

# **grupidea**

Imagine Design Build

# **abessis**

Building & Shopfitting

## GENERAL PORTFOLIO

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*Hospitality*

*Grup Idea and Abessis are international companies specialised in imagining, designing and building spaces that reflect and integrate the value of brands.*

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## WE IMAGINE

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We imagine spaces focused on the business model and the user. Our work method is based on "design thinking" and open innovation. We guarantee that the final result will always be surprising and profitable.

- Strategic Definition.
- Concept Design.

## WE DESIGN

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We specialize in the development of projects for brands. We coordinate and supervise all people involved in the project and the construction phases. Everything you need to make your business ideas come true.

- Local Architect.
- Architect of Records.
- Engineering – MEP Design.
- Project Management.
- Cost Management.
- Construction Management.

## WE BUILD

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Abessis is our construction company. We are specialized in the execution of projects with our in home team works together with our external collaborators and providers. Our attitude, always proactive, ensures compliance with deadlines and quality in every detail.

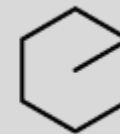
- Construction.
- Shopfitting.



**STRATEGY  
& DESIGN**



**ARCHITECTURE  
& ENGINEERING**



**BUILDING  
& SHOPFITTING**

## WE IMAGINE



STRATEGIC  
DEFINITION



CONCEPT  
DESIGN

## WE DESIGN



LOCAL  
ARCHITECT



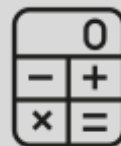
ARCHITECT  
OF RECORDS



MEP  
ENGINEERING



PROJECT  
MANAGEMENT



COST  
MANAGEMENT



CONSTRUCTION  
MANAGEMENT

## WE BUILD



CONSTRUCTION



SHOPFITTING

# TEAM

Partners  
Architects

Building Engineers  
Engineers

Technical Assistance  
Administration




Communication & Marketing  
Health & Safety Procedures

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# MANAGEMENT CHART

<div><div><b>Artur Ortiz</b> Co-founding Partner Building Engineer <b>Adviser</b></div><div><b>Lluís Sáiz</b> Co-founding Partner Architect <b>Adviser</b></div></div>			
<div><b>Miquel Àngel Julià</b> Partner, Architect <b>Design &amp; Marketing Director</b></div>	<div><div><b>Alejandro Mora</b> Partner, Engineer <b>CEO Grup Idea</b></div><div><b>Rodolfo Pérez</b> Partner, Architect <b>Project Management Director</b></div></div>		<div><b>Juan Guaita</b> Partner, Building Engineer <b>CEO Abessis</b></div>
	<div><b>Alex Guallar</b> Architect Project Manager <b>Head of Spanish Projects</b></div>	<div><b>Judit Pérez</b> Engineer <b>Organizational Manager</b></div>	<div><b>Miriam Modolell</b> Architect <b>Head of International Projects</b></div>
<div><b>STRATEGY &amp; DESIGN</b></div>	<div><b>ARCHITECTURE &amp; ENGINEERING</b></div>		<div><b>BUILDING &amp; SHOPFITTING</b></div>

# OUR CLIENTS

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Abercrombie  
& Fitch

**///ACTION**

Adeslas

aristocrazy

**B Sabadell**

**BASIC-FIT**

**BBVA**

Bershka

COMPTOIR DES  
COTONNIERS

**%** Degroof  
Petercam

**DENTIX**

DERBY HOTELS  
COLLECTION

**Dezigual**

**dyson**

DOCKERS<sup>®</sup>

*Etam*

**Foot Locker**

**FITNESS PARK**  
DESAPRIATE - SUPERATE

GAP

General  
Optica

G U E S S

HOLLISTER  
CALIFORNIA

**H&M**

HOTELES GARGALLO  
\*\*\*\*

**IVI)**

Kave Home

KIKO  
MAKE UP MILANO

**LEGO**

**Levi's**

MANGO

**MERCADONA**  
SUPERMERCADOS DE COMPAÑIA

**Morillas**

**Nike**

pepco<sup>®</sup>

Pepe Jeans  
LONDON

PORCELANOSA

( Sfera )

**SHARP**

SPRINGFIELD

**STARBUCKS**

SUAREZ

**sisley**  
PARIS

SWAROVSKI

TIFFANY & Co.

**Under Armour**

VICTORIA'S  
SECRET

**WESTIN**  
HOTELS & RESORTS

women'secret

---

## ***Barcelona***

C/ de la Duana 3, pral 2.<sup>a</sup>  
(Pla de Palau)  
08003 Barcelona  
T. +34 932 688 450

## ***Paris***

13-15 rue Taitbout  
75009 Paris  
T. +33 (0) 1 48 01 47 12

***www.grupidea.com***

***www.abessis.com***

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*grupidea@grupidea.com*  
*abessis@abessis.com*

## ***Valencia***

Plaza Cánovas del Castillo 1, 5<sup>o</sup>  
46005 Valencia  
T. +34 963 527 357

## ***London***

T. +34 932 688 450

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# FROM BARCELONA TO THE WORLD

*More than 25 years of worldwide project.*

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**+710**

*Retail  
stores*

**+2100**

*Corporate  
offices*

**+275**

*Healthcare  
facilities*

**+65**

*Hotels  
and restautants*





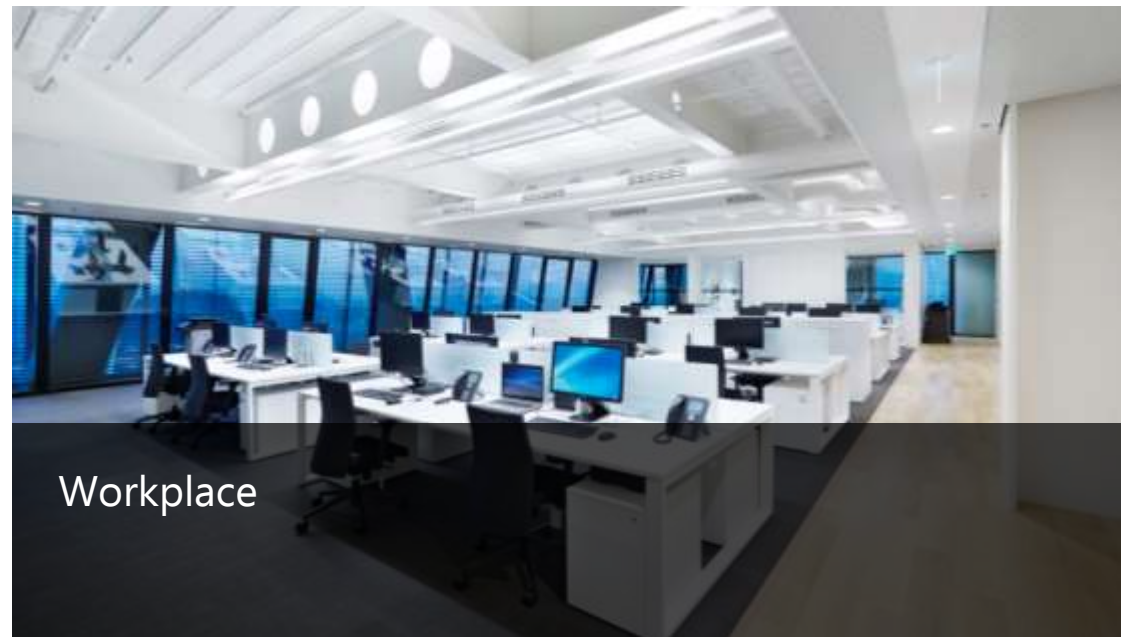
# BUSINESS SECTORS

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Retail



Workplace



Healthcare Facilities



Hospitality



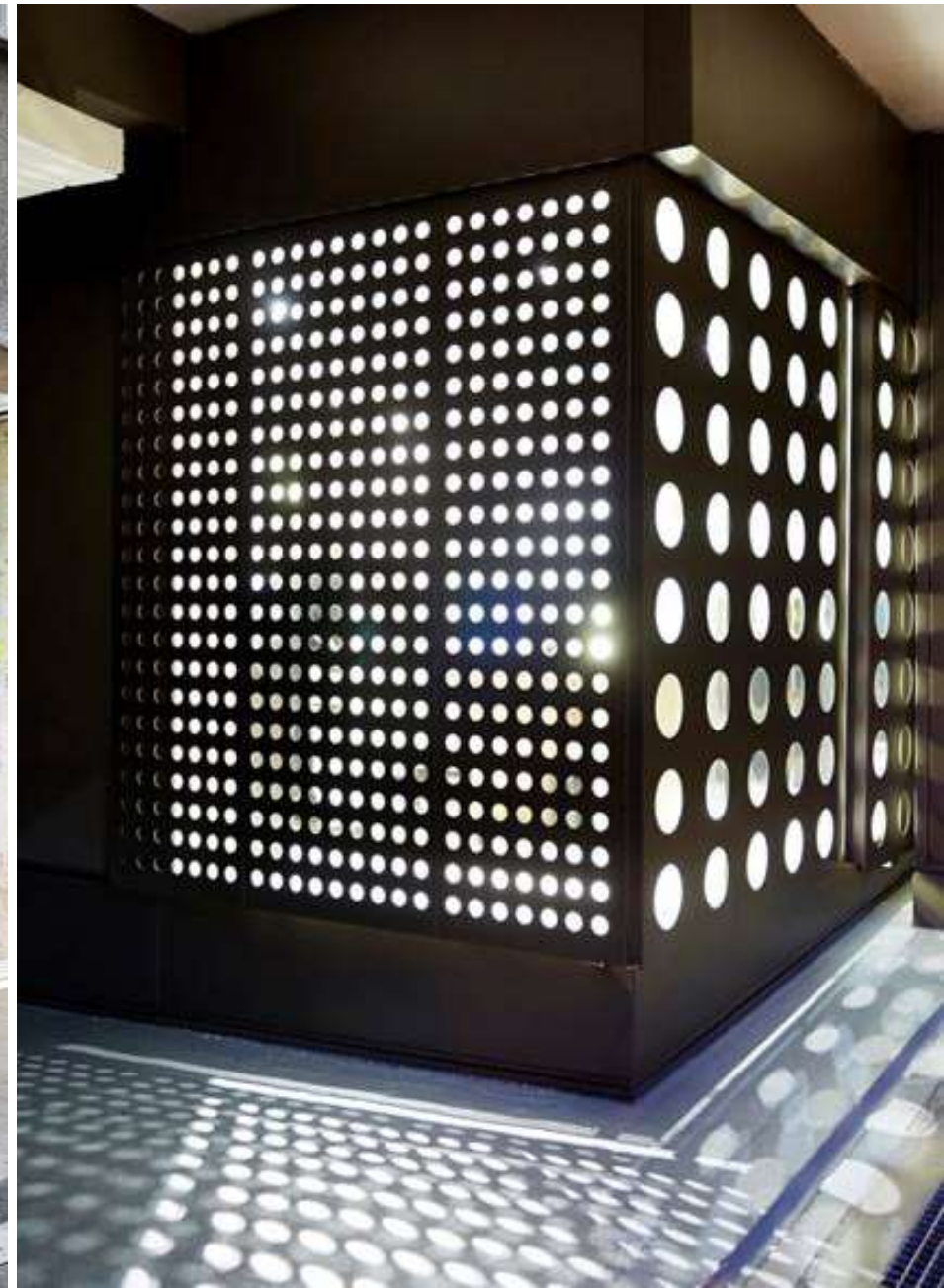


# APARTHOTEL SILVER

*Concept Design, MEP, Architect of Records, Project Management, Construction Management.*

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& Shopfitting





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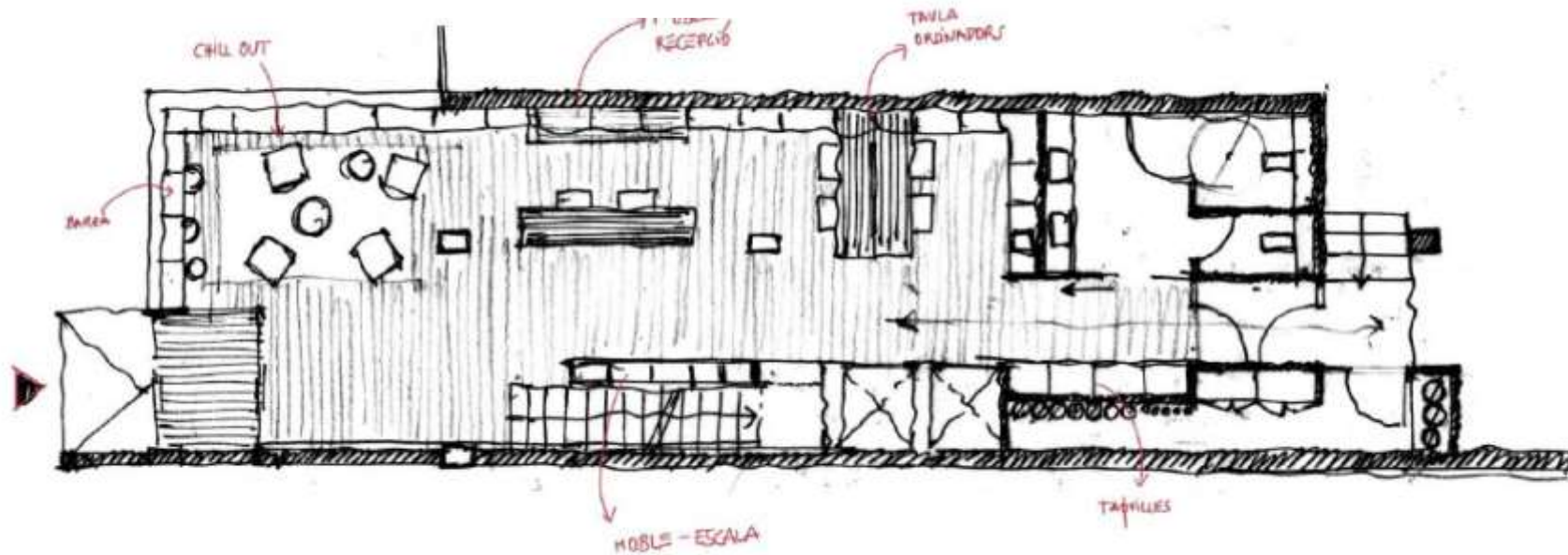
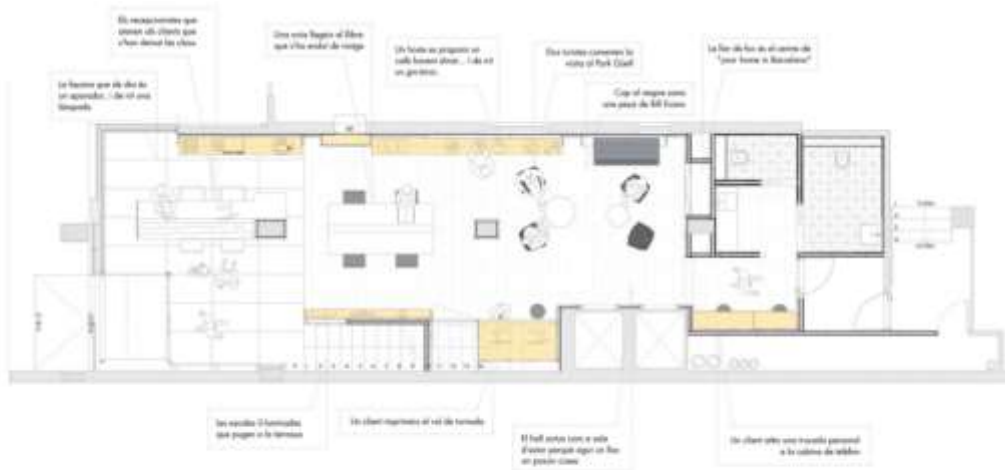


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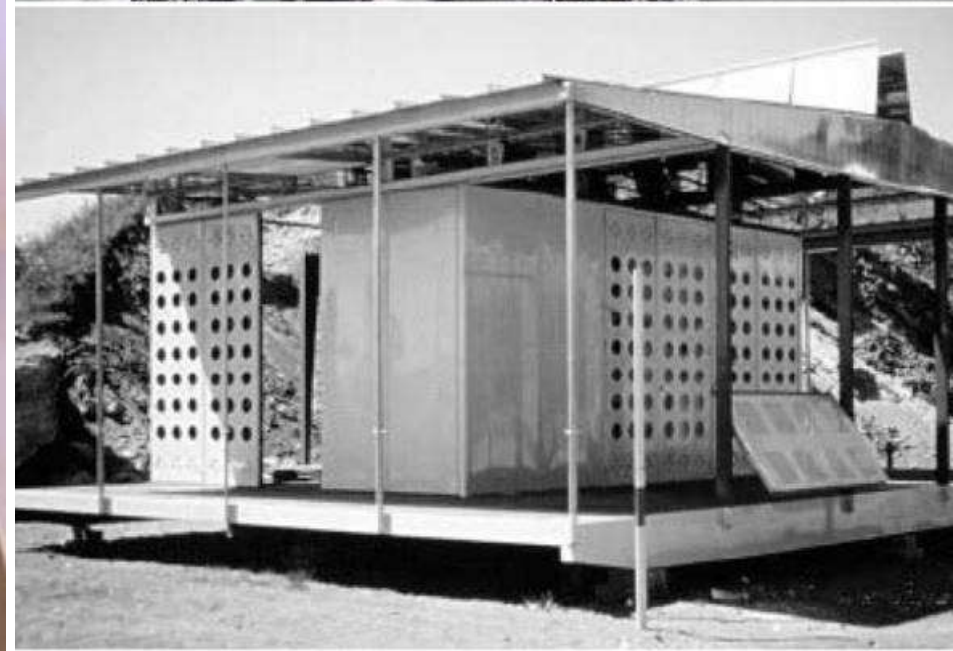
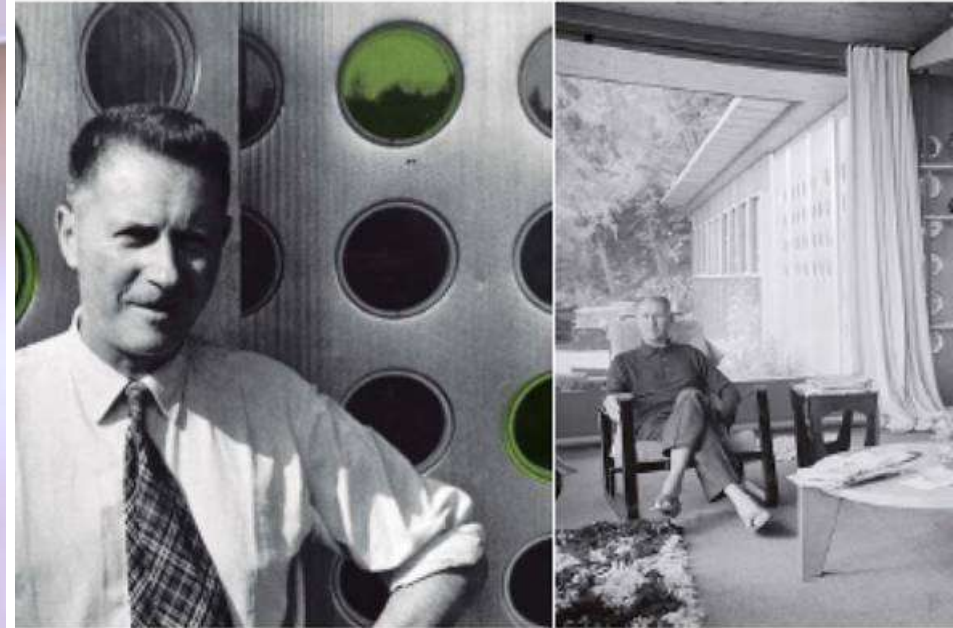


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# HOTEL BARCINO – GRUPO GARGALLO

*MEP, Project Management.*

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Design Build

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& Shopfitting



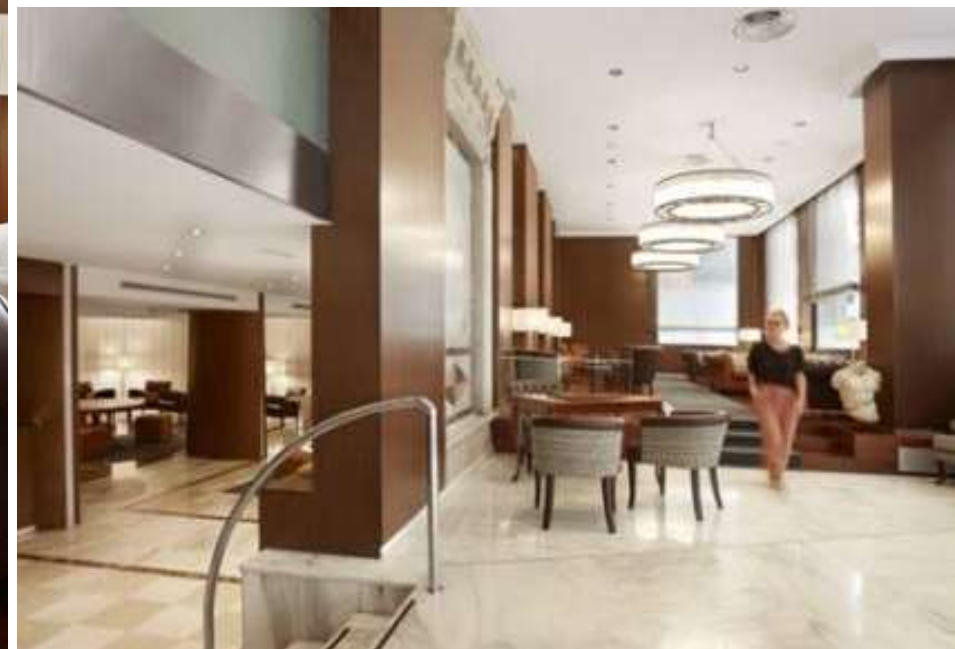


# HOTEL BARCINO – GRUPO GARGALLO

*MEP, Project Management.*

**grupidea** Imagine  
Design Build

**abessis** Building  
& Shopfitting

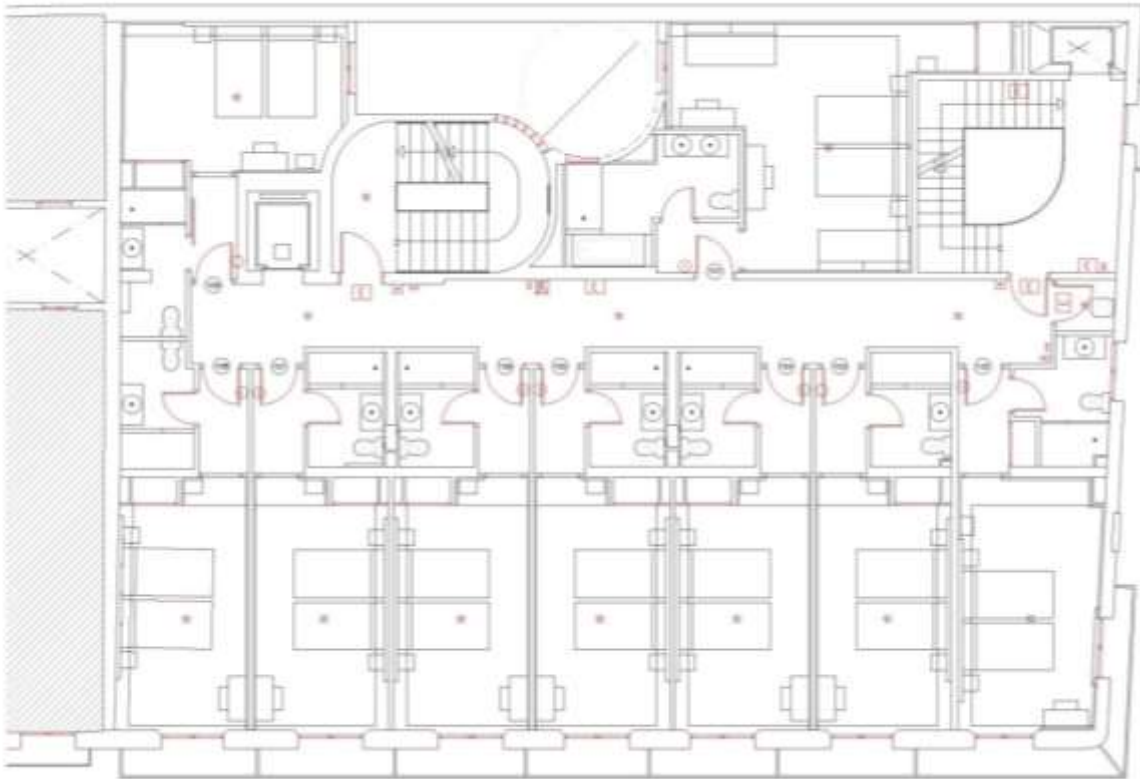


# HOTEL BARCINO – GRUPO GARGALLO

*MEP, Project Management.*

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& Shopfitting





# HOTEL BARCINO – GRUPO GARGALLO

*MEP, Project Management.*

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Design Build  
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& Shopfitting



# HOTEL GÓTICO – GRUPO GARGALLO

*MEP, Project Management.*

**grupidea** Imagine  
Design Build

**abessis** Building  
& Shopfitting





# HOTEL GÓTICO – GRUPO GARGALLO

*MEP, Project Management.*

**grupidea** Imagine  
Design Build

**abessis** Building  
& Shopfitting

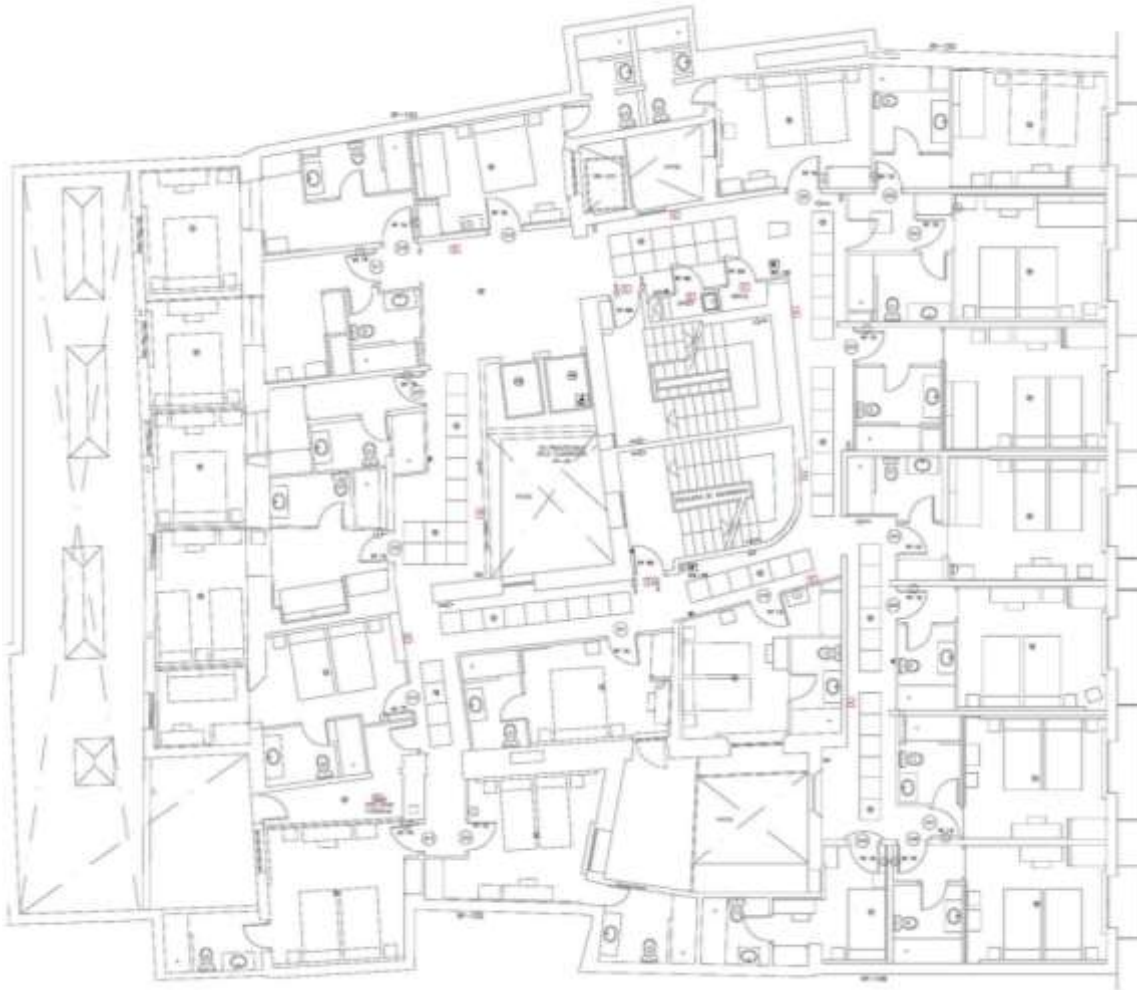


# HOTEL GÓTICO – GRUPO GARGALLO

*MEP, Project Management.*

**grupidea** Imagine  
Design Build

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& Shopfitting





# HOTEL BANKE PARIS – DERBY HOTELS

*MEP, Project Management.*

**grupidea** Imagine  
Design Build

**abessis** Building  
& Shopfitting



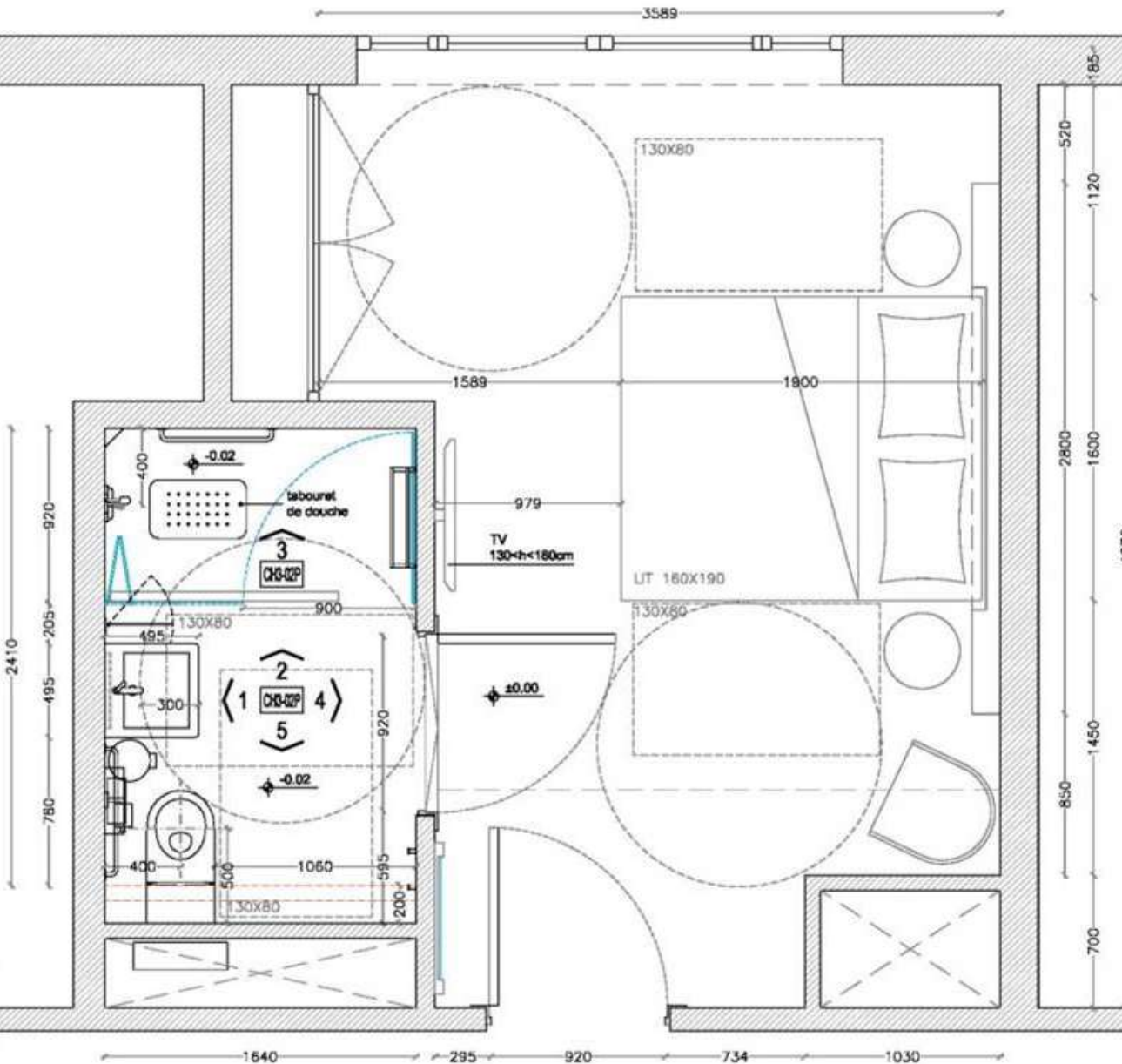


# HOTEL BANKE PARIS – DERBY HOTELS

MEP, Project Management.

**grupidea** Imagine  
Design Build

**abessis** Building  
& Shopfitting





# HOTEL WESTIN

*Construction Management.*

**grupidea** Imagine  
Design Build

**abessis** Building  
& Shopfitting





# TOURIST APARTMENTS

*Concept Design, MEP, Architect of Records, Project Management.*

**grupidea** Imagine  
Design Build

**abessis** Building  
& Shopfitting





# TOURIST APARTMENTS

*Concept Design, MEP, Architect of Records, Project Management.*

**grupidea** Imagine  
Design Build

**abessis** Building  
& Shopfitting



# TOURIST APARTMENTS

*Concept Design, MEP, Architect of Records, Project Management.*

**grupidea** Imagine  
Design Build

**abessis** Building  
& Shopfitting





# HOTEL IN ITALY – FINALIST PROJECT

*Strategic Definition, Concept Design.*

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& Shopfitting



# HOTEL IN ITALY – FINALIST PROJECT

*Strategic Definition, Concept Design.*

**grupidea** Imagine  
Design Build

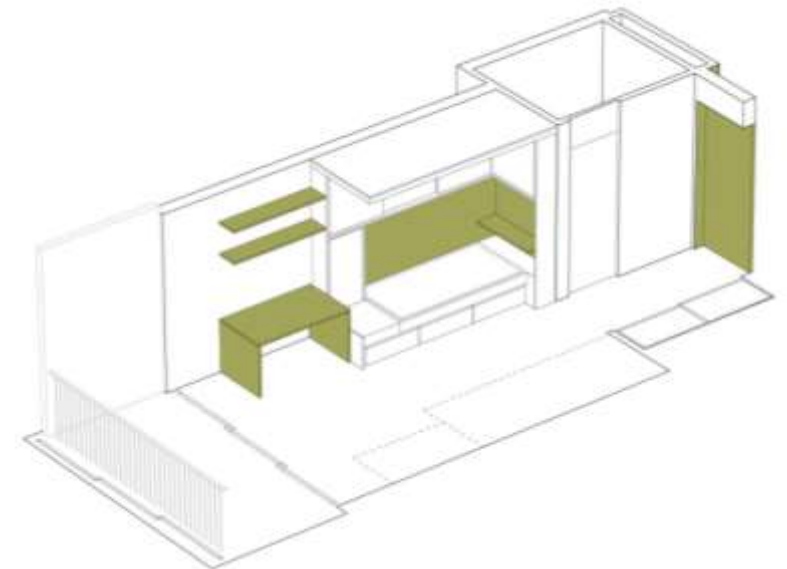
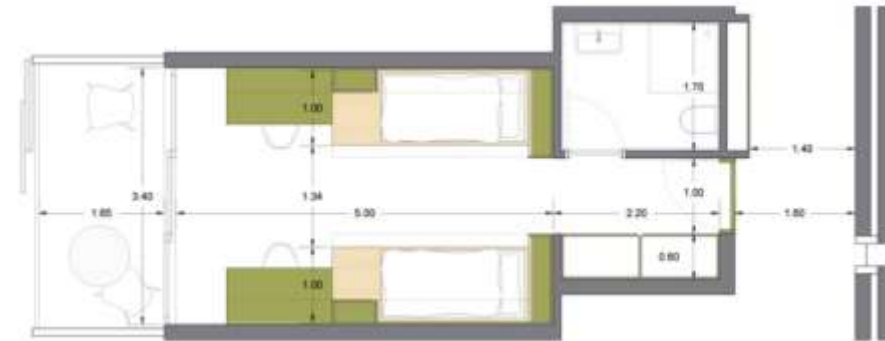
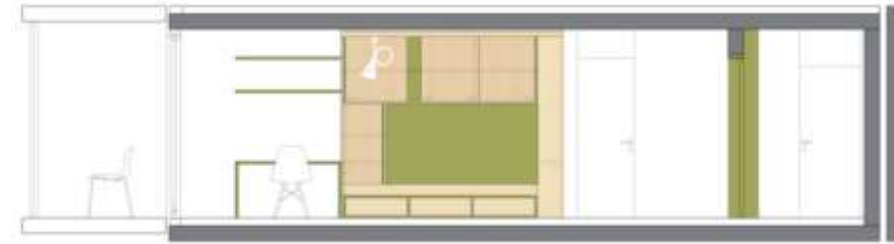
**abessis** Building  
& Shopfitting





*Strategic Definition, Concept Design.*

**abessis** Building  
& Shopfitting

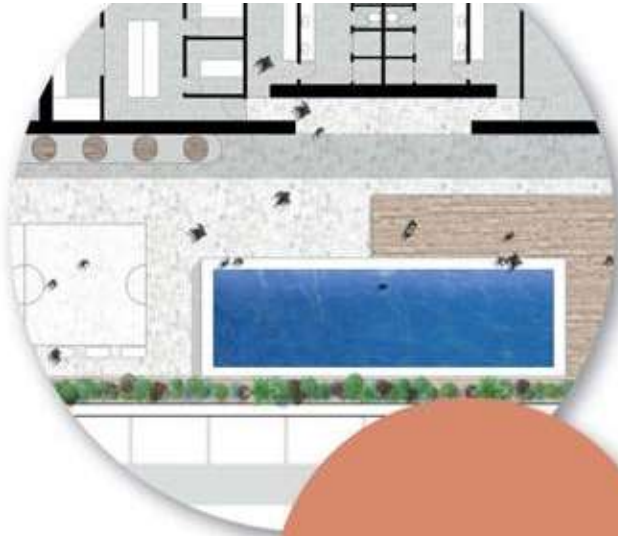




# HOTEL TOSSA DE MAR - GERONA

*Strategic Definition, Concept Design.*

**grupidea** Imagine  
Design Build  
**abessis** Building  
& Shopfitting



El divertimento y exaltar los  
sentidos



# HOTEL TOSSA DE MAR - GERONA

*Strategic Definition, Concept Design.*

**grupidea** Imagine  
Design Build

**abessis** Building  
& Shopfitting



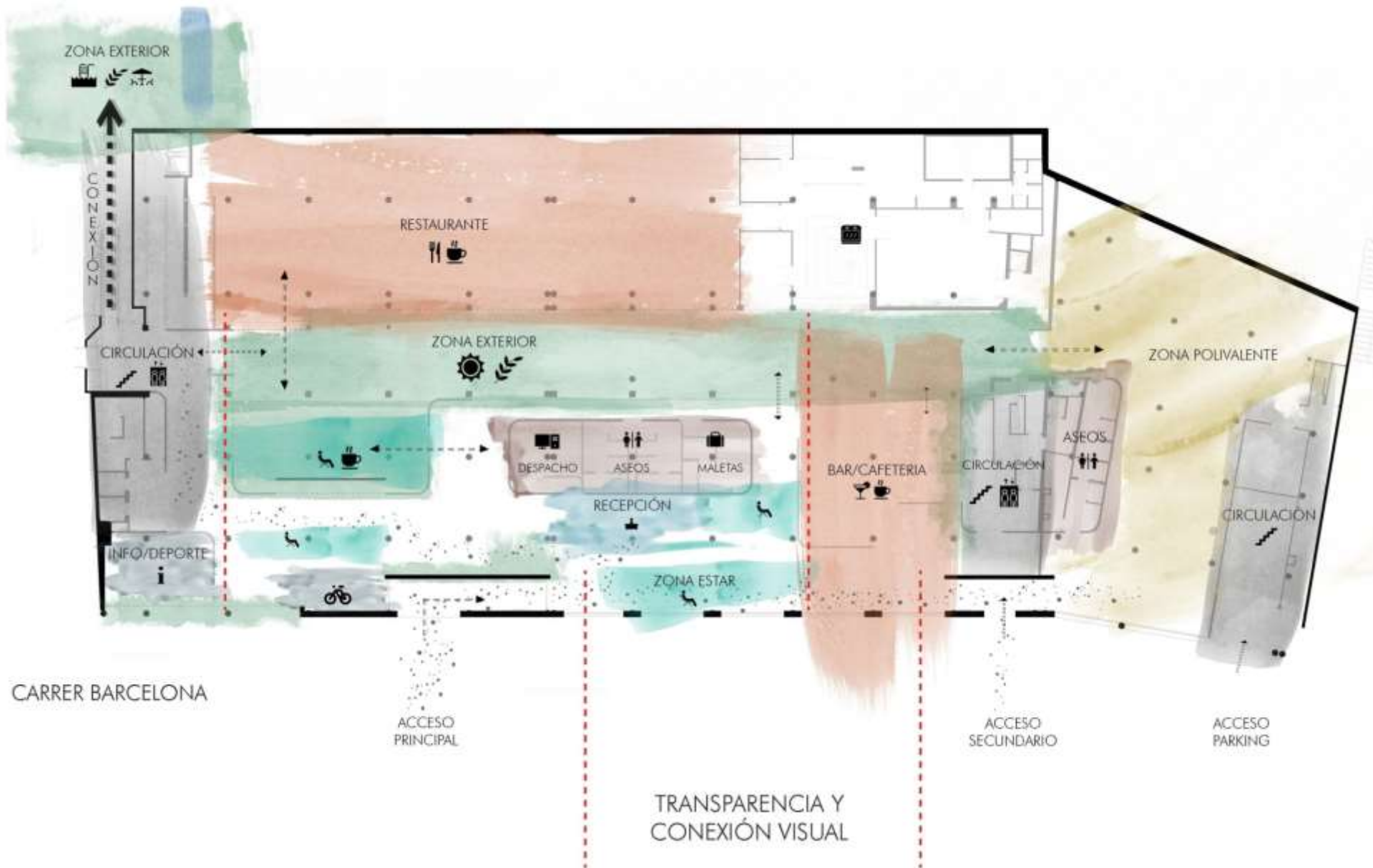


# HOTEL TOSSA DE MAR - GERONA

*Strategic Definition, Concept Design.*

**grupidea** Imagine  
Design Build

**abessis** Building  
& Shopfitting

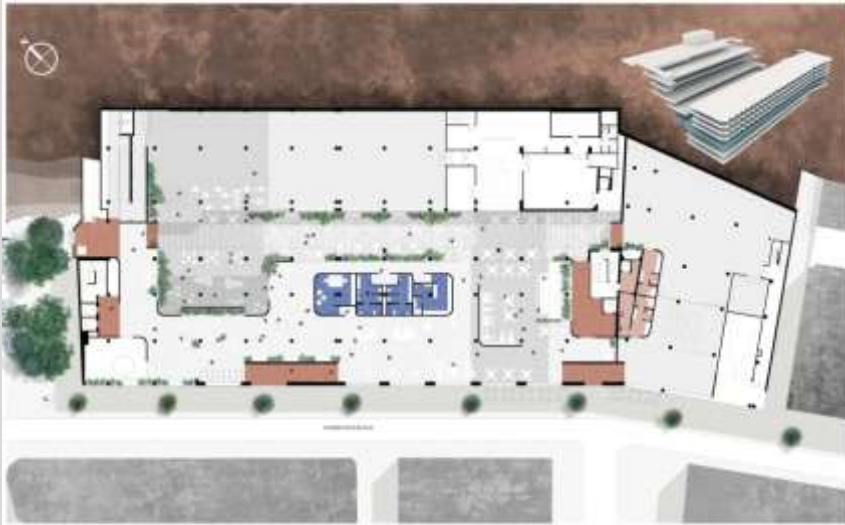


# HOTEL TOSSA DE MAR - GERONA

*Strategic Definition, Concept Design.*

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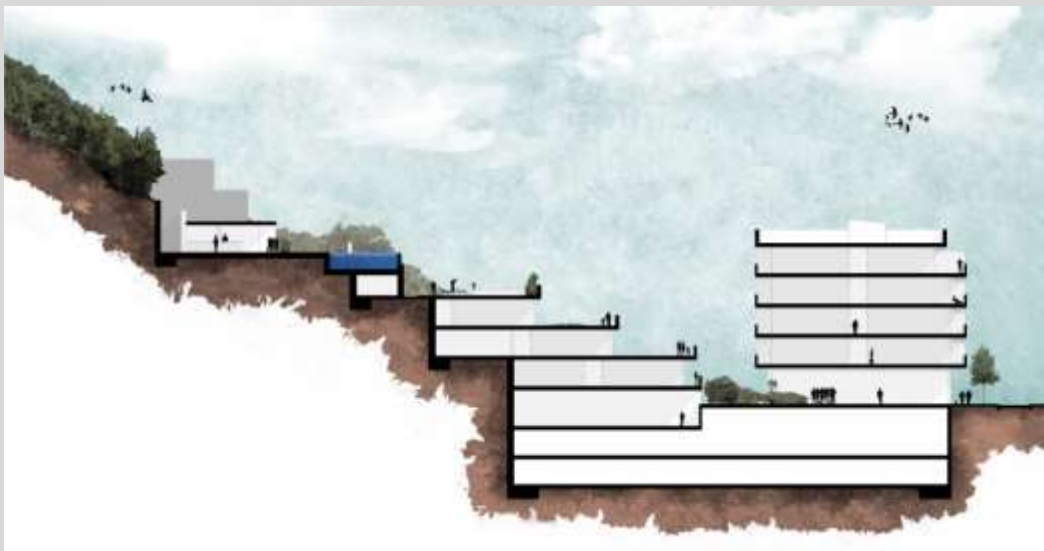
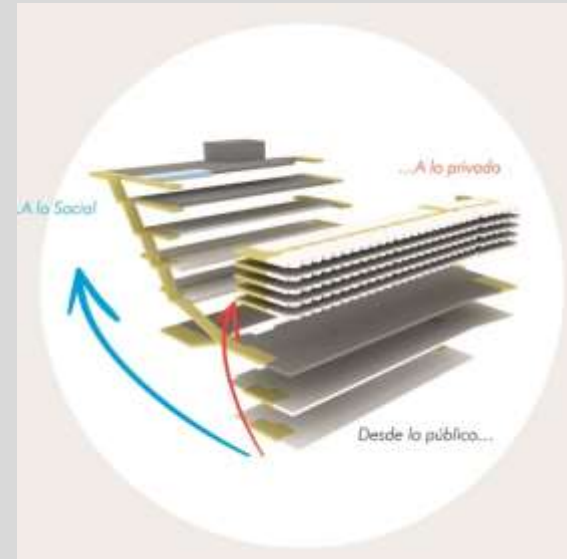
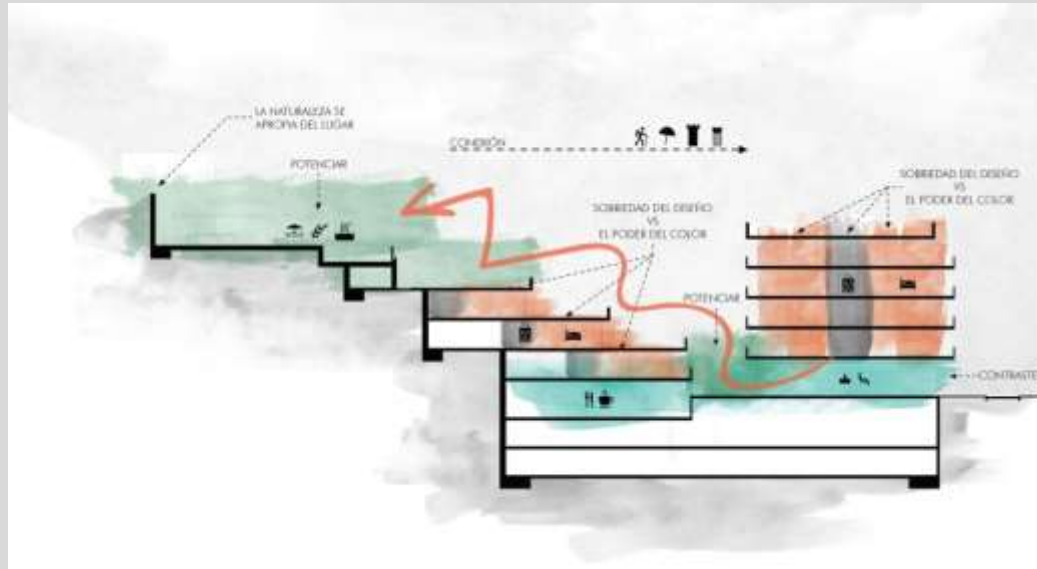


# HOTEL TOSSA DE MAR - GERONA

*Strategic Definition, Concept Design.*

**grupidea** Imagine  
Design Build

**abessis** Building  
& Shopfitting





# HOTEL TOSSA DE MAR - GERONA

*Strategic Definition, Concept Design.*

**grupidea** Imagine  
Design Build

**abessis** Building  
& Shopfitting

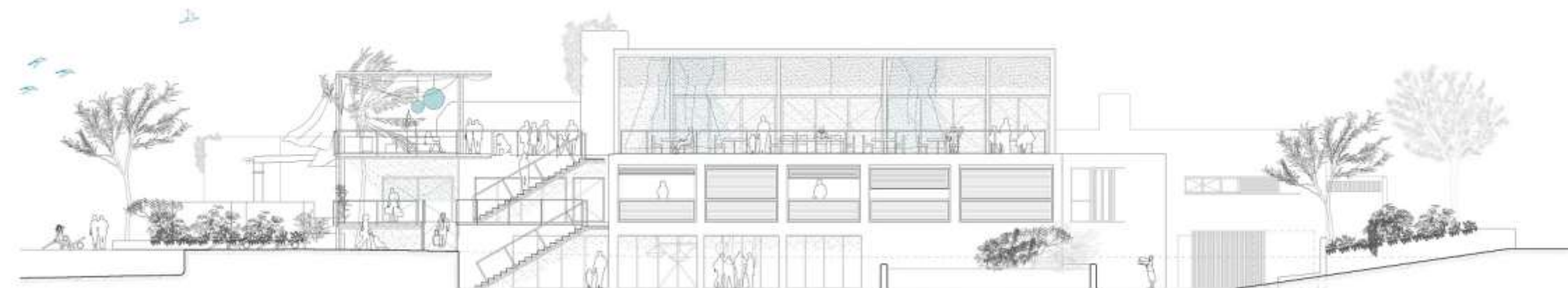


# HOTEL CALA LLENYA - IBIZA

*Strategic Definition, Concept Design.*

**grupidea** Imagine  
Design Build

**abessiss** Building  
& Shopfitting



Alzado sur escala 1:100





# HOTEL CALA LLENYA - IBIZA

*Strategic Definition, Concept Design.*

**grupidea** Imagine  
Design Build

**abessis** Building  
& Shopfitting



Vista des de la terraza ChillOut hacia la vila Cala Llenya





# HOTEL CALA LLENYA - IBIZA

*Strategic Definition, Concept Design.*

**grupidea** Imagine  
Design Build

**abessiss** Building  
& Shopfitting



# HOTEL CALA LLENYA - IBIZA

Strategic Definition, Concept Design.

**grupidea** Imagine  
Design Build

**abessis** Building  
& Shopfitting





# HOTEL CALA LLENYA - IBIZA

*Strategic Definition, Concept Design.*

**grupidea** Imagine  
Design Build

**abessis** Building  
& Shopfitting



*Strategic Definition, Concept Design.*

**abessis** Building  
& Shopfitting

\*Un hotel es un estado de ánimo\*.

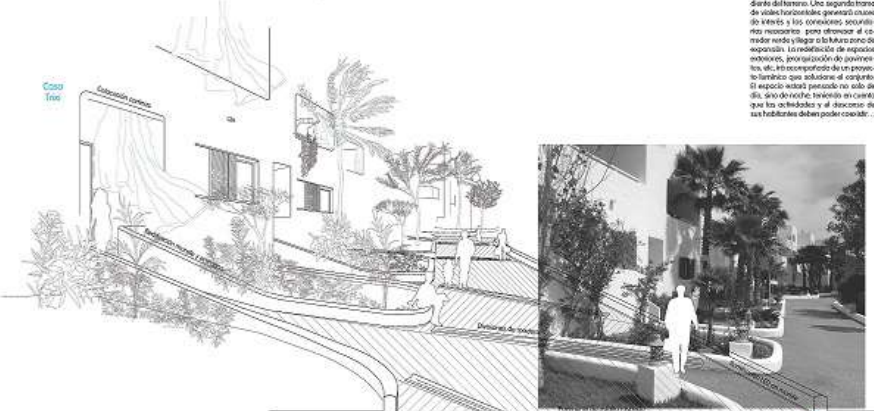
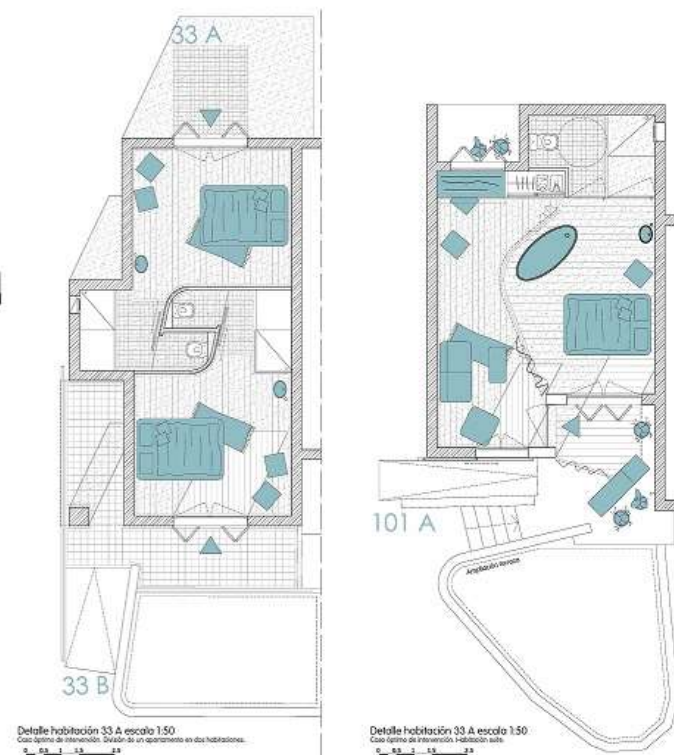
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*Strategic Definition, Concept Design.*



Vista de la transformación de los espacios exteriores [1]



Vista de la transformación de los espacios exteriores. [3]

# HOTEL CALA LLENYA - IBIZA

Strategic Definition, Concept Design.

Tal como se aprecia en el punto 0. Introducción, se propone por un lado la necesidad de un **PLAN DIRECTOR** como escenario de los próximos 3 años y por otro lado una **FASE INICIAL** que tiene como objetivo llegar a la fecha de 15 de Abril, 2015, con la realización de los otros necesarios en el edificio principal para conseguir que el Hotel pase a ser un 4 estrellas (baja mayor) y una mínima intervención (baja menor) en las 17 edificaciones anexas que incorporan las 111 habitaciones. Aun así, creemos que para esta primera fase sería recomendable un incremento de la inversión a realizar para poder realizar una intervención superior, más allá de lo necesario, en todas las habitaciones.

En la doble lámina **ANEXO**, se muestra la tipología de habitación que se propone, igualmente, debido a la gran heterogeneidad actual de espacios, se proponen un total de 3 niveles de intervención.

Así por ejemplo, no se propone actuar restando la totalidad de baños, pero sí que se proponen en cambio, temas de acabados. Se propone dar a los paredes de los baños una pintura tipo "terrazo hidráulico", nuevo pavimento, nuevo conjunto lavabos y espejo para conseguir una atmósfera lúdica: los acabados, texturas, colores... Son los que mejor comunican los valores que se quieren transmitir.

También se propone pavimentar y adecuar las terrazas exteriores, para conseguir que sean espacios donde poder estar, charlar, tomar una copa... La transformación de las cubiertas en solárium, o la incorporación de dos ascensores en el Bloque A y B, no se consideran necesarias en esta fase, pero sí que se propone su realización a largo plazo, definiéndolo a lo largo del Plan Director.

En el interior, las actuales cocinas, se propone analizarlas o transformarlas para acercarse más al concepto de Hotel y dejar la imagen de Apartamento Turístico que actualmente tienen. Por ello, en algunos espacios se propone su creación, y en otros la transformación de esto en un espacio que permita preparar una copa, un bocadillo y poco más...

Se propone una "decoración" interior que incorpore no solo nuevos acabados, sino piezas de mobiliario como podrían ser la lámpara Diga de J.A. Goderch (1957) o la silla Torres Clavé (1934), con carácter 100% ibicencos...

...porque Cala Llenya es "l'île dans l'île".

## CALA LLENYA

### L'île dans l'île

#### Unidad habitacional

#### Anexo

#### Presupuesto estimativo unidades habitacionales

Este presupuesto adicional, corresponde a la intervención completa en el interior de las 111 habitaciones existentes para Hotel de 4 estrellas, teniendo en cuenta 28 unidades situadas en los bloques A y B con intervenciones bajas, 16 unidades con intervenciones medias en plantas primera y 65 unidades de intervenciones mayores en las plantas bajas.

OBRAS CIVIL	INSTALACIONES
Derivación, transporte y gestión de residuos	Clasificación
Albañilería y cubiertas	Ventilación y extracción
Imprescindibles para el pavimento	Gas GIP
Caracterización y estudios interiores	Plomería
Tratamiento de pintura y cubiertas	Sanitarios y grifería
Albañilería y cubiertas	Saneamiento
Ferros techos y contrapiso	Electricidad
Tratamiento de protección al fuego	Alumbrado interior
Pinturas y acabados interiores	Luminarias
Caracterización y estudios exteriores	Suelos duros
Carpetas y pavimentos	Contraventanas
Instalación de calefacción	Seguridad
Acabados y pinturas	Doble insonorización
Instalación y equipamiento	OTAS (BOMBA, CABLES)
TOTAL OBRAS CIVIL	TOTAL PRESUPUESTO

NOTA: Los honorarios profesionales finales se adecuarán a las intervenciones reales llevadas a cabo y serán proporcionales al presupuesto de inversión final de la intervención.

## CALA LLENYA

### L'île dans l'île

#### Unidad habitacional

#### Anexo

#### Referencias, acabados, mobiliario...



1. Col. Showroom, Anna & Eugeni Bach Arquitectes



2. Mesa Pedra de J. J. Barba Canals



3. Sistema de almacenamiento



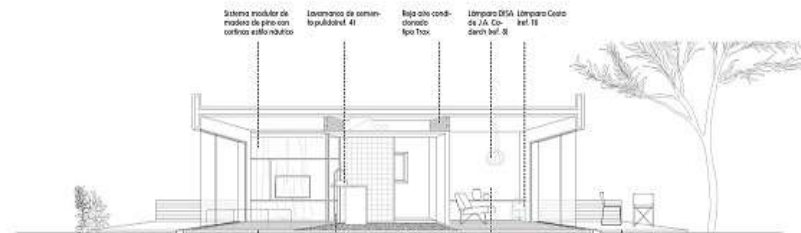
4. Lavamanos de cemento pulido



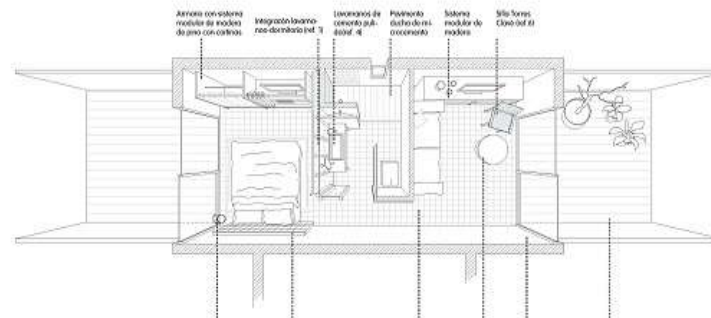
5. Cama Cincars, Diseño de Elin Toros y J.A. Martínez-López



6. Silla Torres Clavé de Josep Torres Clavé



Sección unidad habitacional tipo



Plano unidad habitacional tipo



7. Detalle reforma piso de YORA Arquitectura



8. Lámpara DGA de J.A. Goderch



9. Mesa de noche de madera



10. Cama Cincars, Diseño de Elin Toros y J.A. Martínez-López



11. Lámpara Cuello de Miguel Mito



12. Reforma piso de YORA Arquitectura



# HOTEL AUGA – LA CORUÑA

*Strategic Definition, Concept Design.*

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*Strategic Definition, Concept Design.*

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# HOTEL AUGA – LA CORUÑA

*Strategic Definition, Concept Design.*

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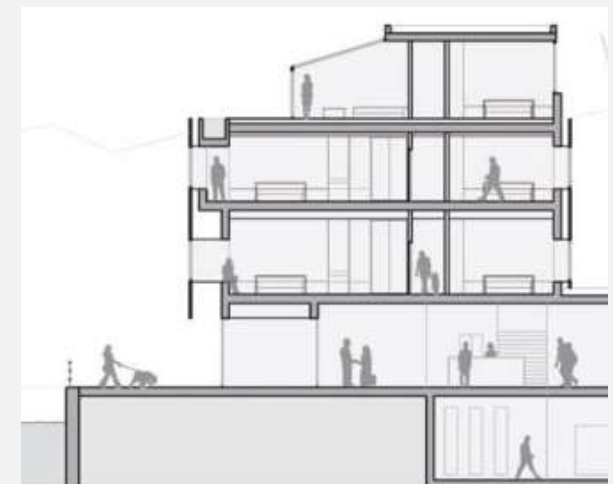
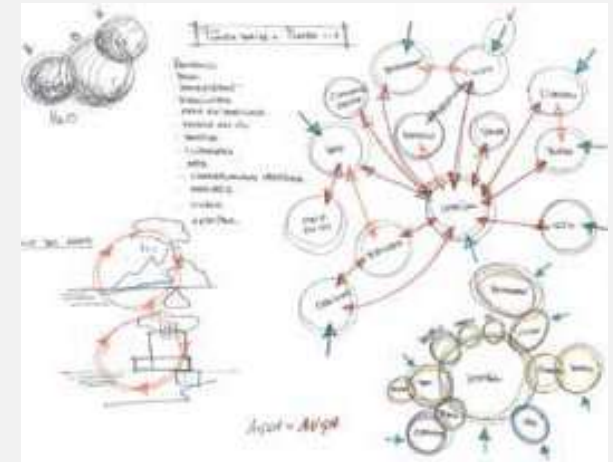


# HOTEL AUGA – LA CORUÑA

*Strategic Definition, Concept Design.*

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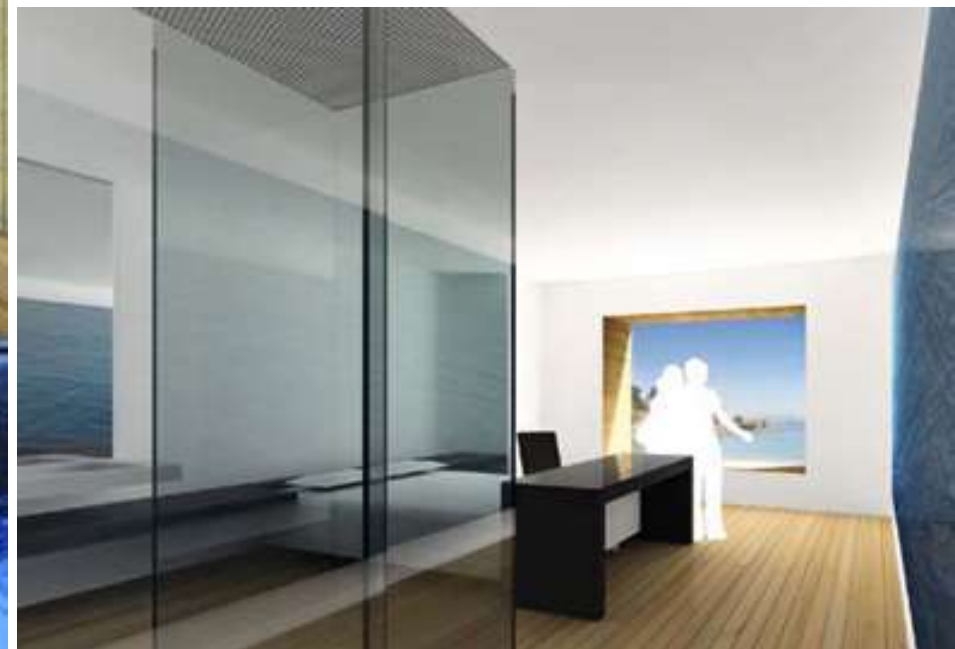


# HOTEL AUGA – LA CORUÑA

*Strategic Definition, Concept Design.*

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# HOTEL AUGA – LA CORUÑA

*Strategic Definition, Concept Design.*

**grupidea** Imagine  
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& Shopfitting





*Strategic Definition, Concept Design.*

**abessis** Building  
& Shopfitting



# MON NATURA PIRINEUS – CATALANE FOUNDATION

*Strategic Definition, Concept Design.*

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Design Build

**abessis** Building  
& Shopfitting

MónNaturaPIRINEUS  
Fundació Catalunya - La Pedrera

29-04-2015



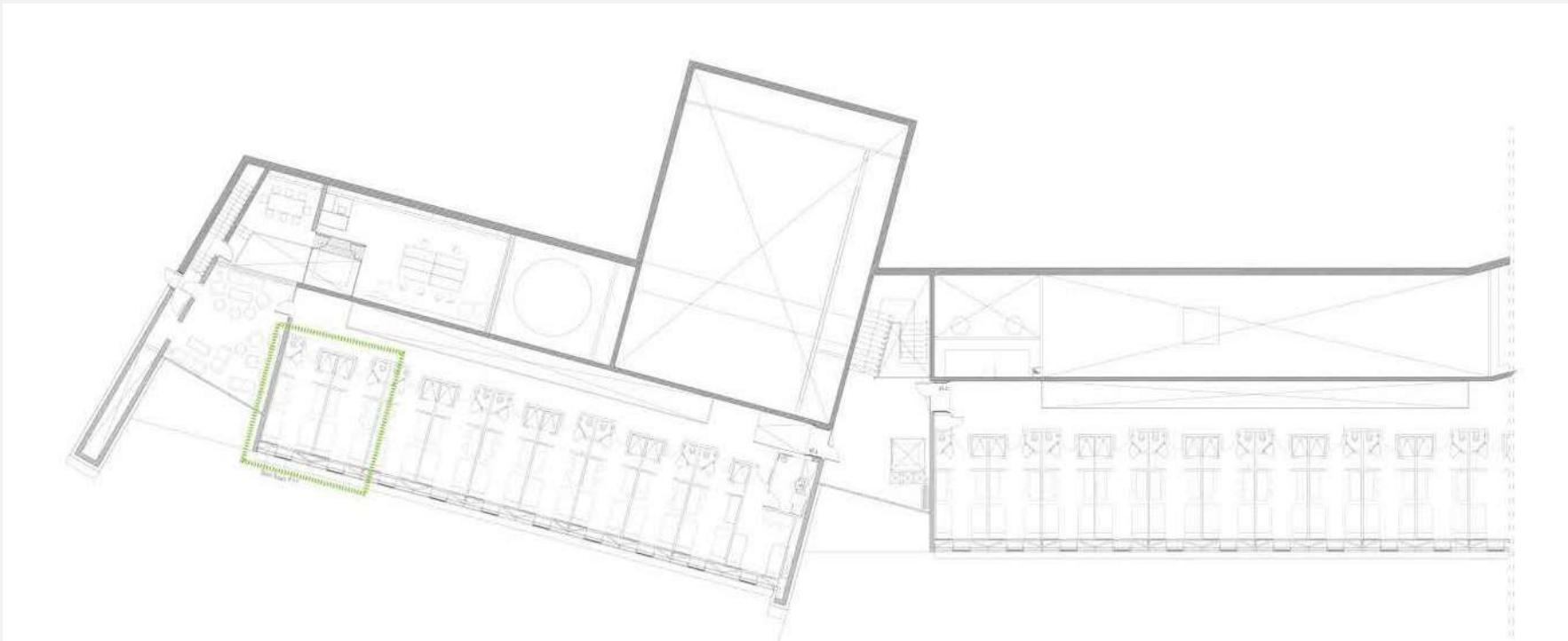
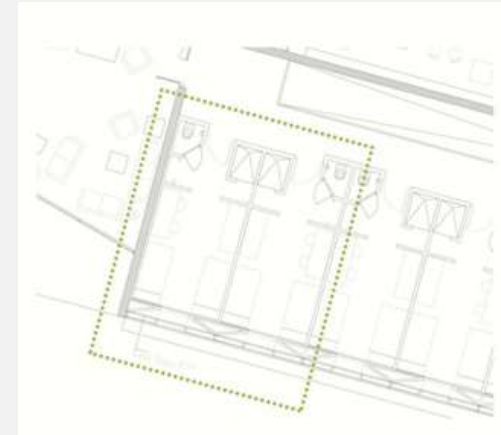
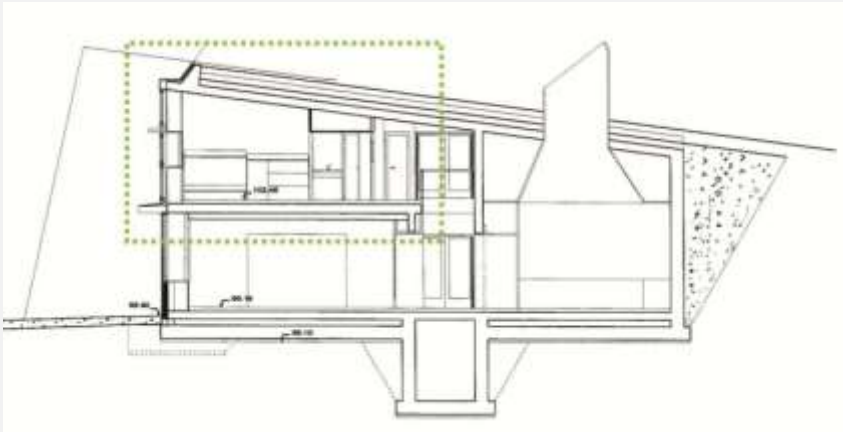


# MON NATURA PIRINEUS – CATALANE FOUNDATION

*Strategic Definition, Concept Design.*

**grupidea** Imagine  
Design Build

**abessis** Building  
& Shopfitting



# MON NATURA PIRINEUS – CATALANE FOUNDATION

*Strategic Definition, Concept Design.*

**grupidea** Imagine  
Design Build

**abessis** Building  
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RESTAURANTS

—



# 100 MONTADITOS

*Local Architect, MEP, Architect of Records, Project Management, Construction Management.*

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# STARBUCKS

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# STARBUCKS

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# POKE HOUSE

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# POKE HOUSE

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# NOSTRUM

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# ENRIQUE TOMÁS

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ENRIQUE  
TOMÁS





VIPS

Construction Management.

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# VIPS

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DOMINO'S PIZZA

*Construction Management.*

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# PASTA CAFFÉ - IBERSOL

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# PASTA CAFFÉ - IBERSOL

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# PLUSFRESC

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# PLUSFRESC

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# DE MAR A MAR

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# DE MAR A MAR

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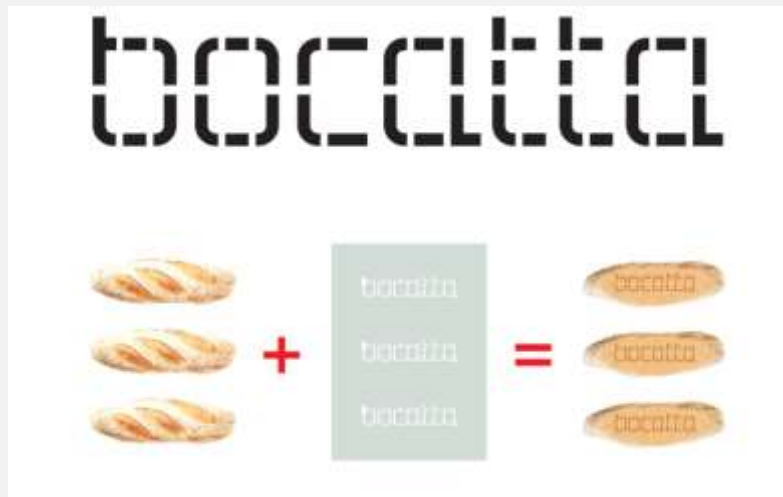
# BOCATTÀ

*Strategic Definition, Concept Design.*

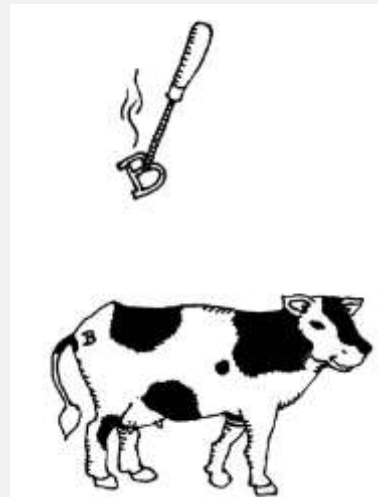
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# bocatta



Identidad



ilustración



Packaging

# BOCATTÀ

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# KURTZ & GUT

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*Thank you*



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