

# WS catalogue

# THE ART OF ITALIAN HOSPITALITY

## **Category**

Interactive Cultural & Sensory Experience

## **Duration**

60–90 minutes

## **Ideal Audience**

Corporate teams, leadership retreats, hospitality brands, private events, cultural festivals

## **Group Size**

10–50 participants

## **Description**

An immersive experience exploring the essence of Italian hospitality and the cultural rituals that transform ordinary moments into memorable experiences.

Inspired by generations of hospitality tradition in Florence and a professional background in design, this session examines how atmosphere, aesthetics, storytelling, food presentation and human connection create meaningful experiences.

Participants explore the sensory and emotional aspects of hospitality through discussion, observation exercises and interactive activities.

## **Key Themes**

- The psychology of welcoming
- Rituals of togetherness
- Atmosphere and sensory experience
- Italian culture and hospitality
- Beauty in everyday life
- Design as a tool for connection

## **Outcomes**

Participants leave with a deeper understanding of how small gestures, environments and shared rituals contribute to wellbeing,

# MOODBOARD LAB

**Category**

Creative Workshop

**Duration**

90–120 minutes

**Ideal Audience**

Corporate teams, innovation departments, creative retreats, educational organisations

**Group Size**

8–30 participants

**Description**

A hands-on visual storytelling workshop where participants transform ideas, emotions and inspirations into personal moodboards.

Using curated imagery, textures, colours and materials, participants learn how designers translate abstract concepts into visual narratives.

No artistic background is required.

The workshop encourages collaboration, creative confidence and fresh ways of thinking.

**Key Themes**

- Visual storytelling
- Creative exploration
- Colour and material awareness
- Design thinking
- Collaboration and ideation

**Outcomes**

Participants strengthen their creativity, communication skills and ability to express ideas visually while enjoying a highly engaging and collaborative experience.

**Materials**

Magazines, images, colour samples, paper boards and creative materials (adaptable to client requirements).

**Starting Fee**

CHF 1,500 + materials and travel expenses

# DESIGNING SPACES FOR WELLBEING

## **Category**

Interactive Design & Wellbeing Experience

## **Duration**

60–90 minutes

## **Ideal Audience**

Corporate teams, wellbeing programs, leadership retreats, design-conscious organisations

## **Group Size**

10–60 participants

## **Description**

A practical and inspiring session exploring how physical environments influence emotions, wellbeing, creativity and productivity.

Drawing on principles from interior design, environmental psychology and sensory experience, participants discover how colour, light, materials and spatial organisation affect everyday life.

The session includes practical exercises and real-world examples that can be applied immediately in both personal and professional environments.

## **Key Themes**

- Emotional design
- Light and wellbeing
- Colour psychology
- Materiality and comfort
- Spaces that inspire connection
- Healthy work environments

## **Outcomes**

Participants gain practical tools to create more supportive, inspiring and human-centred spaces in their homes and workplaces.

Starting Fee

CHF 1,200 + travel expenses (if applicable)