


**MASSIMO
&
PARTNERS**

“My vision for any of our new or existing projects, is to establish immediately a true purpose for our future guests to enjoy once they will discover our curated creation.

The purpose is the driving force for any successful hospitality venture”

Massimo

MASSIMO-PARTNERS.COM



FOUNDED BY MASSIMO IANNI 26 YEARS AGO,
**MASSIMO&PARTNERS IS A WHITE LABEL
MANAGEMENT COMPANY** SPECIALIZED IN
START-UPS AND PRE-OPENING.

MASSIMO & PARTNERS WORKS CLOSELY
WITH DEVELOPERS TO **CREATE PURPOSEFUL**
CONCEPTS PERFECTLY TAILORED TO THE
UNIQUENESS OF A LOCATION, ITS HERITAGE
AND COMMUNITIES.

**MASSIMO IANNI IS A KEY OPINION LEADER
AND INFLUENTIAL CREATOR IN THE
HOSPITALITY INDUSTRY** WITH OVER
FORTY YEARS EXPERIENCE. HE HAS
BROUGHT TOGETHER A TEAM OF PEOPLE,
EACH WITH AN ORIGINAL PERSPECTIVE
AND CLEAR VISION.

**THE COMPANY OPERATES A VARIETY OF
PROJECTS WORLDWIDE**, WITH DIVISIONS IN
EUROPE, MIDDLE EAST AND SOUTH AMERICA,
CONCENTRATING ITS EFFORTS IN DIVERSE
BUSINESS INITIATIVES.

MISSION

We inspire our clients, our people and our customers by creating, curating and managing distinctive and rooted hospitality concepts.

VISION

To have an impact on the service ecosystem, by shaping independent purpose driven lifestyle initiatives.

VALUES

EMOTIONAL CREATIVITY

Is our daily fuel to pursue our objectives. We stay constantly ahead of the innovation required by market trends.

DISCOVERY & PASSION

We never compromise on quality, while exploring new horizons.

CULTIVATE COMMUNITIES

We stimulate genuine individual initiative by entrusting each person and community we work with, internally and externally. We are a people's entrepreneur community.

HOW WE CURATE OUR PROJECTS

1/2

Massimo & Partners has eight Studios dedicated to the development and 360 degree management of our projects:



PURPOSE & CONTENT

We define a unique purpose for each project, and then create and curate its concepts.

We develop transforming rituals and experiences to bring each new venture to life.



POSITIONING & STORY-TELLING

We create a unique and ownable story for each project, defining and focusing on a strategic position that reflects the brand quality and financial ambitions.



FEASIBILITY & BUSINESS STRATEGY

We study each new project in depth, making sure that its feasibility is well understood, defining business models and parameters for its future success.



SUSTAINABILITY & CIRCULAR ECONOMY

We believe in building authentic concepts which are rooted in their territories, in engaging and supporting the local communities and preserving their traditions and cultural identity.

HOW WE CURATE OUR PROJECTS

2/2



PROJECT DEVELOPMENT & CURATION

We coordinate the team of architects and designers to ensure that construction, design, style, FF&E and OS&E costs are in line with benchmark quality level, while the concept-driven philosophy is maintained. We act through project management, team collaboration and budget control at all stages, capitalizing on our proven technical expertise.



DESIGN & STYLE

We assist with architecture, coordinate interior design, styling and digital design, to create unique and exclusive concepts. We curate all the “soft touches” required to support the uniqueness of each project and to unleash its full potential.



PEOPLE & CULTURE

We select, recruit and train the best colleagues for each project leveraging our large network of industry contacts, making sure that their personal and professional growth is at the center of our activities, in line with our local community approach.

We lead the creation, or the change, of organization cultures to reflect the brand's and project's ambitions and positioning.



HOSPITALITY & OPERATIONS

We offer operational support to the projects we manage and to each of the local teams. Our experienced operations team guides them in the day to day running, promoting our best practices in all hospitality; food and beverage and recreational areas

A SELECTION OF OUR PROJECTS

THE RETREAT BLUE LAGOON

Iceland

Scope of work

- *Onboarding & Mobilisation*
- *5* Service Training*
- *Operational Excellence*
- *Recruitment*
- *Leadership Development*

01



02

ARMANI HOTELS

Milan, Dubai

Scope of work

- *Concept Development*
- *Pre-opening & Mobilisation*
- *Interim Managing Director*

THE SET COLLECTION

CAFE ROYAL London
CONSERVATORIUM Amsterdam
MAMILLA HOTEL Jerusalem
LUTETIA Paris

Scope of work

- *Interim CEO*
- *Establish Mgmt Company*
- *Pre-opening & Mobilisation*
- *Board Member Brand Guardian*

03





04

THE VINES RESORT & SPA

Mendoza, Argentina

Scope of work

- *Concept Creation*
- *Pre-opening Support & Training*
- *Draft & Develop Resort Operating Manuals*

FINCA EL PARAISO LUIGI BOSCA

Mendoza, Argentina

Scope of work

- *Interactive & Innovative Guest Wine Tasting Experience*
- *Establish Brand Values & Rituals*
- *Construction Project Mgmt*
- *Sales, Marketing & Communication Plans*

05



06

MORRO CHICO

Patagonia, Argentina

Scope of work

- *Holistic sheep farming experience*
- *Sales, Marketing & Communication Plans*
- *Startup Mobilisation*

IKIN MARGARITA HOTEL & SPA

Venezuela

Scope of work

- GM Operational Support
- 5* Service Training
- Leadership Development
- Improve Sales & Marketing Revenue
- Refurbishment of Public areas
- F&B Concept Creation

07



08

KULM HOTEL

St Moritz

Scope of work

- Group Masterplan,
- F&B Strategy Review
- Interior Design Project Mgmt
- OS&E Selection & Procurement
- Architectural Design Support

BANCA IFIS

Roma

Scope of work

- Architectural Design Support
- OS&E Selection & Procurement
- Executive Recruitment
- 5* Service Training
- Leadership Development

09



MASSIMO & PARTNERS PORTFOLIO

MASSIMO & PARTNERS

We curate and manage experiences from conception to execution. Massimo & Partners helps its clients to transform their mindset, re-imagining businesses and meeting the competitive challenges of the future.

MASSIMO-PARTNERS.COM



**MASSIMO IANNI
TALENTS**

Massimo Ianni Talents division is our educational/ training Campus, created with the main purpose of sharing our knowledge and expertise in the service field.

LEARN.MASSIMOIANNTALENTS.COM



CASAS LATINAS

Casas Latinas is an exclusive collection of sophisticated estates, hotels & resorts in Italy; other Latin European / Latin American countries, each with unique features and an innovative content offering.

CASAS-LATINAS.COM

MASSIMO & PARTNERS

[MASSIMO-PARTNERS.COM](https://massimo-partners.com)

info@massimo-partners.com