

Matteo Thun • Zero Star Philosophy

Zerostar stands at the **intersection of two lines of MT&Ps** research into the concept of hospitality. The first is a polarizing of the concept of a “5-star-plus hotel” as a sophisticated reading of the Genius Loci (luxury in the form of utmost simplicity) and that of a “3-star hotel” which, however, bypasses the star rating system and looks elsewhere towards a new idea of quality. Zerostar, which interprets this new quality, is in fact this elsewhere. The second is a transferring of design logic. Starting from the principle that a hotel is really a hotel room. This is not a tautology. In actual fact, the hotel room is devised along the same lines as a shop design (or product design itself) and falls within the very same lowest common denominator: the varied series. The setting is logical and natural.

From here Zerostar is refined along more precise technical, aesthetic, functional and performance lines and turns into a leitmotif for hotel projects.

Zerostar means economising and technology: it is made of standardized elements, big Meccano-rooms at the very limits of special transport, prefabricated boxes the size of a container transported and assembled in volumes measuring 3 x 3 x 6/8 meters. The bathrooms are also completely prefabricated, like self-contained machines, transported and installed like boxes inside a box, fully equipped to be connected up to the plant-engineering.

Zerostar means flexibility: one single unit can be combined with others to create single, double rooms etc., depending on the local brief and the right proportions involved.

Zerostar provides a fast and varied service: meeting the needs of the 21st-century traveller means providing a perfect basic service, carefully geared to the modes and speed of constantly changing situations. Hence the room (private space) is reduced to a bare minimum, while the public areas are reinforced by modular services, which may be combined as required (not just the idea of filling a bed) and can be used separately and combined into independent packages.

Zerostar means speed: like having a mobile, flexible and nomadic hotel capable of following events. A hotel which can be broken down and recomposed, shifted on a container, and extended or shrunk on a modular basis as required.

Zerostar is born young, but does not disdain an adult lifestyle, it can cater for leisure and meet the needs of a business hotel.

Zerostar means customised identity: it is an abstract concept, which can be repeated and adorned with customised colours, materials and finishing touches; it is a neutral structure capable of adapting to its context, to a place or to a brand; Zerostar is, in some sense, a “citizen of the world”.

Zerostar, last but not least, **is “simply beautiful”**.