



THE FUTURE OF LUXURY TRAVEL

**GLOBAL UNVEILING OF CASA OJALÁ
ROSEWOOD CASTIGLION DEL BOSCO,
MONTALCINO, JUNE 2021**

The first unit of Casa Ojalá in Italy.

Guest suite of an evolved of an evolved Luxury, never dared before, unveiled among the hills of Rosewood Castiglion del Bosco, in Val d'Orcia. A Partnership of vision and identity. To turn the future of Luxury Travel into a dream of reality.

Cradle of Casa Ojalá's Unveiling,
the Capanna vineyard,
with an endless view.

A partnership of excellence, in the name of a radically innovative Luxury Travel.

The special collaboration between Casa Ojalá, masterpiece by the Italian architect Beatrice Bonzanigo among the most revolutionary of the contemporary already celebrated at an international level and Rosewood Castiglion del Bosco. Hospitality romance without equal in the heart of the ancient Val d'Orcia, a village of the most authentic elegance, that of simplicity, according to Massimo and Chiara Ferragamo.

Cradle of Casa Ojalá's Unveiling, the Capanna vineyard, with an endless view. Surrounded by the hills that bring peace to the heart, in the 2000 hectares of the Resort of Castiglion del Bosco, spearhead of the collection of the leading Rosewood Group. To inaugurate a guest suite of a unique experience in the world, never conceived before, in which the fantastic takes place, according to one's infinite wishes, all rigorously tailored made.

A strongly desired ensemble by the architect, who sustains their organic spirit of listening and cultivating the Tuscan legacy of land and culture. *"We are proud to launch, starting in Italy in synergy with Castiglion del Bosco, to offer its guests of exception an absolutely unique chance of enjoying and discovering the wonders of the resort"*, explains Bonzanigo, President of Casa Ojalá srl, already internationally coveted.

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“Emblem of the future of sustainable luxury, Bonzanigo’s creation could only rise here where our Brunello di Montalcino is born. A magical location, which runs over the ridge of the hills like a massive green river, to experience unrepeatable emotions”, declare Massimo and Chiara Ferragamo, founders of Rosewood Castiglion del Bosco, who have fallen in love with that secular landscape as if it was their own home.

A blend of materials, coatings and outdoor fabrics, prestigious and authentic.

Luxury Renaissance beyond Architecture

An entirely creative challenge, of Italian doc enchantment, leading the way to a Luxury Renaissance, for a Home that becomes travel. Much more than architecture and trends of living, disrupting the traditional coordinates, turning volume into a show, a choice of freedom.

An engineering that appears to be fictional, so advanced that it becomes poetry of flexibility. A manual mechanism composed of ropes, handles made of soft natural leather, pulleys and cranks in a Jules Verne style. Echoing that Nautilus of inventions, for an assonance with the nautical realm, so dear to the creator. The carousel of magic invented by Beatrice Bonzanigo rolls up and unrolls walls of illusion. For an inspiration of genius, which allows equatorial okumè wood to be wrapped around a cylinder. Leonardesque gears, rollable interior walls that dematerialize sliding on invisible binaries, retractable beds, even the toilette, through intriguing hatches, handled by unexpected winches, of stainless steel. Furnishings hiding beneath the mahogany floor, that emerge, hoisted, in lightness. Including the sink whose cover becomes a mirror, to be hanging at a bollard of femininity. Merry go round terrace, to be discovered through an internal ladder of adventure. One and only always on stage, the tub sculpture of absolute relax and the bioethanol fireplace, duo of intimacy. To enjoy after having discovered, half sailor in hand, the portholes of the roof, made ad hoc in bright ultra-performing fabric, that become cloves of sky. Because, to hug the stars, glass would get in the way. All in a blend of materials, coatings and outdoor fabrics, prestigious and authentic.



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To inhabit Nature,
beyond all limits.

The Future of Luxury Travel

A home in the making. A step beyond the traditional path of Luxury Travel, growing more and more with 1.198.3 billion dollars of development expected by 2025. *“We are extremely happy about the partnership with Rosewood Castiglion del Bosco, ideal setting for the very first Casa Ojalá, among iconic vineyards of Tuscany. An identity at the highest degree between the extraordinary service of the resort, and the exclusive adventure offered by the Casa. Taking advantage of the places, free from the more conventional boundaries. I am convinced that uniqueness is going to be the added value of our future”*, explains enthusiastically Ryan Nesbitt, the American globetrotter, co-Founder together with Beatrice Bonzanigo, expert entrepreneur in the field of renewables and of healthcare. To inspire, with Casa Ojalá, new forms of storytelling for a flourishing and evolving tourism. From open air tastings to the most romantic dinners in total privacy, all to be experienced in the new dimension created by the passionate traveler Bonzanigo. To expand beyond the imaginary the experiences proposed by the Hotels in different locations surrounded by nature, and much desired by their clients. In the landscape of the spectacular Resorts, Casa Ojalá stands as a revolution, surpassing all amenities. Waking to the view of the Andes, in the desert or on the ocean shore, under the sun of the savannah. Perhaps, in the company of a giraffe coming to visit, for breakfast. To inhabit Nature, beyond all limits.

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"I consider the Luxury of the Casa that I invented, a form of happiness for the guests of the best Hotels around the world."

Multidimensional Sustainability

A confirmation of the affinity with Rosewood, the DNA of sustainability at its utmost power, that of nature, of the creation of the architect educated at the humanistic school of the great swiss masters. Materials and staging purely eco responsible. Selected woods, fabrics made from recycled plastic, in addition to the strictly handmade ceramic, of Italian mastery. Photovoltaic panels, rainwater recovery system, black water depuration advanced biological plant. *"Casa Ojalá, fascinating project that embraces the values of contemporary luxury on many levels, allows us to give our guests the joy of the Tuscan dream according to our philosophy of A sense of place which drives us in all what we do"*, says Davide Bertilaccio, Regional Vice President and Managing Director of Rosewood Castiglion del Bosco. Resort with suites and fairytale villas, that treasures over 180 plants species in its bio garden, besides being completely plastic free. The property also hosts a private golf course and a winery producing Brunello di Montalcino through organic approach.

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For true explorers,
those who depart just for
the pleasure of departing.
To greet the traveler
of the future globally.

Hospitality Revolution

“I consider the Luxury of the Casa that I invented, a form of happiness for the guests of the best Hotels around the world. A sort of revival of handcraft as the root of evolution. Beyond the automatism of travel and living of our times, based on virtuality and hyper technology”, concludes Bonzanigo. Awarded abroad also for the works created together with her mother Isabella Invernizzi from IB Studio, partner of Casa Ojalá for the ideation and development of made to measure hospitality concepts. To make the synergy between the Casa and the accommodation structures more complete and harmonious.

The invention of the creative that has learned the lesson of an architecture of the senses over matter, was in fact born for those who love the very best, in the context of the most dreamt of Resorts. Whether they be by the ocean of Tulum, or among the Vermont forests or on the sands of Dubai.

An unicum of stability and freedom at once, for a bien-être 100% made in Italy.

For true explorers, those who depart just for the pleasure of departing. To greet the traveler of the future globally. Allowing an extraordinary preview, starting from next Autumn, to the top clients of the company Casa Ojalá srl or of Rosewood Castiglion del Bosco, who will have the chance to admire the very first Casa Ojalá. Production in series is in fact beginning soon.

For a dream of infinite choice, like that of the name, deriving from the archaic Spanish Arabic, Ojalá. The search for immensity, in connection with the planet, making home our trip of awareness. To embrace the soul, catching its most authentic almost sacred, meaning. This, the sense of evolved luxury, according to Casa Ojalá.

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Casa Ojalá srl

In 2019, Casa Ojalá srl was formed by Beatrice Bonzanigo and Ryan Nesbitt to develop the initial design into full-scale production and to fulfill the customer demand generated in the wake of Milan Design Week 2019. In November 2019 it was recognized as an Italian “innovative start up” and in early 2020 Beatrice’s patent was fully granted. Casa Ojalá srl is headquartered in Milan.

Beatrice Bonzanigo, co-Founder & President (1984, Milan)

Beatrice graduated in 2009 from the Academy of Architecture of Mendrisio (Switzerland) under the guidance of architects like Peter Zumthor, Valerio Olgiati, the Aires Mateus brothers, and Mario Botta. After several work experiences abroad, including Sydney and Barcelona, she started to collaborate in Milan with her mother – Architect Isabella Invernizzi, who has more than thirty years of experience and success. In 2014, IB Studio (www.ib-studio.eu) was established, specializing in the renovation of farmhouses, villas and chalets in Italy and abroad. The Studio won several prizes in the past years, including American Architecture Prize for a winery in Tuscany. A tireless traveler, a dancer and always seeking, in recent years Beatrice expanded the horizon of IB Studio to Argentina, Chile, Uruguay and the USA in the steady pursuit of new inspirations and freedom of design. In 2019 she won the Golden A ‘Architecture, Building and Structure Design Award for Casa Ojalá. She has been invited to speak on architectural innovation at SuperYacht Design Forum in London, KlimaHouse Milan Camp (2019) and for HOMI fair in Milan (2020).



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Ryan Nesbitt, co-Founder & Managing Director (1983, Maine)

Ryan Nesbitt has a BSE in Mechanical Engineering (Duke 2005) as well as an MBA (INSEAD 2012). He began working in hospitality at the age of six, spending summers throughout his childhood employed at the family campground. His career after university has taken him to five continents, working in fields as diverse as aerospace engineering, public health and management consulting. He speaks 6 languages. In 2013 he co-founded a consumer-focused digital utility in the USA, Arcadia Power, running the venture-backed company for 5 years before stepping back to focus on his young family. In 2019, he joined forces with Beatrice to found Casa Ojalá srl, and is excited to blend his passion for travel & hospitality and years of operational experience to bring Casa Ojalá to the world.

Rosewood Castiglion del Bosco

Rosewood Castiglion del Bosco is located in Montalcino, Tuscany, in the heart of the UNESCO World Heritage Site of Val d'Orcia, and it is infused with breath-taking natural beauty, Italian heritage and lifestyle, and a vibrant culture defined by centuries of history and traditions. The resort offers 42 suites, 11 villas, two restaurants, a cooking school, The Spa and a curated selection of activities and excursions. The 5000-acre estate also embraces an historical Brunello di Montalcino winery and an exclusive private members' golf club.

Technical Sponsors of Casa Ojalá srl

- RG2 allestimenti [general contractor]

RG2 snc is among the top mastering wood, for two generations located in the Italian cradle of artisanship, in Brianza. They are able to satisfy any need of the client, from the single component to the finished furniture, to the most diverse forms of general contractor.



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- Rapisardi Intellectual Property [patent]

Rapisardi Intellectual Property, with offices in Milan, London and Lugano, is a highly specialized firm in intellectual property, with expertise in filing and prosecution, anti-counterfeiting, and custom surveillance.

- Dedar [textiles for accessories]

Born in 1976, Dedar stands for personal style based on its avant garde collections. Located in the manufactures' temple area, near Como, it means innovation and experimentation in the name of excellence, through the constant dialogue with artisans and experts of textiles, masters of that tradition.

- RaDa, Reviva [textile for fabrics walls]

Reviva is a brand-new textile collection produced and distributed by RaDa Srl, entirely conceived and made in Italy, locally, with a traced and certified supply chain. REVIVA fabrics are created starting from recycling post-consumer plastic bottles, which, through an innovative mechanical process, are transformed into yarn and then into the REVIVA textile collections.

- Misia Casamance [fabric for parapet on the rooftop]

Dedicated to all the influential people in the world of decoration, MISIA was born out of the desire to create a new, more intimate genre of luxury. Each one of our collections comes out of a new artistic, cultural, and emotional experience. Contemporary elegance and technical performance have created Equipage, the new In & Outdoor collection.

- Iris Roth [pottery]

Iris Roth is a ceramic artist and interior designer. Her ceramics combine elements of style drawn from a long tradition of Italian artisan production, combined with more contemporary elements. Every piece is unique and carefully handmade in Italy.



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Press:
Carlotta Poli
press@alpha-bravo-charlie.com
+39 340 2325268

- SeaSkin Life [bathroom products]

SeaSkin Life is Ecoluxury Wellness, inspired by the Mediterranean essence, modern wellness, and a slow and conscious lifestyle. SeaSkin Life formulas are the perfect synergy between Mediterranean essence, botanical power, sea vitality, the secrets of the hive, and deep knowledge of Aromatherapy, as a catalyst for global Well-being.

- Osculati [nautical systems and accessories]

Osculati is among the leading companies in Europe operating in marine accessory market. Key partner for shipyards and retailers, it facilitates their business with products and service solutions characterized by quality and innovation. More than 22.000 catalogue references and a proved stock availability at 98% make Osculati the largest marine accessory stock in Europe and one of the most well-stocked in the world.

In Collaboration with:

- Wood-Skin [wood walls]
- Victoria Yachting [mattresses and tailor-made bed sheets]
- Viabizzuno by Hi-Lite Next [lights]
- Serge Ferrari [technical fabrics for skylights and curtains]
- Harken by Mare Torino [track for sliding fabric]
- Agape [tub and taps]
- Rototec [black water depuration system]
- Culligan [rainwater depuration system]
- Veleria Viganò [curtains tailoring]
- Serramenti Simonetto [skylights]
- Textim, Claudio Presotto [tailored fabric for parapet]
- Sunbrella [nautical fabrics for exterior use]
- Emap meccanica [mechanical components]
- IRS ingegneria realizzazioni speciali [structural carpentry]
- Mafos [idraulic system]
- Ebel [photovoltaic and electric system]
- Olfez [galvanizing]