

A series of concentric circles in a light beige color, centered on the page, creating a ripple effect that frames the central text.

DEŌM

CITY HEART

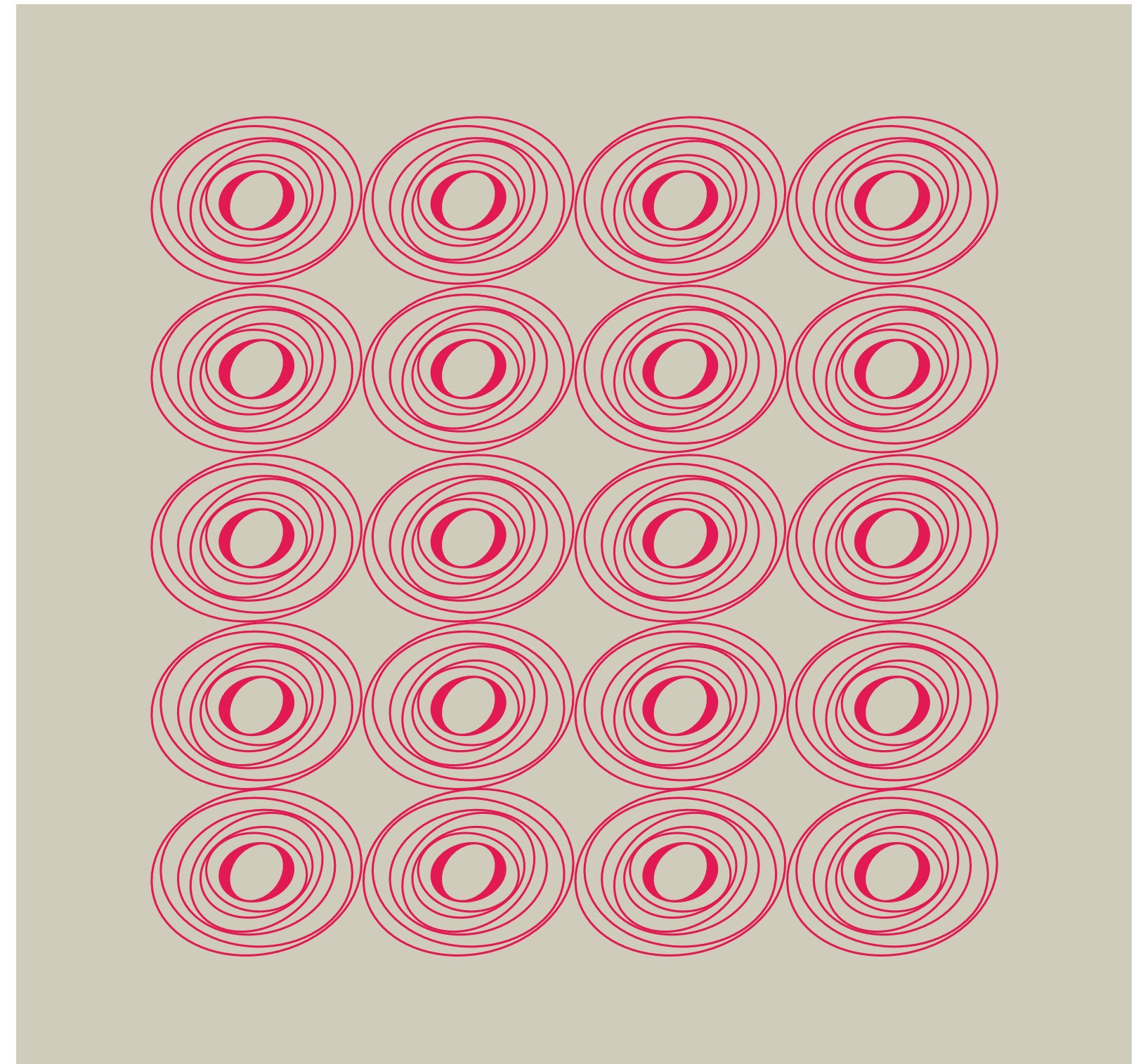
LUGANO



*Deōm represents  
a world in motion, hectic.  
An intertwining of cultures, of stories.  
At the center of all, an "O",  
because Deōm is a point of connection,  
it is a meeting place  
and is located in the  
bustling heart of the city.*



# Transforming generic stay into a forward-thinking design travel experience.



Deòm aims to offer a unique stay experience in the most prestigious locations, moving away from the traditional concept of luxury to focus on targeted luxury.

We provide meticulously designed and sophisticated suites, showcasing modern, forward-thinking approach in the management of stays and upscale accommodations.

Tourism represents a strategic sector of every country's economy.

Supporting and providing high-end services today does not mean catering to a few privileged individuals, but rather expanding the potential customer base by **offering only what is truly necessary** at a lower price compared to industry peers.

This encourages the diverse experiences that the city has to offer, allowing everyone to fully enjoy them.

Deòm was born  
from very clear  
present and future  
needs.



The hotel industry market is continuously growing, and there are needs that are not met by the existing offerings.

Deòm has sought to distance itself from all that is superfluous surrounding a stay or a journey, aiming to concentrate on and highlight the essential heart and soul of the required services:

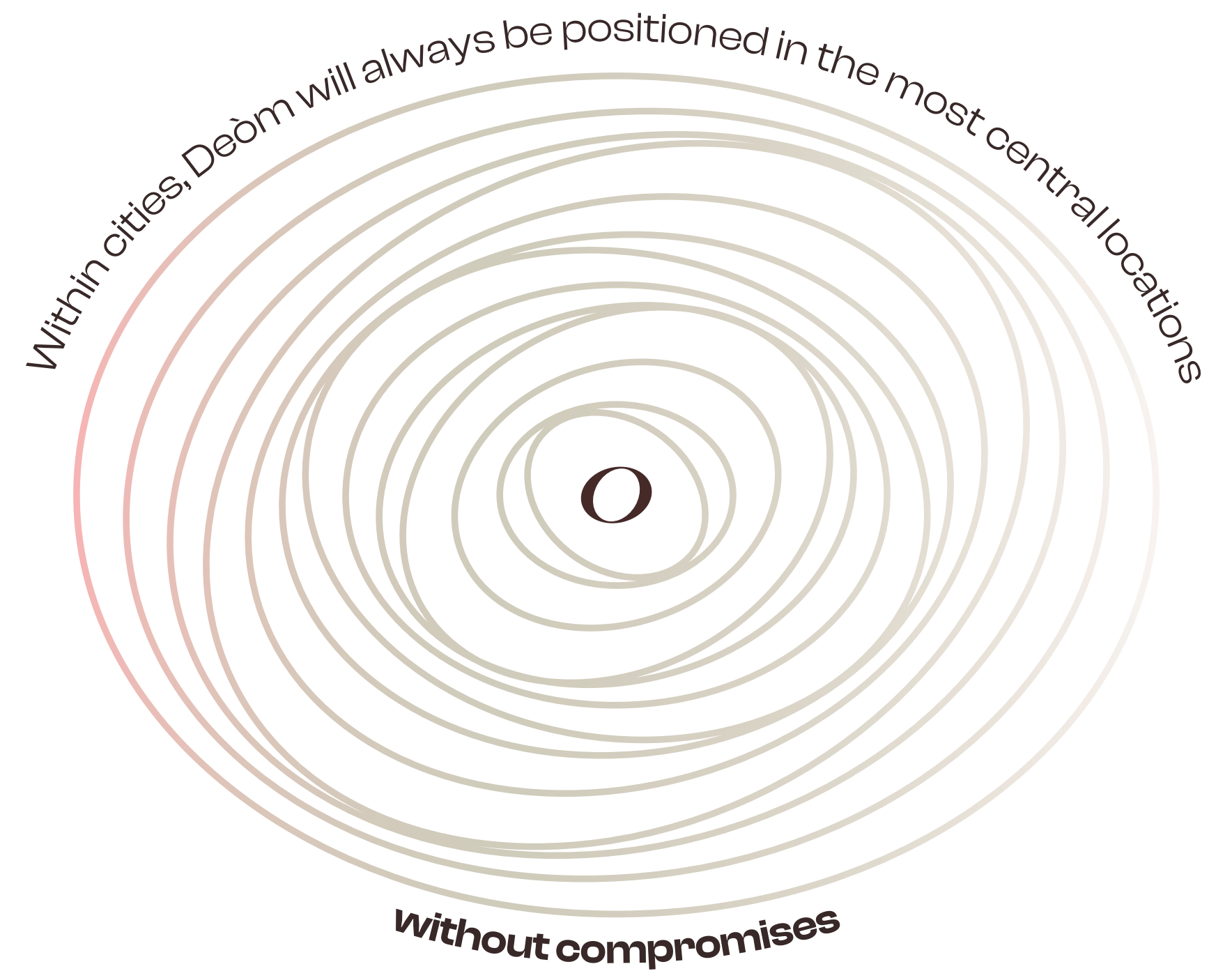
- 01. TOP LOCATION
- 02. DESIGN ROOMS
- 03. TECHNOLOGY

The service offered is thus stripped of a series of components that are essentially unnecessary, in favor of enhancing the core offering that allows travelers to fully enjoy their stay at significantly advantageous prices compared to high-end hotels offering living spaces of equal quality.

THE HEART OF THE CITY

01

# Top Location







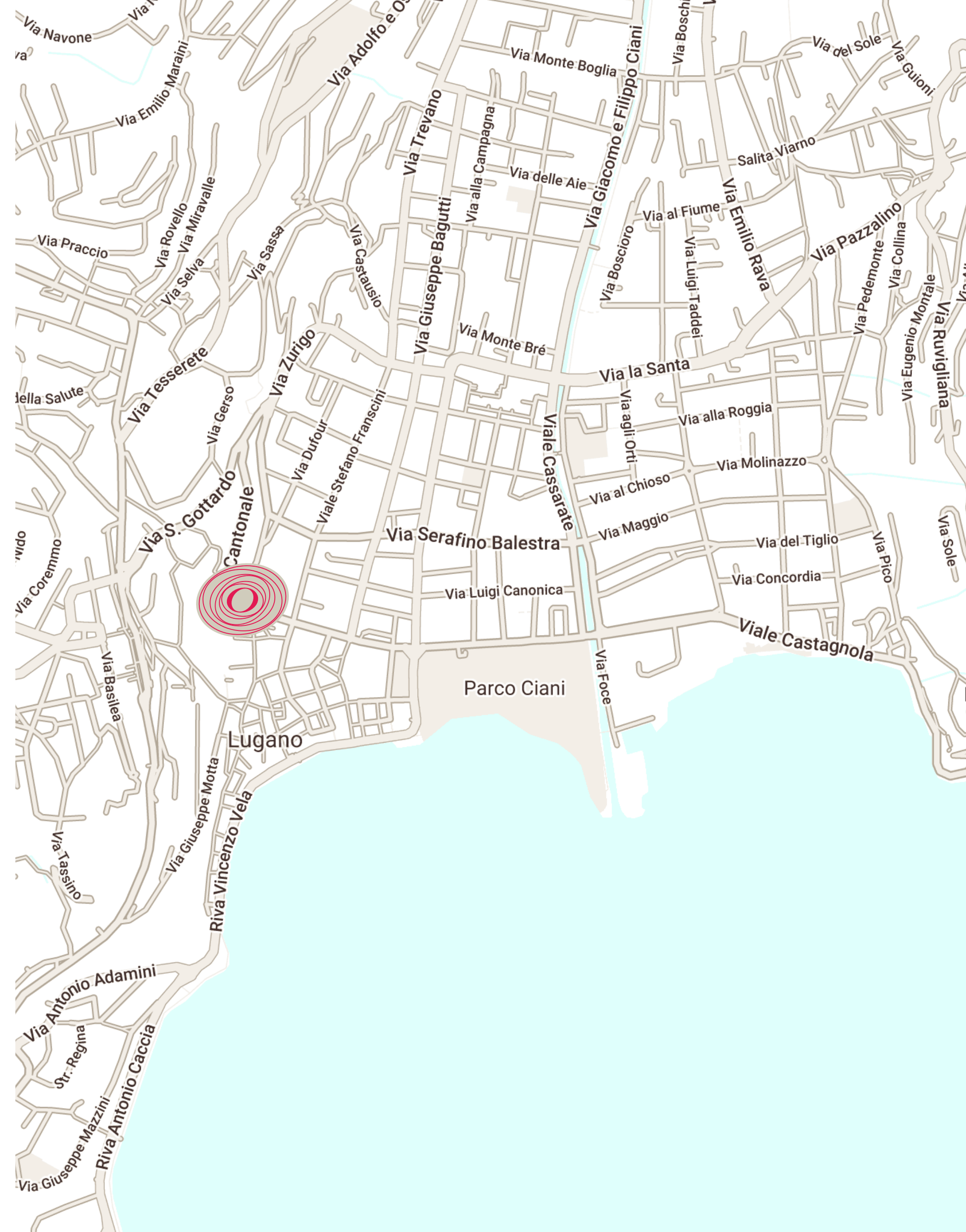
# Lugano

Lugano, with its beautiful landscape and proximity to many points of interest, consistently attracts tourists, who are currently presented with a weakened and compromised offering.





12





The building stands as a testament to the tradition of constructing prestigious architecture in the late 19th and early 20th centuries, which played a key role in shaping Lugano's urban landscape.

The villa's architecture features decorative pilasters and sculpted reliefs typical of the period, lending the façades a refined elegance that is now rarely seen.

Located in the heart of the city, it stands out as a rare gem of beauty amid the surrounding contemporary buildings.

Inside, there is a magnificent green space, a true 'secret garden' that creates an area completely removed from the traffic and urban hustle.



# The stay for everyone

Lugano is not only a tourist destination but also attracts a diverse range of people—from business professionals to families—for a wide variety of reasons.

## BUSINESS TRAVELERS

## CLASSIC TOURISTS

SIGHTSEEING, MUSEUMS, HISTORICAL AND  
CULTURAL LANDMARKS, ...

## GASTRONOMIC EXPERIENCES

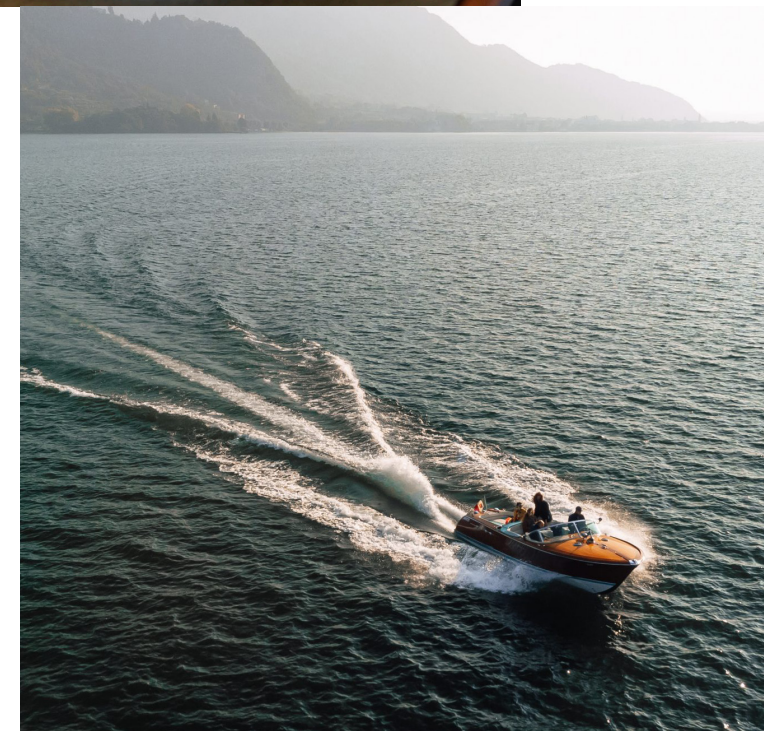
IN SEARCH OF CULINARY EXCELLENCE

## EXCLUSIVE SHOPPING

FASHION, DESIGN AND STYLE AT THEIR FINEST

## SPORT & EVENTS

## ..AND MANY MORE





ICONIC PIECES AND WORKS OF ART  
FURNISH THE SUITES

02

# Design Rooms



11 SUITES  
35-55 mq

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1 PENTHOUSE  
150 mq

The rooms are spacious and exclusive. **Unique, elegant, with a minimal style**, in line with the latest trends, and featuring high-end works of art and designer furniture. The quality standard is high, equal to or exceeding that of a 5-star hotel.



THE MINIMALISTIC  
STYLE OF THE ROOMS  
IS DICTATED BY A  
CONTINUOUS CHROMATIC  
INTERPLAY BETWEEN  
RESIN FLOORS,  
WALLS, AND CEILINGS.



NEUTRAL TONES WITH  
SHADES RANGING FROM  
CREAMY WHITE TO BEIGE  
DOMINATE THE SCENE.  
UNIQUE DESIGN PIECES  
WITH VIBRANT COLORS  
COMPLETE IT.





STAY MANAGEMENT  
THROUGH WEB-APP

03

# Technology





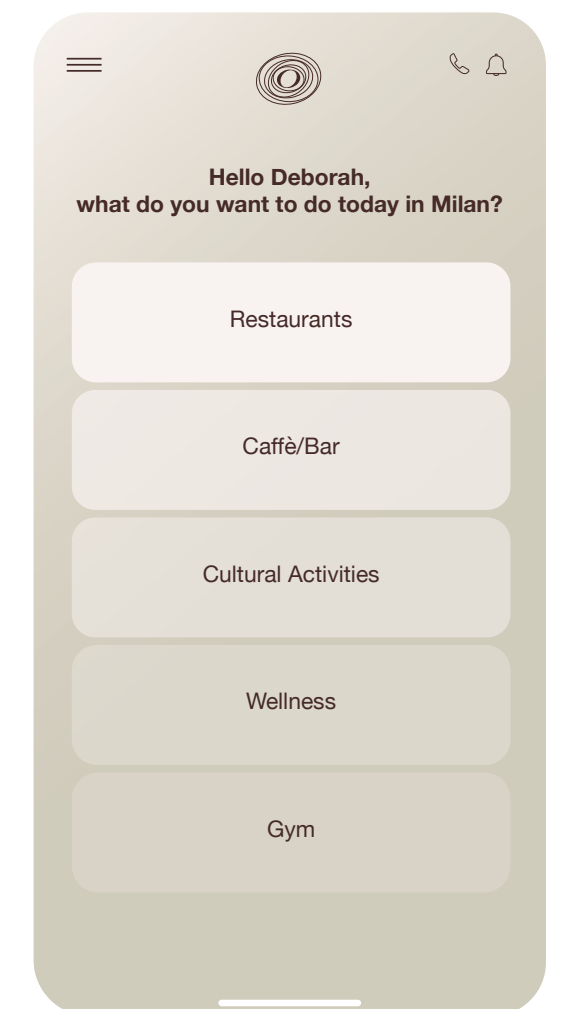
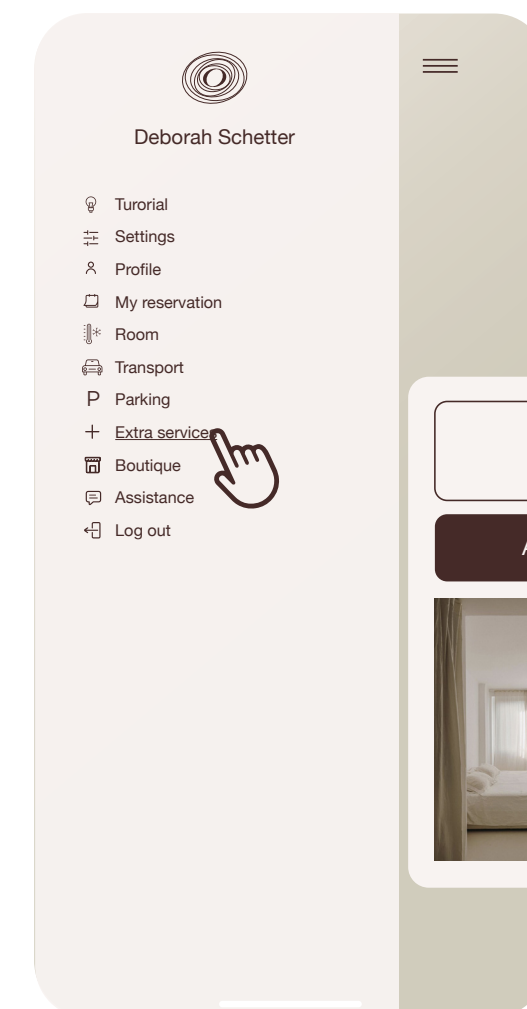
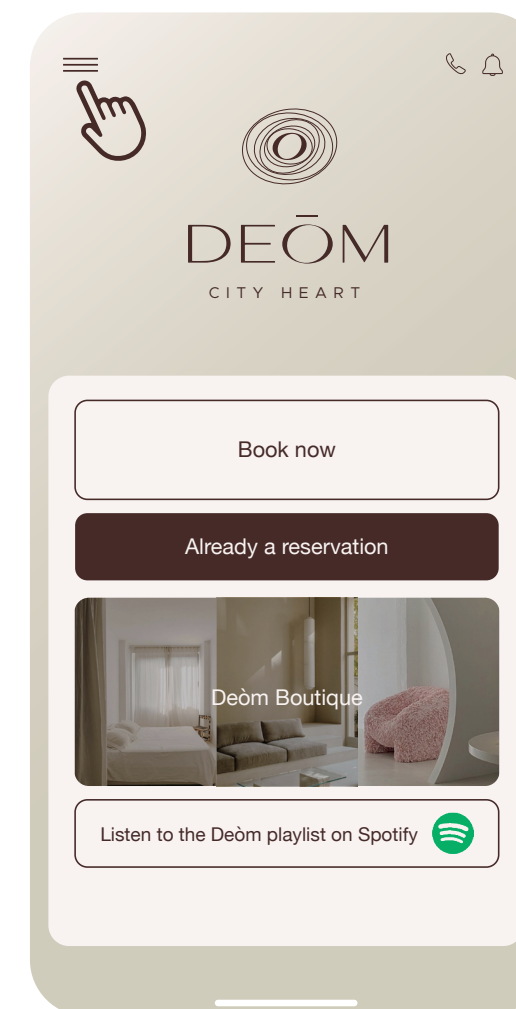
# Your smartphone is the key

The era of digital stays is increasingly popular and is one of the distinguishing features of Deòm. From booking to check-in/out, everything is done through a smartphone.

The application is the access key for the entire stay, as it allows you to:

- **Search, reserve, and pay** for the room;
- **Modify/cancel** reservations or terms (date/number of guests, etc.);
- **Reserve** parking, when available, for a fee;
- **Rent** an electric scooter or bike for a fee;
- **Call** a Taxi or Uber;
- **Discover** restaurants, cafes/bars, cultural activities, wellness centers, and gyms;
- **Purchase** furniture and accessories through Deòm's e-commerce.

**CUSTOMER-ORIENTED APP.**  
SECURE, EASY,  
SMART, AND  
INTUITIVE.



# A bold identity

The visual identity of Deòm is a bold statement of elegance and refinement.

At the heart of this identity is a classic yet clean font that evokes the tradition linked to the historic palace of Deòm, paired with a simpler, more modern typeface that reflects its interiors, creating a perfect balance between the past and the present.

The color palette is dominated by calm and soft tones, such as beige and dove gray, which infuse a sense of tranquility and sophistication. These colors are enriched by vibrant accents like fuchsia, yellow, or azure, adding a touch of energy and dynamism without compromising the overall harmony.

This distinctive combination ensures that the brand stands out with a strong and unmistakable visual identity, capable of attracting and captivating at first glance.

All of this is also reflected in the complementary items that enhance the room, such as personal care products and environmental goods, ensuring that every detail reflects the elegance and distinctive character of Deòm.





# SETA

A project conceived and developed by SETA