

COSMOOSIS – CONNECTING MINDSETS



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Cosmoosis – Connecting Mindsets

In the hospitality sector, the hotel room concept is constantly evolving on the basis of new requirements that are also dictated by the Covid-19 emergency period, as well as by the new needs of the user who expects simplified experiences and flexible solutions.

The Cosmoosis project imagines how design and experience of the hotel room of the future will evolve, trying to **anticipate needs and lifestyles** of the Gen Z that will be the market's protagonist for the next 30 years.

<http://www.ilprisma.com/tool>

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Cosmoosis

Cosmoosis develops from a reflection on the concepts of osmosis, cosmos and blended lifestyle, which translate into a **hybrid and flexible space** that follows the metamorphosis of its guest.

The new business traveler is a nomad worker, constantly on the move and constantly looking for work and personal stimuli, capable of absorbing experiences and connections as if through an innate osmosis process.

The hotel room is transformed into a cosmos, a universe of services that respond to the needs of the user by creating a mixture of personal and professional life.

The room shall therefore be flexible and multifunctional, ready to discover a new individual dimension and a “restricted” socialization to ensure online and offline synergies.

As a personal space, it must be shaped on the needs of the user.

Creating a flexible environment means allowing the user to transform it, adapting and configuring it according to his/her needs; it thus becomes an introspective space for individuality, for physical activity and meditation, a workstation for connected work and a space for restricted socialization.

The concept of individuality, referring to a private and small-sized context such as the room, determines new **approaches to sharing and socializing**, allowing the guest to devote himself/herself to his/her personal sphere.



1 COSMOSIS

Il Prisma è una società di progettazione italiana che opera nel settore dell'architettura e dell'interior design, specializzata in progetti di grande scala e in contesti complessi. Il Prisma è leader nel mercato italiano e internazionale, con una presenza in oltre 100 paesi e una rete di uffici in tutto il mondo.

CONCEPT

Il Prisma è un'azienda che opera nel settore dell'architettura e dell'interior design, specializzata in progetti di grande scala e in contesti complessi. Il Prisma è leader nel mercato italiano e internazionale, con una presenza in oltre 100 paesi e una rete di uffici in tutto il mondo.

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Cosmoosis

Cosmoosis offers a hyper-customizable and configurable space which, thanks to a sliding “membrane” wall, defines different environments and functions – up to “opening” its borders to the surrounding units and becoming a common space for collaboration. Set up with green plants, the “membrane” aims at creating a healthier environment both from the point of view of air quality as well as psychophysical well-being.

Physical space integrates the digital dimension by defining personalized, seamless and connected experiences.

Thanks to the implementation of a service offered in AR mode, the user can connect to the city and to what it has to offer, as well as to the community of travelers, and to the services and events inside the hotel.

By simply framing an object in the room with his/her smartphone, the user will be connected to a world of **user-generated content** to find out more about the location, like, for example, advice on places to visit, bars to hang out, and shopping places.

The opportunity given to guests to implement the content requires greater involvement and stimulates the sense of belonging to the community.

The concept of **connecting mindsets** derives from the flexibility and customization of space and experience: a possibility to experience the world as a virtual square, a place of physical and digital connection between people, creating new synergies and opportunities for networking.

The user is connected to a heterogeneous world where he/she can share ideas, information and enrich his/her knowledge and skills.



THE ROOM OF THE FUTURE

Given the spread of the Covid-19 pandemic, there is an intensification of traveler trends and needs. The hotel room of the future will therefore have to undergo an **acceleration of the renewal of spaces**, to meet new and existing requirements, including: healthiness of the environment, new individuality, **seamless experiences**.

Healthiness in terms of materials, well-being and sustainability

The choice of materials and fittings in the design of spaces will have to ensure the maximum hygiene and the least transmission of bacteria. For example, copper and brass, some types of ceramics and sanitizing water-based paints have eligible requirements for these purposes.

At the same time, it will be necessary to ensure psychophysical well-being of those who live the environment.

The nature integrated in living environments will therefore be able to carry out a positive impact on mood, emotions and well-being, besides being useful for purifying and improving air quality.

An increasingly important role will thus be played by biophilic design, the discipline that develops from an innate psychological tendency of the individual who feels attraction for what is alive and vital.

It implies the necessity to favor, inside the environments, **as much natural light as possible**, together with physical presence of plants, the use of natural materials, as well as shapes and colors inspired by nature.

Furthermore, given the greater awareness in terms of environmental impact, the selection of **ecological and sustainable materials** that have a minimal impact on the environment and user's well-being, will be a standard to be guaranteed in the design and redesign of spaces.



THE ROOM OF THE FUTURE

New individuality

The room will have to be able to meet any need of the user and, in particular, the new approach to sharing and socializing, determined by the new concept of individuality.

*It will be necessary to review the space by introducing **diversified services**, such as private wellness and fitness, smart working, food delivery, and to ensure mental and physical regeneration also through rest.*

*Spaces will be flexible and adaptable to different types of activities. For example, to perform physical activity, the space shall be reconfigured by providing the user with equipment and digital tools for a customized and connected workout; for work, the room shall be redesigned as an **intelligent workstation**, offering work platforms that can also be shared remotely.*

Finally, the in-room service shall guarantee the customer the possibility to order, at any time of the day, quality food that would allow him/her to take care of himself/herself also from the nutritional point of view.

Seamless experiences

Integration of digital into the physical environment will increasingly take on the role of “facilitator”, ensuring a smooth, intuitive and obstacle-free use of the space and services offered

Furthermore, in response to the new needs that emerged during the Covid-19 period, touchless interactions, which include the use of a connected personal device, both for personalizing the room and ensuring connection with the community and its world of information, will be favored.



CONCLUSIONS

To offer authentic, increasingly customized and single-user tailored experiences, the Co-smoosis project develops the idea of a **hyperflexible and hyper-connected room**. Through a “membrane” wall, the user has the possibility to configure the space according to his/her needs and dedicate himself/herself to his/her personal sphere while remaining always connected.

The room of the future will have to take into account the needs of the user that emerged before and after the Covid-19 period, and will have to renew itself, especially from a technological point of view, ensuring a perfect integration of the digital world into the physical space.

The goal is to ensure safe, customized and seamless experiences.





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