



M&P
LAB

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M&P
LAB

MASSIMO & PARTNERS LAB
PORTFOLIO

**MASSIMO
&
PARTNERS**

M
MOSAICO

Mi
MASSIMO IANNI
TALENTS

EL
CASAS LATINAS

MASSIMO & PARTNERS



MASSIMO & PARTNERS

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

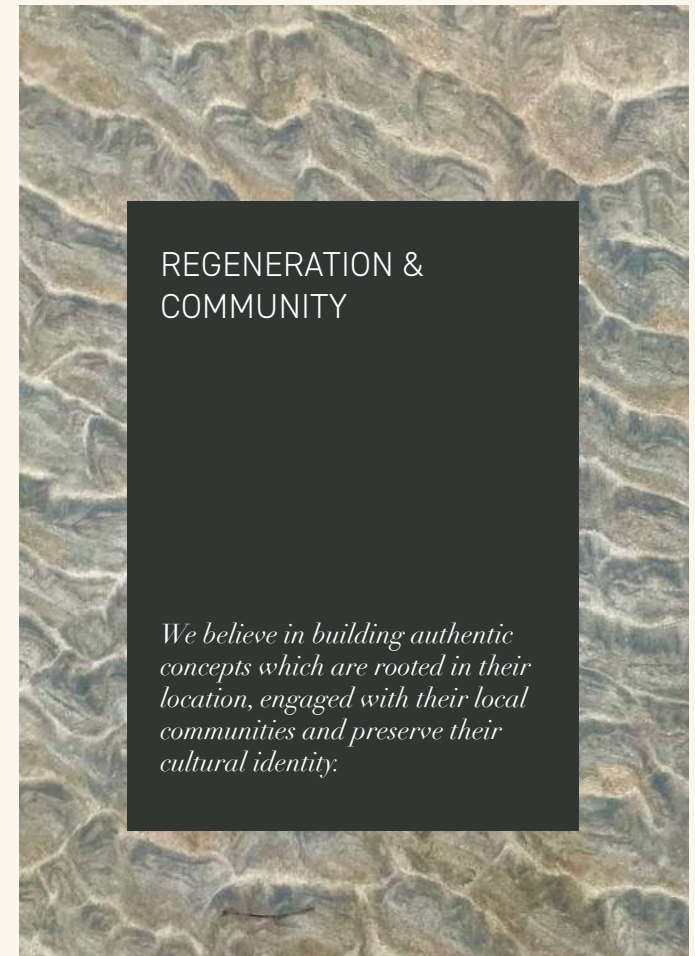
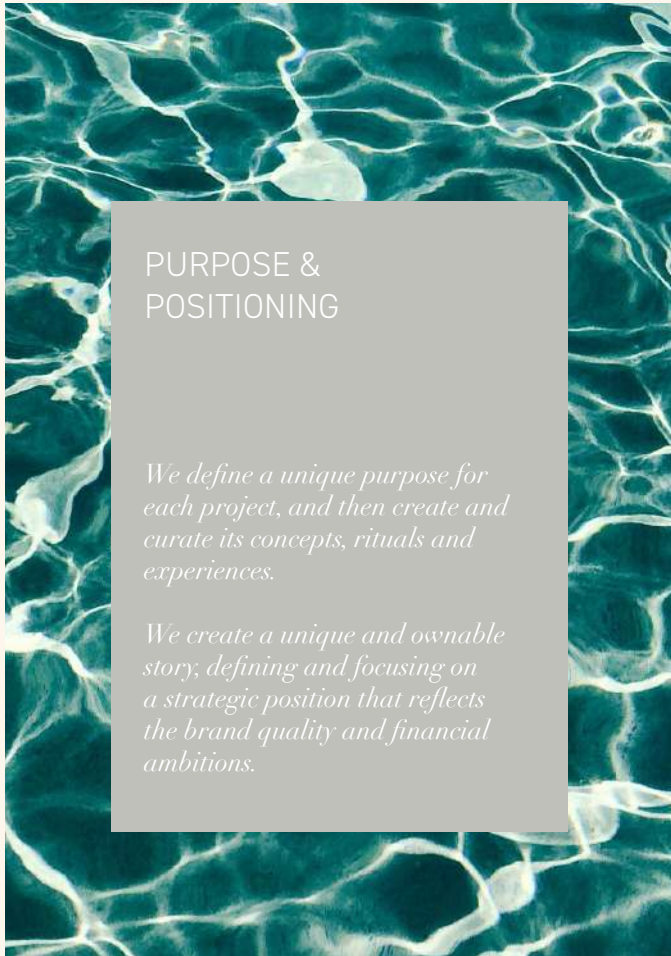
MASSIMO & PARTNERS WORKS CLOSELY WITH DEVELOPERS TO CREATE **PURPOSEFUL CONCEPTS** PERFECTLY TAILORED TO THE UNIQUENESS OF A LOCATION, ITS HERITAGE AND COMMUNITIES.

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 GLOBAL DIVISIONS, CONCENTRATING ITS EFFORTS IN DIVERSE BUSINESS INITIATIVES.

HOW WE CURATE OUR PROJECTS 1/2

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



HOW WE CURATE OUR PROJECTS

2/2



PROJECT CURATION, DESIGN & STYLE

We coordinate architects and designers to keep construction, design, style, FF&E and OS&E costs aligned with benchmark quality while preserving the concept vision. Through project management, collaboration and budget control, we guide every stage, supporting architecture and coordinating interior, styling and digital design to create distinctive concepts and curated details that unlock each project's full potential.



PEOPLE & CULTURE

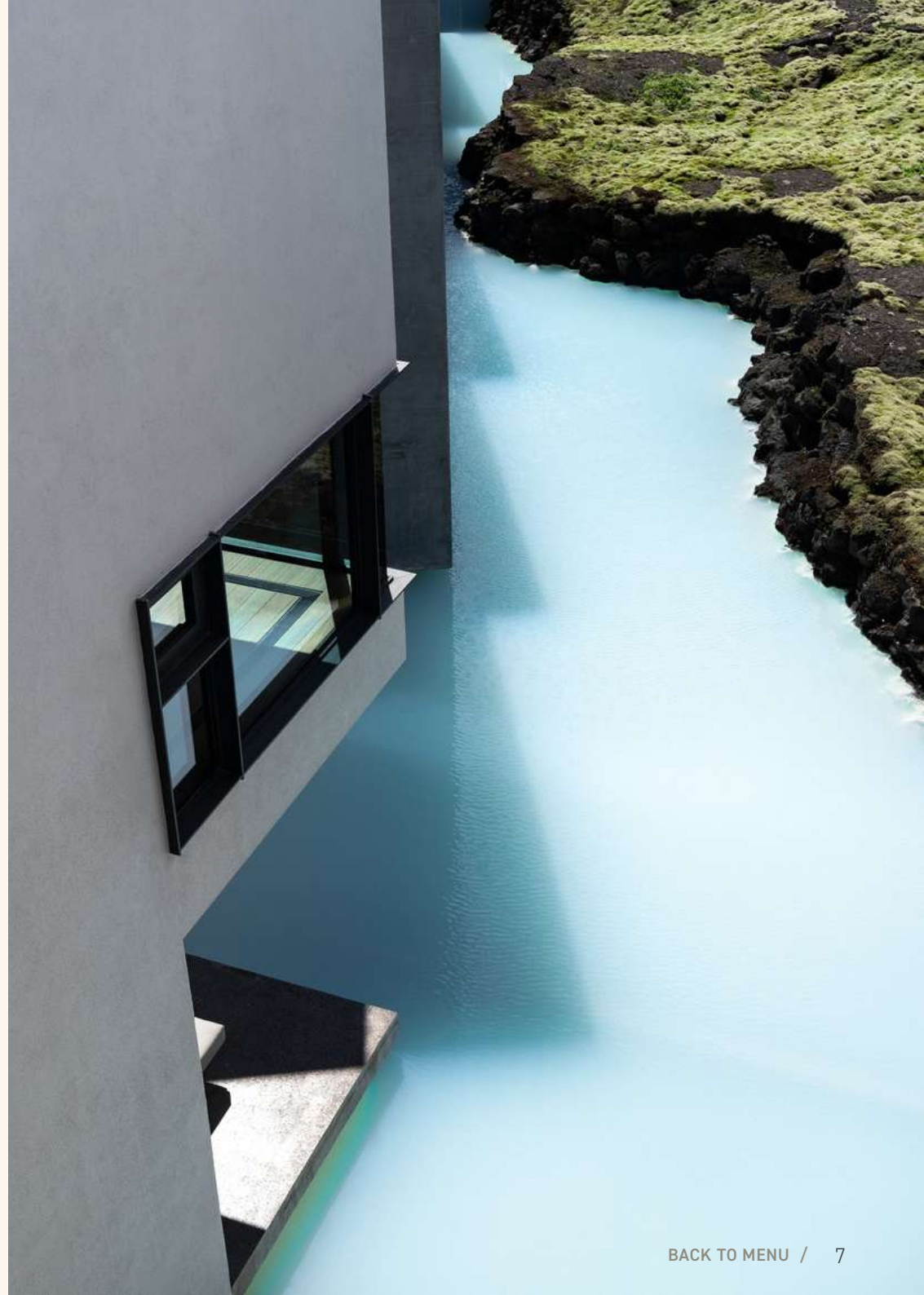
We recruit and train the best colleagues for each project. We leverage our large network of industry contacts and work closely with local communities. We put the personal and professional growth of colleagues at the centre of our activities. We lead the creation or change of cultures to reflect the brand's ambitions and positioning.



HOSPITALITY & OPERATIONS

We offer operational support to the projects we manage and their teams. Our experienced operations team guides and supports them in the day-to-day management, consistently promoting our hospitality driven values.

A SELECTION OF PAST PROJECTS



A luxury geothermal escape at Iceland's Blue Lagoon.

SCOPE OF WORK

- Concept curation
- Pre-opening and opening management
- Onboarding & mobilisation
- 5* service training
- Operational excellence
- Recruitment
- Leadership development
- Continuous operational & recruitment support



The haute-couture of hospitality,
personally designed by Mr. Armani.

SCOPE OF WORK

- Concept development
- Pre-opening & mobilisation
- Interim managing director
- Senior hospitality consultant to Armani Group
- Coordination of third property pre-opening in Saudi Arabia, 2028



THE SET COLLECTION

CAFE ROYAL / London

CONSERVATORIUM / Amsterdam

MAMILLA HOTEL / Jerusalem

LUTETIA / Paris

03

A collection of iconic, design-led hotels
in key international cities.

SCOPE OF WORK

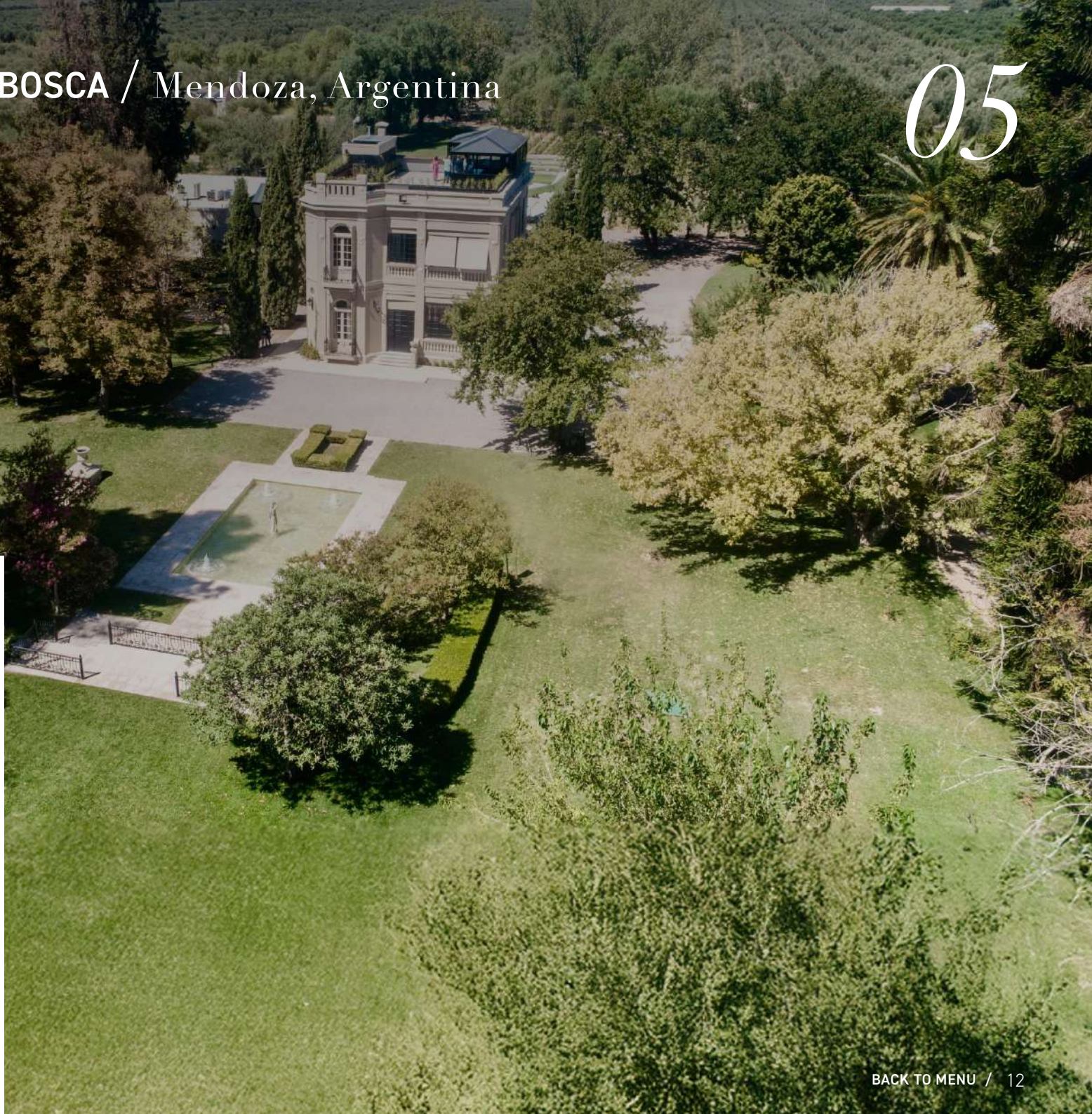
- Company CEO
- Brand creation
- Establish management company
- Pre-opening & mobilisation
- Board member & brand guardian



**A refined luxury retreat amid
Argentina's vineyards.**

SCOPE OF WORK

- Concept creation
- Pre-opening management and training
- Management of the first year of operations



Interactive & Innovative Wine Tasting Experience.

SCOPE OF WORK

- Establish brand, values & rituals
- Full architecture & interior design project management
- Pre-opening management & launch
- Sales, marketing & communications strategy

Curation of luxury service experience for Private Bank.

SCOPE OF WORK

- Architecture & interior design operational support
- OS&E selection & procurement
- Executive recruitment
- 5* customised service training
- Leadership development



For the Tourism Board of the City of Tokyo.

SCOPE OF WORK

- Consulting advice on how to make local luxury Japanese experiences more international within hospitality, restaurants and entertainment



Bespoke lifestyle hotel group in Asia.

SCOPE OF WORK

- Brought in by Shun Tak Holdings to develop a quintessentially asian brand
- Initial concept workshops in Hong Kong
- Strategic development including vision, mission & philosophies
- Complete SOPs and policies & procedures for all hotel departments
- Critical path development
- Departmental operations manuals
- Organisation chart development & job descriptions
- Team manuals
- Training manuals
- Pre-opening planning



A SELECTION OF PRESENT PROJECTS



Iconic alpine hotel renowned for timeless elegance and mountain grandeur.

SCOPE OF WORK

- Property masterplan & repositioning strategy
- Selection and appointment of Foster + Partners
- Architectural design support to Foster + Partners
- Interior design appointment and project management
- F&B strategy
- Design & execution of three F&B venues
- Retail concept advisory
- People & culture selection recruitment and training
- Positioning & marketing strategy support
- Creation and curation of experience offering
- Massimo Ianni member of steering committee



The world's Southernmost hotel. A base for Antarctica expeditions, by Silversea.

SCOPE OF WORK

- Operating concept & brand alignment
- Pre-opening planning & gantt management
- Guest experience & customer journey design
- Service standards & operating manuals
- Operational logistics & back-of-house flows
- Food & beverage concepts & operations
- People & culture strategy
- Recruitment, training & on-boarding
- Pre-opening trial runs & launch



HERDADE DAS CORTIÇADAS / Evora, Portugal

(UNDER DEVELOPMENT)

03

Sophisticated living farm in Alentejo.

SCOPE OF WORK

- Concept development
- Feasibility study
- Positioning strategy
- Customer journey design
- Organization & staffing strategy
- Operational strategy
- Financial & investment development
- Creation of investment deck



MASSIMO IANNI TALENTS

Massimo Ianni Talents is the educational and talent development platform of Massimo & Partners. It was created to transmit knowledge, experience and vision across the service industry, supporting the evolution of people, projects and organizations in an increasingly complex and interconnected landscape.

Built on decades of international experience across independent hospitality, lifestyle and mixed-use destinations, Massimo Ianni Talents works alongside Massimo & Partners to address one of the strategic pillars that are central to the success of contemporary projects: education.





EDUCATION & TRAINING

Educational initiatives focus on contemporary hospitality, luxury service, creativity, business evolution and consumer behavior.

- Online training
- On-site training
- Custom-designed training for pre-openings and existing hotels
- Luxury retail training
- Service culture training across different industries
- Establishment of hospitality schools in collaboration with prestigious educational institutions worldwide
- Expertise in setting up hospitality craft and management schools

RECRUITMENT

- Talent scouting
- Organizational structures design
- Supporting executive and key-role recruitment for pre-openings and repositionings
- Ensuring cultural alignment between people, place and long-term objectives

TALKS & CONFERENCES

Massimo Ianni participates in selected leading international talks, conferences, round tables and senior working groups. He contributes strategic insight, innovative vision and thought leadership at the highest level of the global hospitality and lifestyle industry.



MOSAICO

Mosaico is a natural evolution within the Massimo & Partners ecosystem, responding to increasing project complexity and a shifting service landscape.

Today's destinations are more independent, innovative and purpose-driven, requiring clarity of vision and a multidisciplinary operational approach.

Traditional management models often fail to meet the expectations of users seeking meaning, authenticity and coherence.

Mosaico's white-label management model translates creative and strategic intent into daily operations, and adapts to diverse operational needs while maintaining full consistency with the original vision.





WHAT WE DO

Mosaico focuses on the development and management of creative, nontraditional hospitality concepts across a broad and constantly evolving hospitality landscape.

Our work unites concept, operations, people and guest experience. We ensure projects deliver their concepts with clarity and purpose.



PROMISE FOR OUR GUESTS

Choosing Mosaico means every aspect of the experience is intentionally crafted. Not only for guest enrichment, but to leave a positive and meaningful impact, contributing to a more regenerative, reciprocal world. The connection becomes part of a much greater purpose.

PROMISE FOR OUR PARTNERS

Mosaico is the boutique management company for innovative developers who want to design iconic, creative, independent, purpose-driven destinations without handing over the keys to a big chain.





REGENERATION

We believe in regenerative hospitality:

- In the purpose that shapes the project's ecosystem
- In our colleagues bringing the concept to life
- In our guests actively contributing to it
- In the circular economy that leaves positive marks on communities and destinations
- In building reciprocal relationships with all stakeholders involved

DISTRIBUTION

For each project we conduct a thorough assessment based on the concept and positioning of the property.

Leveraging our extensive network, we identify and onboard the most suitable distribution partner.

Thanks to our partners, we can reach the market with precision and depth, aligning the distribution strategy with the original vision and concept.





PEOPLE

Our team is a mosaic of talent, uniting individuals whose journeys span continents and cultures. We search, hand-pick, train, guide and support the best colleagues for each project. They, together with our team, transform every destination into a truly unique place.

CASAS LATINAS

*We are promoting an exclusive collection
of sophisticated estates, boutique hotels
and resorts in latin countries, each focusing on
travelling with authenticity and elegance;
and all rented exclusively by the most
discerning owners to the finest and
most selected clientele.*

MASSIMO IANNI / FOUNDER





WE SPECIALIZE IN THE ORGANIZATION OF EXCLUSIVE BUY-OUTS AND PRIVATE EVENTS FOR A HIGH-END CLIENTELE.

EACH PROPERTY OF OUR COLLECTION IS HAND-SELECTED FOR ITS AUTHENTICITY AND CHARACTER, WITH **A STRONG FOCUS ON THE HUMAN CONNECTION** DELIVERING THE MOST REFINED AND PERSONALISED SERVICE.

THIS IS ACHIEVED THROUGH DEEP LOCAL RELATIONSHIPS, CULTURAL SENSITIVITY, AND A PASSION FOR CRAFTING TAILOR-MADE EXPERIENCES.

OUR TEAM

MASSIMO IANNI

Founder & CEO

Massimo Ianni is an internationally recognized hospitality leader with over 40 years of experience shaping luxury, lifestyle, and independent destinations worldwide. His career includes senior executive and board roles with Hyatt International, Faena Group, Armani Hotels & Resorts, Alrov Luxury Hotels, and The Set Hotels. Founder of his own consulting firm 26 years ago, he has advised and led the creation, repositioning, and launch of some of the world's most iconic hospitality projects.

BASED IN EUROPE

NATASHA BARBATO

Global Casas Latinas Business Development and Destination Management Specialist

Natasha has over 20 years' experience in high-end luxury hospitality, guiding flagship projects from concept to opening. Expert in operations, client strategy, and UHNWI experiences, she delivers tailored, exceptional service and strong financial results. With a global perspective and

refined strategic skills, she builds meaningful relationships across the industry.

MARTA BELLINA

Global Project and Design Director

Creative professional specializing in concept development, brand strategy, and visual storytelling. Marta's experience spans Ginori 1735, Westwing, Armani/Casa, and Armani Hotel Dubai. She excels in translating brand vision into engaging narratives, product design, and immersive experiences, combining digital, content, and operational expertise to strengthen identity and drive audience engagement globally.

FERNANDO CAMPANARO

Senior Partner

Senior partner at Massimo & Partners, Fernando has shaped major hospitality projects worldwide, including Kulm Hotel, Six Senses Rome, Orient Express, and Hyatt Thompson. He brings design, operational, and strategic expertise and serves on PAD Italy's Board, guiding high-level procurement and luxury hospitality initiatives.

THIAGO CHIARONI DE ABREU

Global Project Director of Operations

With 23+ years in luxury hospitality, Thiago specializes in pre-openings,

operations, and cross-cultural leadership. Experienced in P&L management, guest experience, and business development, he drives innovation and authentic connections while ensuring operational excellence and team performance in competitive, evolving markets.

GIORGIO CRISCIONE

Creative Director

Creative director and branding expert, Giorgio combines global design experience with luxury hospitality and lifestyle brands, including Pacha Ibiza, Destino Ibiza, and international clients. He creates visual identities, campaigns, and bespoke design solutions, helping brands connect with audiences through innovation and strategic creativity.

NESTOR RODRIGO DORADO

Global Finance Specialist

Rodrigo has 10+ years in business administration, finance, and operations, with expertise in auditing, policies, and financial management. Currently at M&P Europe, he supports accounting, finance operations, and cross-department collaboration while pursuing a master's in administration focused on startups and technology-driven solutions.

KATHARINE POTTINGER

Training and Content Project Director

Katharine has 20 years of international hospitality experience across five continents. She leads operations, guest experience, and growth for Plum Guide and Oasis. She excels in cross-cultural collaboration, luxury service, and connecting people and cultures through hospitality.

JOSEPH JASER

Technical Services

Interior architect and designer with extensive experience in private residences and luxury hospitality, including the Mandarin Oriental Lago di Como. Former Head of Architecture & Design at Dimorestudio, Joseph founded Studio Baumo in 2023, blending design innovation with functional elegance to create impactful, timeless, and high-end environments across Europe and the Middle East.

CONNY ROSENBERG

Project Manager

With 20 years in luxury hospitality across the USA, Latin America, and Europe, Conny combines concierge expertise and guest relations with operational coordination. At M&P, she manages special projects, internal initiatives, and cross-team collaboration, ensuring seamless

execution and high-level client experiences.

LARISA SOHORCA

People and Culture Project Director

Larisa is an expert in emotional intelligence, coaching, and behavioral change, partnering with leaders to align strategy and culture. She delivers agile team development, motivation, feedback, and collaboration programs, working with luxury brands including Richemont, Cartier, Armani Hotels, and Burj Khalifa.

TOMMY WREY

Project Director

With 15+ years in hospitality, Tommy brings deep expertise in Food & Beverage operations, from chef and private catering to senior management in London's top restaurants and clubs. He now enhances M&P projects with operational strategy, client-focused service, and excellence in F&B delivery.

ANDREA ZENO VILLA

General Manager

Andrea, with a master's in Management Engineering, has 15+ years in hospitality, lifestyle, and luxury brands. Experienced in marketing, brand, and new concept development, he has contributed to Armani Hotels & Resorts, LVMH,

Campari, and other global projects, combining creativity, leadership, and operational expertise.

BASED IN MIDDLE EAST

ABDULLA AL WAHEDI

Associate Partner Middle East

Dr. Abdulla AlWahedi is an experienced CEO and facilities management expert with leadership across UAE organizations, specializing in operations, contracts, and business development. He serves as regional representative, providing local insight, coordinating stakeholders, and ensuring alignment with regional priorities.

DENIZ MEMISH

M&P Middle East Project Director, Operations

Distinguished luxury hospitality leader with 15 years of experience in ultra-luxury hotel operation and branded residences, shaped by an extensive tenure at Armani Hotel & Residences, Burj Khalifa, Dubai. Recognized for operational excellence and experiential value across the full guest journey. Combining vision with emotional intelligence, he builds high-performing teams and drives guest loyalty, profitability and brand culture.

BASED IN SOUTH AMERICA

GABRIELA ABENTIN

Senior Design and Style Specialist South America

With a Fine Arts degree, Gabriela has 20 years' experience in interior design for hotels and gastronomy. Co-founder of Abentin Di Leva Studio, she has led major projects including Faena Hotel, Havanna, La Aguada, and The Vines of Mendoza, delivering creative, comprehensive design solutions across diverse hospitality ventures.

PABLO ANDRADA

Partner South America

Hospitality leader with 25+ years in hotel operations, openings, and cruise ship guest services. Pablo has held senior roles with Nikko, Meliá, Hyatt, Faena, and Royal Caribbean, driving operational excellence and team leadership. He currently supports hospitality projects across South America.

RAMIRO ARAYA

Associate Partner Mendoza, Argentina

Hospitality and business development professional with experience across resorts, restaurants, bars, and real estate-driven projects. Ramiro focuses

on commercial strategy, sales, and client relationships, contributing to the growth and positioning of hospitality concepts. Based in Mendoza, he brings strong knowledge of the wine industry and its connection to tourism, lifestyle, and high-end experiences, with market insight, and guest experience analyst to support the development of distinctive hospitality projects.

VALERIA DEFELIPPE

Partner South America

Hospitality and interior design professional with experience at Park Hyatt, Four Seasons, and Faena. Valeria leads operations projects in South America, coordinating Food & Beverage, guest services, and pre-opening consulting to deliver tailored, high-quality experiences for clients.

LARA DI LEVA

Senior Design and Style Specialist South America

Industrial Designer and former professor, Lara has 10+ years leading hotel, restaurant, and commercial design projects. Head of Design at M&P, she combines avant-garde creativity, technical expertise, and sustainability to manage multidisciplinary teams and deliver iconic, detail-driven hospitality and lifestyle experiences.

ALEJO ESTEBECORENA

Creative Director South America

Industrial and product designer with expertise in heuristics and strategic design, Alejo runs an interdisciplinary studio and consults on IoT-focused projects. He is also a design professor in Buenos Aires, blending creativity, innovation, and education in hospitality and lifestyle design.

VERONICA LARREA

Project Manager South America

Psychology graduate and Ontological Coach, Veronica specializes in Human Resources, recruitment, and training across luxury hospitality, including Faena, Hilton, and La Aguada. She combines HR expertise with strong communication skills to develop talent and strengthen organizational culture.

AUGUSTO MEIJIDE

Partner South America and Chief Talent Officer at Massimo Ianni Talents

Partner South America & Chief Talent Officer at Massimo Ianni Talents, Augusto has extensive hospitality experience, including Faena and Park Hyatt. He develops educational programs, leads talent initiatives, and teaches Hospitality

and Service Management while enhancing visitor experiences across projects.

ROSARIO MURUA

Design Specialist South America

Architect with 10+ years' experience in hotel, residential, and commercial projects. Rosario teaches design at Universidad Torcuato DiTella and contributes to M&P's architecture and immersive design initiatives, specializing in sets, audiovisual installations, and strategic spatial solutions.

MARTINA PAJONI

Food and Beverage Specialist South America

Food & Beverage specialist with 18 years in kitchens and service at top hotels and restaurants across Argentina, Brazil, Venezuela, and the USA. Experienced in restaurant openings, Martina also teaches at leading gastronomy schools, sharing operational expertise and culinary excellence.

CECILIA TORRES

PA to CEO and M&P Special Projects South America

People-centered and passionate about creating meaningful experiences, Cecilia blends hospitality, events, and brand

activations. With experience in luxury hotels and marketing agencies across multiple countries, she leads large-scale projects, combining creativity, strategy, and empathy to turn ideas into stories and teams into engaged communities.

ASSOCIATED COLLEAGUES

VICTORIA BERNASCONI

Global Project Director

Hospitality professional with 20+ years of experience, co-owner of two 5-star hotels in the Netherlands. Glion graduate, fluent in five languages, she excels in guest relations, team building, pre-opening strategy, and operational support for international luxury hospitality projects.

LUIS DE SOUSA

Hotel IKIN Margarita General Manager

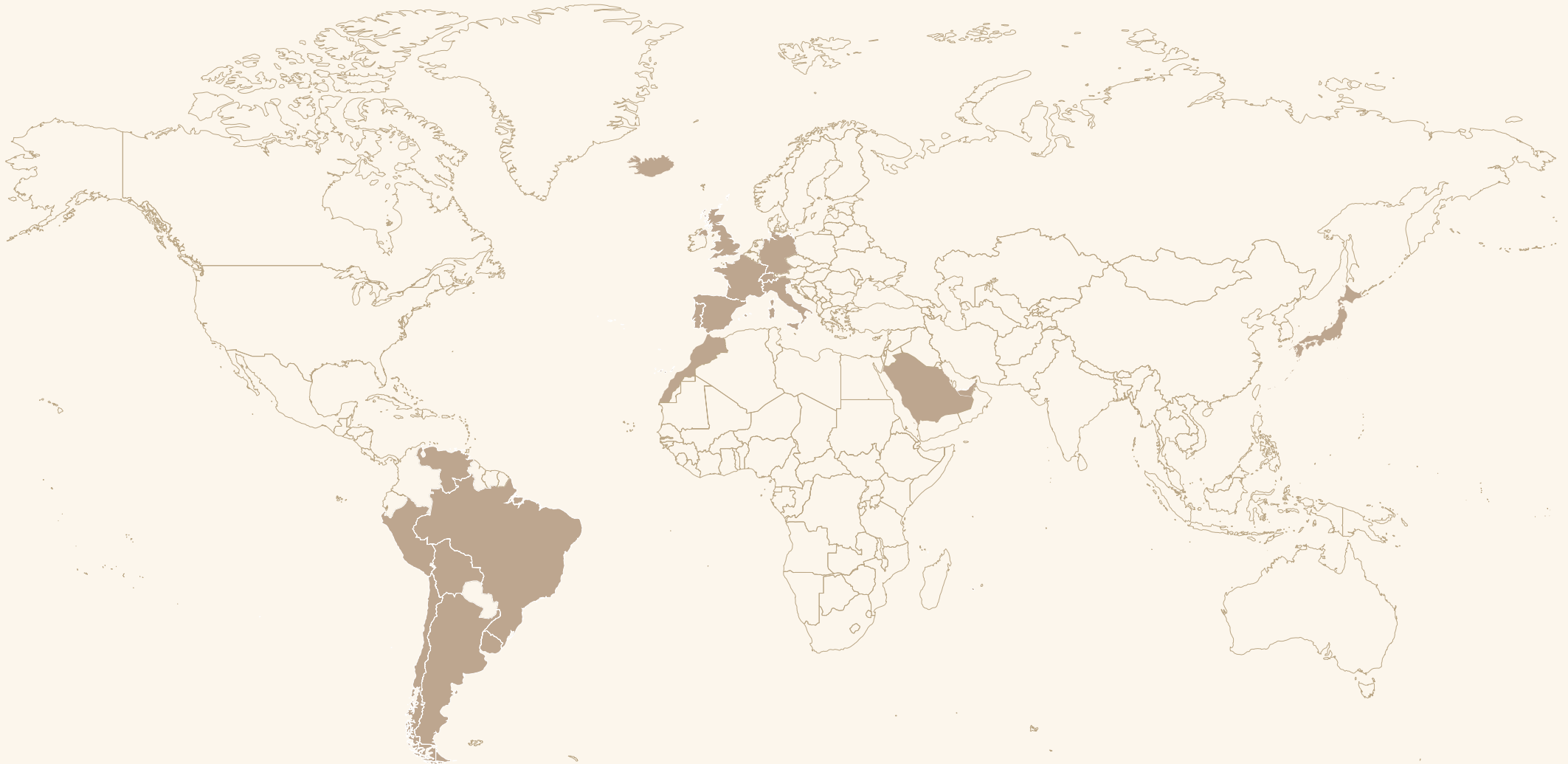
Hospitality manager with 18+ years in international 5-star hotels, specializing in Food & Beverage, kitchen operations, and financial management. BA in Hospitality Management from the University of Westminster, he currently serves as General Manager at IKIN Hotel, Isla Margarita, Venezuela

MELINA FORLA

General Manager The Cormorant at 55 South, Puerto Williams, Chile

With 27 years in luxury hospitality, Melina has led operations and sales across resorts in the Caribbean, the U.S., and Latin America, including Marriott, Westin, and Caesar Park properties. Experienced in fast-paced, remote environments, she excels at delivering excellence while building trust and collaboration across diverse teams

WHERE WE HAVE DEVELOPED OUR PROJECTS



MASSIMO & PARTNERS PORTFOLIO



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](https://www.massimo-partners.com)



MOSAICO

Mosaico brings projects to life through management. Together guiding destinations from idea to operation.

[FIND OUT MORE](#)



MASSIMO IANNI
TALENTS

Massimo Ianni Talents is our educational and training campus, created with to share our knowledge & expertise in the hospitality field and beyond.

[LEARN.MASSIMOIANNTALENTS.COM](https://www.learn.massimoianntalents.com)



CASAS LATINAS

Casas Latinas is an exclusive collection of sophisticated estates, hotels & resorts in Italy, Latin European & Latin American countries. Each property has unique features and innovative content offerings.

[CASAS-LATINAS.COM](https://www.casas-latinas.com)

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info@massimo-partners.com