

ONE AND ONLY IN THE WORLD

VIVAI DEL SUD®

ARCHITETTURA E ALTA DECORAZIONE

1950

ROMA - ITALIA



A glimpse of the grandeur of Rome

ROME - MILAN - VENICE - BARCELONA - LONDON - PARIS - JOHANNESBURG - MALINDI - MIAMI - NEW YORK - SINGAPORE



Dott. Piero di Pierri - Fondatore e Presidente

"Vivai del Sud - Architettura ed Alta Decorazione" was established in Rome in 1950 with the specific objective of bringing about a revival of ancient Italian architecture. This was possible thanks to the group's creativity and managerial quality which are based on a foundation of solid professionalism and a modern, artistic and historic culture.

This is the reason behind the success of Vivai del Sud who already during the very first years of business expanded its activities all over the world with original and powerful projects.

800 BUILDINGS, RESIDENCES AND VILLAS FOR EXTRAORDINARY CLIENTS:



Lugano - Principe Leopoldo



Ischia - Corte degli Aragonesi



Roma - Antico Albergo del Sole (XIV sec.)

- PRINCE - ABDULLAH BIN ABDUL AZIZ
- THE KING OF SAUDIA ARABIA - FAHD BIN ABDUL AZIZ
- PRINCE SULTAN - BIN FAHD BIN ABDUL AZIZ
- SHEIKH - YAMANI ZAKY AHMED
- THE ROTHSCHILD FAMILY
- THE KRUPP FAMILY
- THE MIMRAN FAMILY
- SHAH OF PERSIA - REZA PAHLAVI MOHAMMAD
- THE SPANISH ROYAL FAMILY
- THE KING OF MAROCCO - HASSAN II
- THE PRIME MINISTER OF JAPAN - KAKUEI TANAKA
- PRESIDENT- VALERY GISCARD D'ESTAING
- THE PRESIDENT OF INDONESIA- MOHAMMAD SUHARTO
- PRESIDENT SADDAM HUSSEIN
- THE PRESIDENTS OF SENEGAL : LEOPOLD S. SENGHOR- AND HIS SUCCESSOR: ABDOU DIOUF
- THE PRESIDENT OF GUINEA - SEKOU TOURE'
- KARIM AGA KHAN
- THE SWAROVSKY FAMILY
- THE GROHE FAMILY
- THE BACARDI FAMILY
- THE THYSSEN- BORNEMISZA FAMILY
- THE DE BEERS FAMILY IN SOUTH AFRICA
- THE VON FURSTENBERG FAMILY
- THE GREEK SHIPOWNERS - ONASSIS / NIARKOS/ LIVANOS / DMSERIS
- PAPADIMITRIOU IN ATHENS
- STAVROU IN CYPRUS
- LAZAROU IN SOUTH AFRICA
- THE INDIAN GIANT TATA
- THE AMERICAN FINANCIER G. FRANK LUPPI
- THE VATICAN
- THE PRINCIPALITY OF LIECHTENSTEIN
- THE PRINCIPALITY OF MONACO

THE MOST IMPORTANT ITALIAN FAMILIES:

- AGNELLI
- AGUSTA
- BASCHIERI - SALVADORI
- BRANCA
- CALTAGIRONE
- CRESPI
- DORA
- FERRAGAMO
- FERRERO
- FERRUZZI - BUSI
- FIER
- GALTRUCCO
- GARDINI
- GARRONE
- GUCCI
- GUZZINI
- J.V. BORGHESE
- MARCUCCI
- MARZOTTO
- MATTEI
- MAZZI
- MENARINI
- MISSONI
- MORATTI
- ORSINI
- PALLAVICINI
- PISA
- TERRUZZI
- TORLONIA
- VALENTINO
- VERSACE
- VISCONTI
- VOLPI DI MISURATA
- WERTMULLER - JOB
- ZANUSSI

...and many others from financial and political spheres as well as the influential and cultured families who excel in the scientific, literary and artistic fields and who are the backbone of Italy.

During the past sixty years we have planned and realised over three thousand projects for private clients in Italy.

More than 250 hotels, relais, resorts and spas have been planned and built in every corner of the world from the Galapagos and Moorea to the Far and Middle East, the Americas, Africa and naturally Europe.

- ANTIGUA (THE CARIBBEAN) * HOTEL RESORT **P**
- ATHENS (GREECE) * ROYAL OLYMPIC HOTEL * RESORT * SPA
- BALI (INDONESIA) * HOTEL IMPERIAL
- BANGKOK (THAILAND) * THE ORIENTAL BANGKOK
- BARCELONA (SPAIN) * PALAZZO CONTI DI CENTELLES **P**
- BENIDORM (SPAIN) * PARADOUROU BUIDEN
- BEIRUT (LEBANON) * LE BRISTOL GRAND HOTEL **P**
- BOMBAY (INDIA) * THE PRESIDENT GRAND HOTEL **P**
- BUCAREST (ROMANIA) * PLOIESTI HILTON DOUBLE TREE
- CALIFORNIA (U.S.A.) * SAN DIEGO * TATA RESIDENCE
- CALIFORNIA (U.S.A.) * LOS ANGELES * TATA BUILDING
- CAPE TOWN (SOUTH AFRICA) * CENTRO CONGRESSI WATERFRONT
- CAPE TOWN (SOUTH AFRICA) * COSTANTIA * MARTINS LODGE & RESORT
- CAPE TOWN (SOUTH AFRICA) * HAYATT HOTEL **P**
- CAP D'AIL (FRANCE) * LE GRAND SOLEIL & BELLEVUE
- CASABLANCA (MAROCCO) * CENTRO VACANZE BANK ASS.
- CAVALLO (FRANCE) * HOTEL DES PECHEURS * RESTORANT * LONG BAR
- CAVALLO (FRANCE) * YACHTING CLUB
- CYPRUS * GREAT LUXURY RESIDENCE * A.S.
- CYPRUS * DEDALUS * COUNTRY & SEA VILLAGE * PISSOURI BAY/PAFOS



Roma - Central Suite W: A.



Roma - Palazzo Colonna



Roma - Palazzo Colonna



Athens - Meeting Hotel



Roma - Colosseo - Roof Garden



Roma - Hilton



Roma - Hilton



Vaticano - Roof Garden - Hotel



Cyprus Pafos

CYPRUS * ICARUS WINGS * ESCLUSIVE VILLAGE * PISSOURI BAY/PAFOS
 DAMASCUS (SYRIA) * HOTEL SHERATON
 GALAPAGOS (EQUADOR) * DARWIN HOTEL **P**
 JAVA (INDONESIA) * SURABAJA CENTURY HOTEL
 GRAN CANARIA (SPAIN) * LAS PALMAS GRAND HOTEL SANTA CATALINA
 GUADALUPA (CARIBBEAN) * HOTEL MERIDIEN **P**
 GUINEA CONAKRY * HOTEL CAMAYENE
 HONG KONG * MANDARIN GRAND HOTEL
 JAKARTA (INDONESIA) * JAKARTA HILTON INTERNATIONAL
 JEDDAH (SAUDI ARABIA) * AL SALAMA HOSPITAL
 JOHANNESBURG (SOUTH AFRICA)* CORONATION LUXURY HOUSE RESIDENCE
 JOHANNESBURG (SOUTH AFRICA) * HILTON PARK HOTEL
 JOHANNESBURG (SOUTH AFRICA) * OXFORD RESORT
 JOHANNESBURG (SOUTH AFRICA) * PALAZZO PITTI **P**
 JOHANNESBURG (SOUTH AFRICA) * SANS-SOUICI GRAN RELAIS
 KUWAIT * DIWAN RESIDENCE **P**
 KUWAIT * HOTEL MERIDIEN
 LA CORUNA/FERROL (SPAIN) * PARADORES ATLANTICO **P**
 LUGANO (SWITZERLAND) * HOTEL "VILLA PRINCIPE LEOPOLDO"
 MALLORCA (SPAIN) * MARINA RESIDENCE
 MARBELLA (SPAIN) * PROCER IBERICA HEALTH HOTEL **P**
 MARRAKECH (MAROCCO) * HOTEL MAMOUNIA **P**
 MIAMI (U.S.A.) * OMNI INTERNATIONAL HOTEL
 MIAMI BEACH (U.S.A.) * FOUNTAINEBLEAU HILTON RESORT **P**
 MIAMI (U.S.A.) * PALM BEACH * JUPITER ISLAND * LUPP
 MONTECARLO * MAISON D'OR RELAIS
 MONTECARLO * GRAND HOTEL HERMITAGE
 NEW ORLEANS (U.S.A.) * HOTEL HILTON DOUBLE TREE
 NEW YORK * WALDORF ASTORIA TOWER
 RIYADH (SAUDI ARABIA) * ROYAL HOSPITAL **P**
 RIO DE JANEIRO (BRAZIL) * RESORT CABO FRIO PLAYA
 RIO DE JANEIRO (BRAZIL) * ANGRA DOS REIS * GUEST HOUSE
 S. BARTHELEMY (THE CARIBBEAN) * HOTEL MANAPANY
 S. DOMINGO (THE CARIBBEAN) * HOTEL DE LOS HIDALGOS & CASINO **P**
 S. MORITZ (SWITZERLAND) * MAJESTIC RESORT
 SALZBURG (AUSTRIA) * PARK HOTEL KASERERHOF
 SENEGAL (AFRICA) * DAKAR * HOTEL INDIPENDENCE
 SENEGAL (AFRICA) * ST. LOUIS * HOTEL DU FLEUVE
 SENEGAL * CASAMANCE * ZINGUINCHOR DIENBUIUNG * ATLANTIC RESORT
 SINGAPORE * RAFFLES HISTORIC HOTEL
 TAHITI/MOOREA (POLINESIA) * TIAHURA RESORT
 WATAMU (KENYA) * REEF PARADISE & LAGOON **P**

 ARBATAX * HOTEL AL BITTA **P**
 BAIA SARDINIA * HOTEL LA BISACCIA
 BAIA SARDINIA * CLUB HOTEL
 BARI * RELAIS LA ROUGE **P**
 BARI * GIOVINAZZO * CORTE DEI NORMANNI
 BARI * MONOPOLI * HOTEL DEL LEVANTE

BARI * POLIGNANO * HOTEL TORRE INCINA **P**
 Studio di Fattibilità RELAIS TORRE INCINA **P**
 BELLARIA * HOTEL ORIZZONTE
 BENEVENTO * PALACE HOTEL STELLA DEL SANNIO
 CAPRI * GRAND HOTEL QUISISANA **P**
 CAPRI * HOTEL LA RESIDENZA
 CAPRI * PALATIUM HOTEL **P**
 CASSANO MURGE * RELAIS LA QUERCIA
 CERIGNOLA * RELAIS DEI CATAPANI
 CHIANCIANO * HOTEL TERME BASSAN
 CORTINA * GRAND HOTEL MIRAMONTI **P**
 DESENZANO * INTERNATIONAL HOTEL LIDO
 DESENZANO * GRAND RELAIS DU LAC **P**
 FASANO * HOTEL SIERRA SILVANA
 FLORENCE * LOCANDA DEL LIOCORNO
 FLORENCE * FOUR SEASON HOTEL **P**
 FIUGGI * HOTEL MODERNO **P**
 FORTE DEI MARMI * RELAIS VILLA DEI FIORI **P**
 FRANCAVILLA D. S. * HOTEL D' ORANGE
 GELA * GRAND MEDITERRANEO HOTEL
 GELA * VILLA DANIELA GARDEN HOTEL
 ISCHIA * HOTEL VILLA SORRISO **P**
 ISCHIA * RELAIS "CORTE DEGLI ARAGONESI"
 LORETO A. * CASTELLO CHIOLA **P**
 MAZZARINO * RELAIS D'ARAGONA
 MAZZARINO * HOTEL ALESSI
 MILANO * CLUB VACANZE
 MILANO * SILVER HOTEL HM
 MONTECATINI * HOTEL PRESIDENT
 MONTE DEL RE * PARK HOTEL **P**
 NAPLES * CASANOVA RELAIS & BELLEVUE **P**
 NAPLES * HOTEL VESUVIO
 ORBETELLO * HOTEL RELAIS DEI PRESIDI
 PADOVA * RELAIS MANN & JOYCE
 PALERMO * MONDELLO * HOTEL LA TORRE
 PALERMO * HOTEL TORRE NORMANNA
 PALERMO * ZAGARELLA SEA PALACE
 PIETRA LIGURE * HOTEL BERTA DELFINO **P**
 PONZA * GENNY & BAR
 PORTO CERVO * GRAND HOTEL CALA DEL FARO **P**
 PORTO CERVO * LE VILLE DI CALA DEL FARO RESORT
 PORTO CERVO * YACHT CLUB
 POSITANO * RELAIS VILLA FRANCA
 RICCIONE * HOTEL PRESIDENT*
 ROME * ANTICO ALBERGO DEL SOLE
 ROME * ARIS GARDEN HOTEL
 ROME * CAVALIERI HILTON HOTEL
 ROME * HILTON WALDORF ASTORIA
 ROME * COLONNA PALACE HOTEL
 ROME * EUCLIDE V. STELLUTI
 ROME * GEORGE' S



Athens - Royal Olympic Hotel



Athens Olympic - Resort



Ile de Cavallo - Hotel de Pecheur



Cyprus - Hall Great Luxury Resort



AKIR

Sailing

Our sailing department has always lent a superior quality to our activity, with over 26 extraordinary yachts and a collaboration with "Cantieri di Pisa" and AKIR, Baglietto, Benetti, Kroger Werft, CRN, Riva, Azimut, San Lorenzo, Alilauro, Magnum Marine (USA) Proteksan Turquoise Yachts Istanbul and the restoration of the 80 metre Blue Cruiser (shipyard Cassaro-Messina 1972 completely restored in 2005). These jewels of the Mediterranean have been fitted out and decorated by us.

Aviation:

During our continuous diversification, Vivai del Sud has had the opportunity to gain experience in this sector. In 1972 we acquired AVIOINTERIORS from Permaflex for the production on innovative seating. Patented by Vivai del Sud, this was chosen by BOEING and DOUGLAS (USA) for its advanced technology and revolutionary design. The company was then sold to another international group in 1978.

Meanwhile, the following fittings were realised for private airplanes:

- 1972 Dessault Falcon (Salvo Group)
- 1978 Learjet 23 (Maniglia Costruzioni Group)
- 1984 Learjet 45 (Swarovsky Group - Austria)
- 2011 Gulf Stream 550 (Luppi Group - USA)



PT. Luis - Grogewerft

Clinics and Hospitals

Since 1969, Vivai del Sud has been called on for the planning of private clinics for which the department "HOSPITALIA Technology and Research" was set up. Clinics, hospitals, diagnostic centres and practices have been commissioned in Italy and in faraway and critical areas: for example, the nursing home "Villa Claudia" in Rome in 1973; the nursing home "San Michele" of the Spallone Group in 1974; 7 hospitals in Kenya in 1974 for the government; "Centro Dialitico Diagnostico CDD" in 1974 in Rome; 10 hospitals in Casamance in Senegal in 1977; Saudia Arabia in 1978; Royal Hospital in Ryad; Al Salama Hospital in Jedda in 1985.

In the meantime Vivai del Sud acquired CISA (a company specialised in hospital instruments, decompression chambers and in particular independent operating rooms which can be transported by air to critical areas) with its headquarters in Pomezia. In total, 28 were built for the Israeli government. In 1973 the group acquired "COOPER FARMACEUTICI" with its headquarters in Terni which specialised in products and pharmaceuticals for developing countries. This was sold to the Egyptian Government at the end of the 1976.

Vivai del Sud is also highly specialised in "skilled" housing systems and proposes original residential projects which amaze our expert and demanding clientele.

For example, the luxury residential complex in Johannesburg and Cape Town, South Africa, the villages on the sea in Paphos, Cyprus for a total of 360 villas with large gardens and swimming pools.

All this as well as other residences in Marbella, Spain, Montecarlo, the Cote d'Azur, Switzerland, Greece and its islands and, naturally, Italy: all with unique characteristics but always in line with a traditional, simple and historic architecture which Vivai del Sud has carried forward since 1950.

Today "Vivai del Sud - Architettura e Alta Decorazione" is an international group with its head office in Rome, Italy in Piazza Campitelli n.2 and centres of operation in Milan, Paris, London, Barcelona, New York, Johannesburg and Singapore.

With today's 50 construction sites open all over the world and with an objective for the future in which research is constantly adapted to solutions which are ever more in keeping with globalised systems, "Vivai del Sud" is now considered a unique and one-off brand.



Johannesburg



Gulf Stream 550 - 2011



Gulf Stream 550 - 2011



Johannesburg - Sans Souci Resort



Roma - Waldorf Astoria



Johannesburg - Coronation Resort - San Souci



Johannesburg - Sans Souci - Grand Hall

Presidency and General Direction - Rome



Sede - Palazzo Albertoni-Spinola - sec. XVI



Dott. Piero di Pierri - President



Pietro di Pierri - G.M.



Arch. Paola Angeli Bufalini - Vice President



Direction - Meeting Room



Gianfranco di Pierri - V.P. - Dir. Milan, F.O.



Vivai del Sud - President's Secretary



Vivai del Sud - Secretary Technical



Vivai del Sud - Foreign Office

GRUPPO VIVAI DEL SUD

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