ART & DESIGN
HOTEL WITH CONCEPT
EXHIBITION OF AN ARCHITECT NADA MATIČIČ

ROŽMANEC - MATIČIČ architects & designers
SBRA - Slovenian Business & Research Association

6 Av. Lloyd George, 1000 Brussels, Belgium
from 19. October 2015 to 29. October 2015
As a true financial economist person one would say I see only numbers and nothing else. However, even numbers can be beautiful or ugly. Believe me. And not only from the esthetic point of view. Therefore, I really see a tremendous importance of esthetic and therefore design in everything. I cannot imagine a good and successful global or even local product from any industry area without being esthetic and therefore carefully designed before that. Of course, beauty and also esthetic can be relative but effort to become such is definitely the activity called design. In the future these trends will be even more so important. There will be literally nothing without a good design.

A. Prof. Dr. Draško Veselinovič, Financial Economist
President, Slovenian Business and Research Association
Brussels
Art & Design Hotel with Concept

Philosophy “Art & Design” is the answer to global trends of enforcement of culture in the economy and for the economy. The hotel room where facing the culture, art, architecture, design, fashion, business and multidisciplinary experts who together form a representative space of meetings, dismantling, doing business and selling quality Slovenian traditional products that meet brand SLOVENIA DESIGN. Culture and its functional demonstration so becoming market brand, added value “par excellence”.

Awareness about the creation is the capital, which in combination with the advanced knowledge, design creativity and appropriate marketing or even better with strategic planning or implementation of design management, delivers impressive added value to the artistic product, or recognition of our country as an ideal destination, still full of undiscovered nooks and opportunities for the development of Slovenian tourism.

Bernard Likar, BSc.
Director of operation

Design and art have always been connected. Their relationship has changed through history. At a certain time, in Vienna at the beginning of the 20th century or later in the Bauhaus period, for instance, design and art were as one. Designers and artists worked on both fields of work with great pride. The project of architect Nada Matičič aims to enrich everything mentioned with tourism, originating from the assumption that tourism is the most rapidly growing industry in Europe. Multidisciplinary connection between both areas will help the European economy and also contribute to a better understanding of various cultural, art and design practices in Europe.

Prof. Eduard Čehovin
Nada Rožmanec Matičič is the sole owner and dean of Faculty of Design (Slovenia). She is an architect by profession. In the year 2010, due to her strong academic and artistic achievements, she was awarded with a title of Associated Professor. Through her everyday work as a dean and a project manager, she is contributing to promotion of design in companies. She strongly believes that design should be recognized as an important asset to a company and deserves to be strategically planned and managed. Nada Matičič is also very committed to education, which is carried out in collaboration with industry, where leading academic practices and new research in the field of economy are taking part. Her enthusiasm reflects in faculties modern design programmes which offers a rapid integration into the world of industry and practice opportunities on both the Slovenian and foreign markets. In the context of integration, Faculty of Design in these “knowledge triangle”, takes an active part in linking both the commercial and research institutions. She calls for the enforcement of domestic brands and to increase the competitiveness of the Slovenian economy by creating added value through the creation and integration of advanced materials and technologies along with the latest global trends.
She is the strong promoter of sustainable design practices and enforces small businesses to create unique and small series products with high added value. As an active board member of two research and development centres, RC31 and Intechles, and as consultant in many design and architecture – oriented projects, she was granted with many national and international awards, along with “best manager” award of European Business Assembly, European award for best practices and The Arch of Europe. She was also a member of SBRA, now - an active member of DME board.

Nada Matičič is also founder of Linia Studio enterprise and House of Design Management and Innovation. In Linia Studio has been designed and produced over 200 projects in the field of architecture of space, interior design, urban planning, visual communications and fashion design for national and international clients. She is the author of many research and art projects. The House of Design Management and Innovation was established for the purpose of supporting Design Management students for expanding their horizons and for creating a space where industry can meet with academic sphere in the field of design.
Cultural heritage and identity in concepts of Art & Design Hotel

Hotel Rooms

Importance of art and design are already recognised in different strategic documents on EU level. The importance of design as a key discipline and activity to bring ideas to the market has been recognised in the commitment 19 of the Innovation Union, a flagship initiative of the Europe 2020 Growth Strategy. Cultural and creative industries (CCIs), are responsible for around 3.5% of all EU products and services annually, and employ about 3% of the European workforce (European Commission 2010).
In everyday life, the term design is often associated with the design of the aesthetic elements of a product and the concept of style, but it actually means a larger, deeper and more complex meaning.

In this context, the design, which brings together the aesthetic and managerial process, assumes the triple meaning of:
- method, which allows to define and communicate business goals in a direct and operational way;
- process, involving both creative and managerial activities;
- competence, linked to the choices of differentiation of the company.
On the other hand tourism today is one of the fastest growing industries and consequentially hotels are becoming attraction themselves. Key to success is no longer its location or further tourist offer but much more. Famous designer can attract people by designing a hotel and its products only because of his or hers name solely because they are part of show business.
Times when people would return to visit the same hotel year by year and annually made new reservations are over. Hotel as a home outside home or as a temporary living space are no longer easy answers to the question how to perceive hotels as such and what is their function in contemporary society.
Contemporary trends of designing hotels are a subject of new spirit of time therefore hoteliers wish to give its customers more and more.

How else could we explain the latest trends in designing hotels as well the need of new ones which borders of new design concepts are often crossed, especially as life styles, shelters…and on the other hand the constant search of a hotel style based on magnificent tradition of culture heritage hotels.

Travelling customer on business or private arrangements is after all always in search of refined consumer experiences like culinary pleasures, games, identity, fashion, music, art, etc.
People like to buy the whole package or idea which is already carefully placed in space itself. Philosophy of ART & DESIGN is the answer on contemporary trends of implementing culture in economy and for the economy. This is a place where culture, economy and all kind of multi/interdisciplinary experts meet who all together form the representative space of meeting, exhibition making new businesses and selling quality identity products.

Design itself is an investment, which in combination with innovative knowledge, design creativity and proper marketing, form an excellent added value.
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