


**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-OPENINGS.

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.

# VISION

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

# MISSION

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

# 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*

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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*

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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

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## 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

Rome

### Scope of work

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

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## 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](http://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](http://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](http://CASAS-LATINAS.COM)

# MASSIMO & PARTNERS

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