be covered with the inspiring creations of graffiti artists, adding another contemporary and somewhat urban slant to this visually diverse project.

Prodanovic's personal fervor for the city radiates from the design, the aim of which was to reflect the lively and dynamic personality of the hotel and its setting by "breaking through the spatial shell that divides interior from exterior in most hotels" thus blurring the lines between indoors and outdoors. The intention was to embrace the tropical beauty of the environment around the hotel, allowing it to seep into the modernity of the building's interior. All materials throughout the evolution of the project were sourced from within Brazil.

Photo credit: Gustavo Wittich

Srdjan Prodanovic  
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