



CASA TERRENA
Mediterranean
Hotel Styling

FS435 Dayeon Moon



AGE GROUP

Primary: 30–55 years old

Secondary: 25–30 years old (young professionals, honeymooners)

INCOME LEVEL

Middle to upper-middle class (\$60,000–\$150,000/year and above)

LIFESTYLE PREFERENCES

Values sustainability and eco-conscious travel

Interested in slow travel, wellness, and cultural immersion

Enjoys artisan craftsmanship



Southern European countries (Italy, Spain, and Greece)

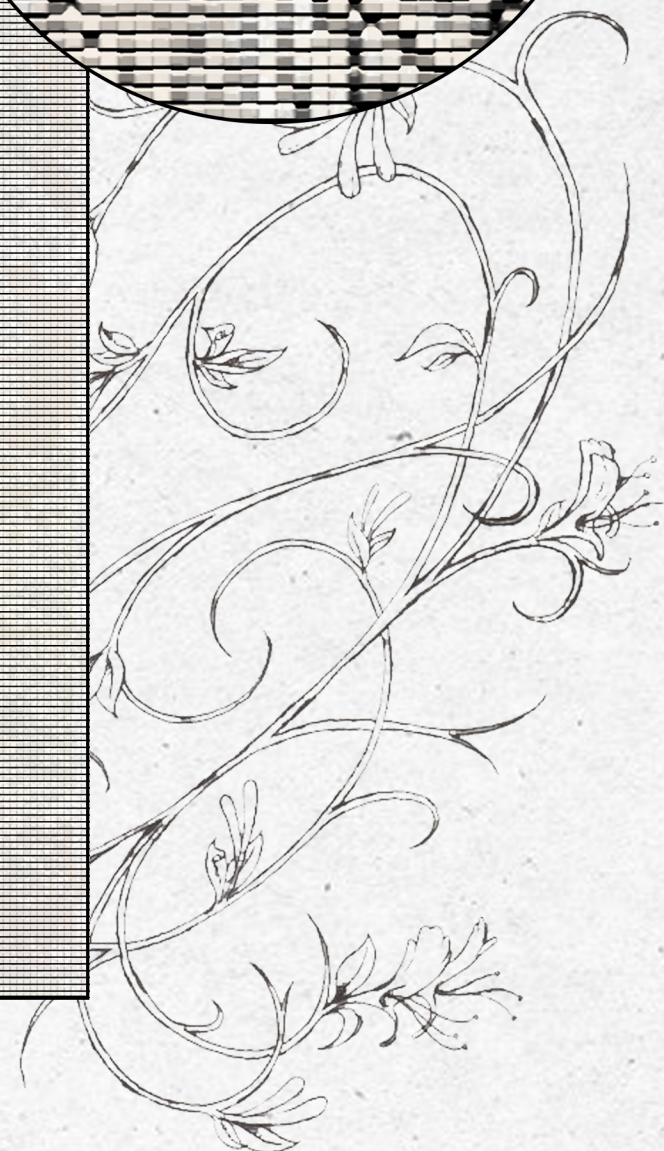
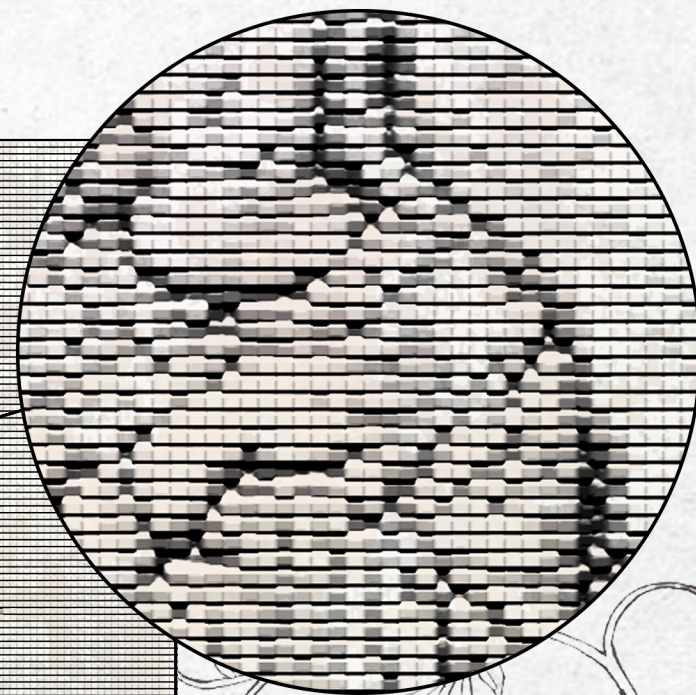
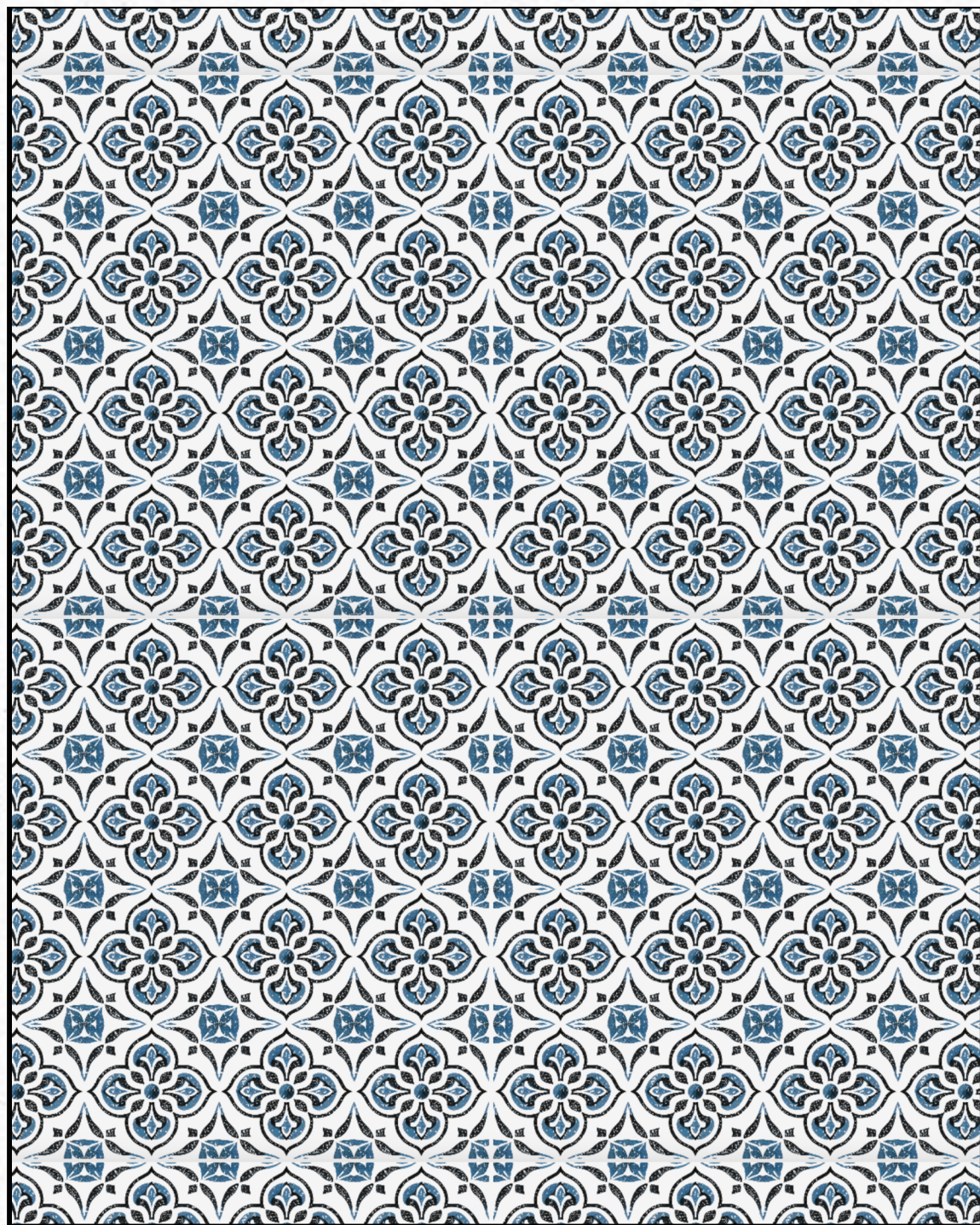


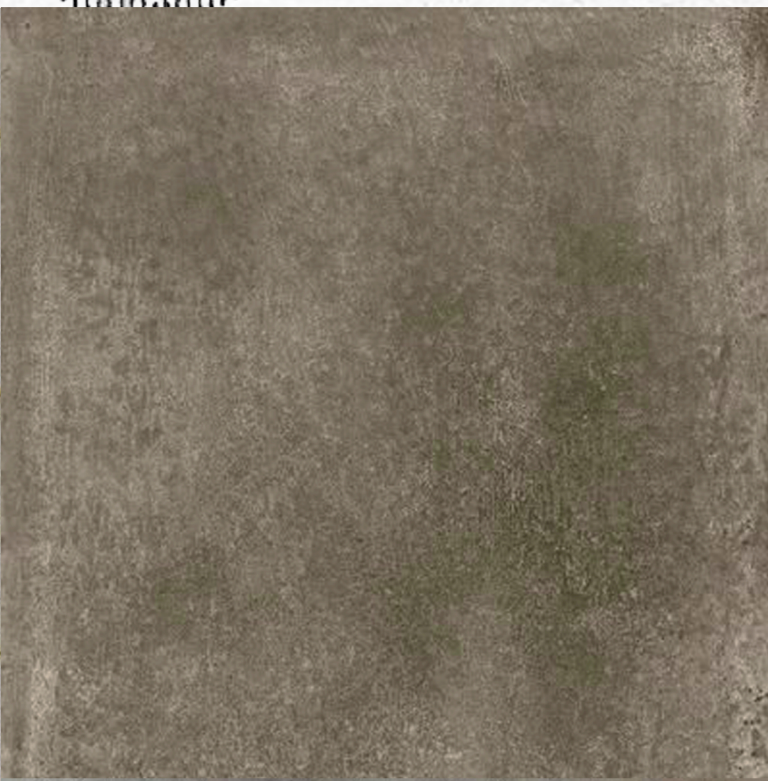
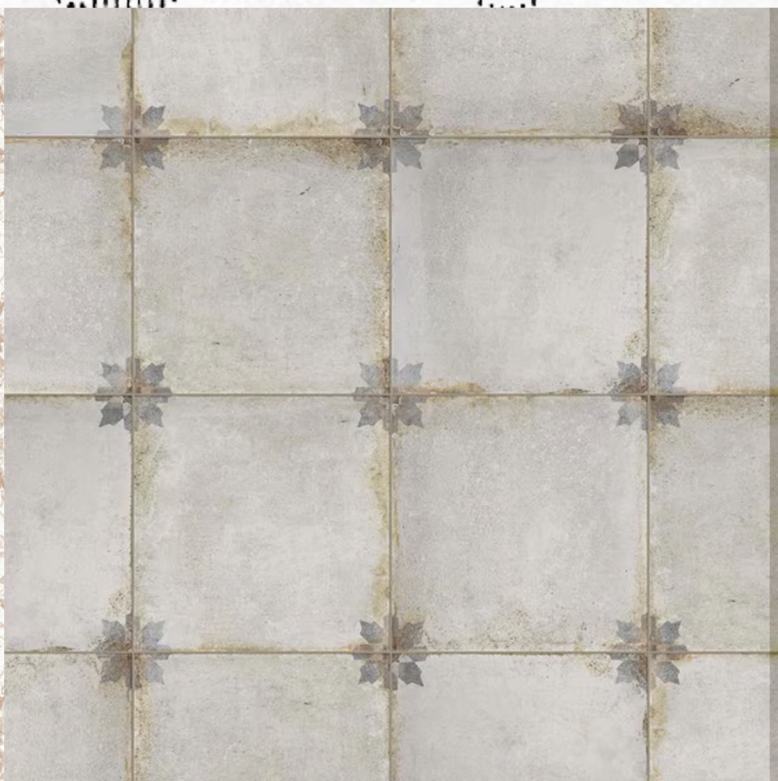
Biophilic Design & Transitional Spaces



- Limestone, colorful clay plaster, and whitish cement mortar
- Organic and grounded feel
- Doric motifs
- Subterranean, natural lighting through skylights
- Raw, rustic textures

Original pattern/print





Source pattern/print



welcome

THANK YOU FOR CHOOSING TO STAY
WITH US.

WE CELEBRATE TUSCANY'S RICH
TRADITIONS AND NATURAL BEAUTY.
THE FOOD, WATER, AND WINE WE
PROVIDE ARE THOUGHTFULLY
SOURCED FROM LOCAL ARTISANS AND
SUSTAINABLE FARMS.

PLEASE ENJOY THIS SMALL GIFT — A
TASTE OF THE LAND WE CALL HOME.
WISHING YOU MOMENTS OF REST,
DISCOVERY, AND DELIGHT.


CASA TERRENA
In the Heart of Tuscany

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LOBBY

OUTDOOR AREA



CASA TERRENA

In the Heart of Tuscany

SINCE
1850

PICI CACIO E PEPE

€18.00

Hand-rolled pasta with pecorino cheese and black pepper.

RISOTTO AL CHIANTI

€25.00

Creamy risotto made with locally produced Chianti wine and parmesan.

BISTECCA ALLA FIORENTINA

€50.00

Grass-fed T-bone steak, grilled and served with rosemary potatoes.

MELANZANE ALLA PARMIGIANA

€24.00

Layers of eggplant, fresh tomato sauce, and mozzarella.

CHIANTI CLASSICO

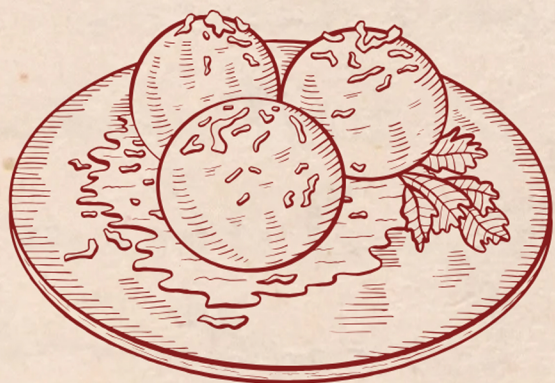
€6.00

BRUNELLO DI MONTALCINO

€12.00

GIMIGNANO

€8.00



RESTAURANT





MASTER SUIT



STANDARD ROOM



BATHROOM

