

PRIMA

The shape *of hospitality*

AL TRAMONTO
RISTORANTE

Press Kit



Defining *identities*

A hotel's identity is revealed through the objects that accompany the guest's everyday gestures: the skincare in the bathroom, the textiles in the room, the menu placed on the table, the accessories that shape the atmosphere of a spa. It is within these details that the perceived quality of a place truly takes form.

For more than thirty years, Prima has worked alongside hotels, resorts and restaurants as a creative atelier dedicated to designing product ecosystems that give structure, coherence and character to the hospitality experience.

Cosmetics represent one of the atelier's core areas of expertise. Prima curates and distributes international brands such as Amouage, Chopard and Balmain, integrating them into carefully developed hospitality concepts. Alongside these collaborations, the company has created NOT JUST BODYCARE, its proprietary skincare line that interprets personal care as a sensory ritual. Essential formulations meet a restrained aesthetic language designed to harmonise with the architecture and atmosphere of each space.



madeAmano: *sartorial craft* for dining

Within Prima's design universe, madeAmano represents the most explicit expression of the atelier's artisanal culture.

Menus, wine lists and table accessories are conceived as bespoke objects: handcrafted, stitched, bound and finished individually. Paper selection, tactile surfaces, visible stitching and carefully balanced proportions follow a distinctly sartorial logic.

Each detail is considered as part of the dining ritual, restoring value to the gestures of service and strengthening the relationship between guest and table.

Opening a menu, running a hand across its cover, sensing its weight: a simple action that becomes a tactile experience and a defining signature of the restaurant.

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Telling a story *through design*

Around skincare and artisanal manufacturing, Prima has developed a comprehensive system that extends to bathroom accessories, dry amenities, textiles, tableware solutions and spa elements.

Every project evolves through time and attentive observation. Time to understand the rhythm of a place, to study the daily gestures of guests and staff, and to interpret the operational needs of hospitality environments.

Listening is equally essential: to the architecture, to the vision of ownership, and to the practical dynamics of the space. Prima's work integrates consultancy, design, bespoke development, production and long-term supply. Through close collaboration with owners, general managers and architectural studios, design decisions take shape in the form of finishes, materials, textures and functional details that naturally become part of the everyday life of a property.

The result is a hospitality experience that feels coherent, fluid and immediately recognisable.



Thinking *beyond* the present

The atelier's culture is deeply rooted in European manufacturing traditions. Prima collaborates with Italian and European artisans and specialist companies, favouring controlled supply chains, attentive craftsmanship and materials designed to retain their quality over time.

Refillable systems, attention to product life cycles and structural durability guide every stage of development.

We are Hospitality Designers is the statement that encapsulates this philosophy — a practice that moves seamlessly between design, product development and the everyday management of space, shaping a form of hospitality defined by what guests use, touch and experience.

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About *Prima*

For over three decades, Prima has operated as a creative atelier dedicated to transforming hospitality into a design discipline, shaping objects, rituals and details that accompany the guest experience.

Together with **ADA Cosmetics International**, Prima develops hospitality skincare collections where aesthetics, formulation research and sustainability coexist in a carefully balanced approach. In collaboration with **DaunenStep**, the company promotes the excellence of Made in Italy through high-quality duvets and pillows crafted according to sartorial standards. The **madeAmano** collection combines Italian craftsmanship and contemporary design to produce bespoke menus and accessories tailored to each venue's identity.

Every project reflects a culture of care and craftsmanship, transforming the elements of hospitality into distinctive objects of desire.

PRIMA • We are Hospitality Designers

