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IRISH INTERIORS



"Style fever"





Style Fever

CAPTURING THE VERVE AND VIBRANCY OF ITS BOHO NEIGHBOURHOOD ABOVE DOWNTOWN RIO, THIS BOUTIQUE HOTEL SEAMLESSLY BLENDS INDOOR AND OUTDOOR VISTAS, WITH THE CLEVER USE OF ART, LIGHT AND COLOUR DEMONSTRATING ITS OWNER'S FLAIR FOR FASHION AND DESIGN

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With soaring views across the city and surrounds of Rio de Janeiro, Villa N174 is the latest passion of luxury brand developer Srdjan Prodanovic. Filled with original works of art and reflecting the flair of a seasoned consultant in the fashion industry, this boutique hotel feels like a very swish home from home holiday villa.

"I first started planning the idea for the hotel after visiting Rio a few times," says Srdjan. "I realised I loved the country and I wanted to introduce the beauty, joy and fervour that radiates in Rio to my friends and family. Little by little it turned into a business venture. The vision is to develop a luxurious and bohemian accommodation, which I feel is a great definition of what Rio de Janeiro represents."

He first discovered Rio in 2005 thanks to a friend who was a native of the country, and from then on he was hooked. He has been travelling there at least once a year ever since. "I was attracted to the area through the liveliness and approachability of its people as well as the 'kick back and relax' attitude that takes a hold of you once you step into the country," he says.

The villa is situated in Santa Teresa, a captivating setting above downtown Rio. "This area offers a bohemian spirit and offers a different take on the exquisite city of Rio," Srdjan enthuses. "The area is now known as the artist district where studios and galleries host creative events such as Afro-Brazilian drumming in the streets as well as art walks each



month. The heart of this village-like area is the Largo dos Guimaraes, a tiny plaza which is the meeting point for some of Rio's best-loved carnival street parades. Around here there is a local favourite eating and drinking spot like Bar do Mineiro as well as Espirito Santo which serves exotic Amazonian dishes which you can enjoy on the grandiose terraces overlooking the city."

He began the project over a year ago, carrying out all the design work himself. The interiors were completed in early January 2014. "The design plan was to break through the spatial shell that divides interior from exterior in most hotels. I wanted to connect the external tropical beauty of Rio and the modernity of the interior design. That is why the rooms are laid out so they all give on to the lavish foliage that covers the exterior of the estate. All the materials we used originate from Brazil, which helped evolve the design as it progressed," explains Srajan. "The house now embodies a softened luxury with spatial layering through constructed elements and a spatial transparency achieved by blurring exterior and interior elements."

The hotel contains four rooms each with their

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THIS CONTRAST OF ANTIQUE AND MODERN IS THE HOTEL'S BOUTIQUE SIGNATURE IN ALL ITS FURNITURE AND DECOR.

own private bathrooms and dressing rooms: the Master Suite, the Pool Room, the Geometric Room and the Mirror Room. The hotel's permanent resident and mascot is a beautiful Macaw Parrot called Nino. "Most guests love Nino as he brings such joy; he even has his own Instagram account @ninodacosta174," laughs Srdjan.

The living room extends to 180 square metres and leads onto a broad terrace bathed in sunshine and with gorgeous views of Rio. The elegant furniture

and decor add a luxurious feel to this Rio hideaway. "The pool room is situated next to the swimming pool and brings in a feel of the Amazon and the jungle through its painted wall paper, plants and wood furniture," says Srdjan. The extensive windows overlook a tangle of foliage, the views joining the interior with the exterior. In one step, we reach the pool area surrounded by copious greenery and friendly monkeys that come to visit and wave hello.

The Geometric Room on the second floor is reminiscent of a modernized 1960s feel blended with an art deco touch. The wall on the left of the entrance is filled with a black, grey and white geometric wall paper. The mirrored chest of drawers and white tiger rug are luxurious additions to the clean lines of the room. French doors open onto the wide terrace where an inviting hammock offers the promise of relaxation.

The Mirror Room is so called because the bed's head board is a long mirror taking up the majority of the wall and offering a seductive ambience. This

room is an elegant expression of Jean Prouvé's La Maison Tropicale, through the ventilated doors that lead onto the veranda where guests listen to the humming of the wind or lie and marvel at the stunning views.

The Master Suite is spacious and serene with an entrance foyer leading to the large sitting room and the bedroom discreetly secluded by sliding doors. The large and superbly appointed bathroom contains a bright vanity unit, a deep soaking tub and a separate shower for ease and convenience. The elegant period furniture is



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complemented by exquisite pieces of modern art. A double glass door leads to the balcony overlooking the pool and across the city of Rio.

Throughout the villa, Srdjan has placed amazing works of art. "I love all the pieces - they were custom made by the Bosnian painter Radmila Djapic Jovandic and are a metamorphosis of the whims of my heart. Radmila custom made large format paintings in order to give a unique and dreamy atmosphere in every corner of the hotel," he says. "Every furniture piece in the hotel



THE EXTENSIVE WINDOWS OVERLOOK A TANGLE OF FOLIAGE, THE VIEWS JOINING THE INTERIOR WITH THE EXTERIOR.



was found in vintage markets and totally restored by local artisans using the finest Italian fabrics from the famous house of Dedar. This contrast of antique and modern is the hotel's boutique signature in all its furniture and decor."

Srdjan has poured his passion for Rio into his new venture and created a truly remarkable space, one that offers a tranquil haven of style and serenity amidst the heat and hubbub of the city of carnivals and dance.



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Srdjan Prodanovic is a well known brand developer who collaborated in 2009 with Paris-based fashion designer Burak Uyan, the once-creative mastermind behind Giambattista Valli's clothing and accessory line, to develop the iconic BURAKUYAN shoe brand. Srdjan's early experience was built during his years of work for clients such as Emanuel Ungaro, Giambattista Valli, and Sheriff and Cherry. As a fashion consultant handling press and commercial affairs Srdjan has launched the brand on the world market and proven that in the market of luxury shoes and bags there is huge potential for new ideas and talents. "I will also be investing all necessary attention in my new passion, the fabulous new boutique hotel in Rio de Janeiro that I have just opened," says Srdjan. "On the eve of the football World Cup championship in Brazil, this hotel will be an oasis for fashion lovers and all those who are looking for the best location for future shoots and editorials."



For further details on Villa N174 in Rio de Janeiro, contact Srdjan at E: srdjan@srdjanprodanovic.com or see villa174.com