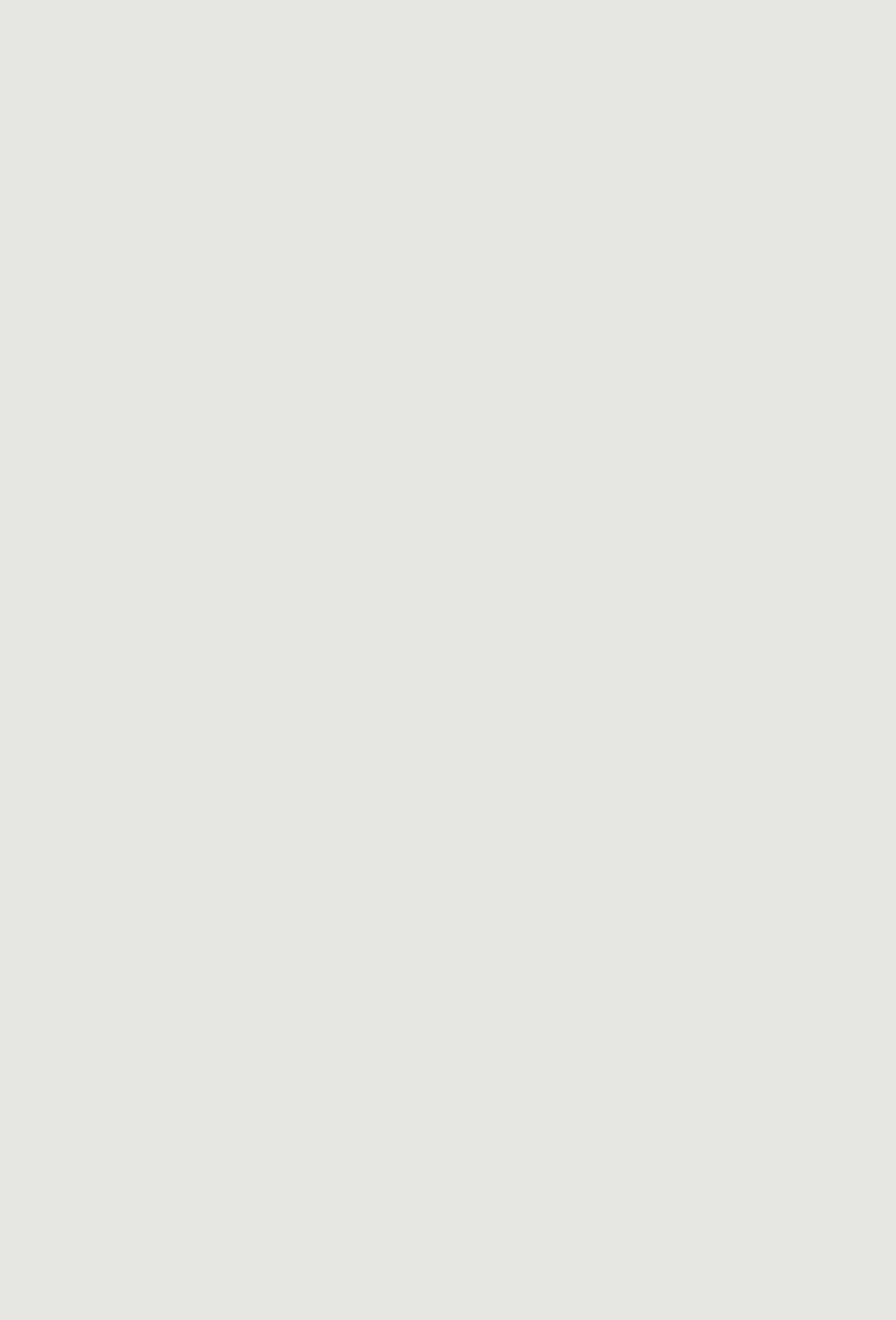


**BE.** YOUR  
PRIVATE VIEW

*Amalfi coast*

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P R E S S   K I T



**BE. Your Private View** is a project that stems from  
a need to regain balance and harmony.

**Refuges open to the world in the Italy's  
most charming locations.**

Change your point of view and pace of life,  
embrace a slower way of living, and rediscover  
the power of nature.









BE is a project that expresses desires and a personal vision linked to the present, while also focusing on changing scenarios and future lifestyles. BE is a dream come true: the dream of creating a unique and immersive experience that goes beyond the simple idea of a holiday. We want to share our philosophy of wellness with you, which we describe as feeling good about yourself and the environment.

We want to transport you to unique and beautiful places. We searched high and low for long-abandoned residences, which we found, redesigned, and renovated to create 'your' ideal refuge. We believe in a new, contemporary, and tailor-made concept of hospitality. A concept that is focused on 'building' architecture that is in tune with its surroundings, as well as scouting out special places with unique identities, where we can build and create cosy homes.

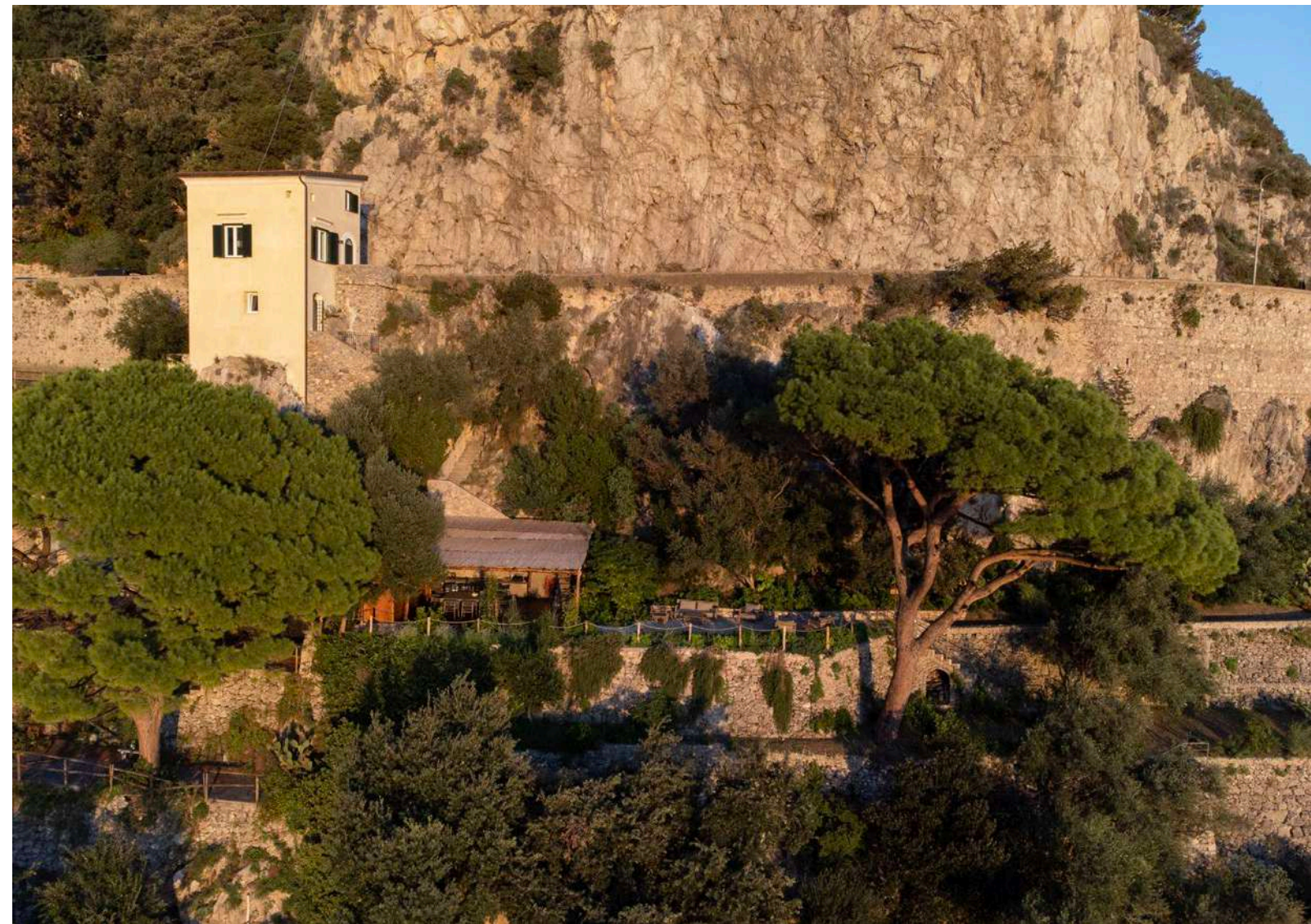
We have relied on the expertise of the very best designers, architects, and landscape gardeners to design microcosms where Nature is the star of the show and architecture forges a deep and harmonious connection with its surroundings.



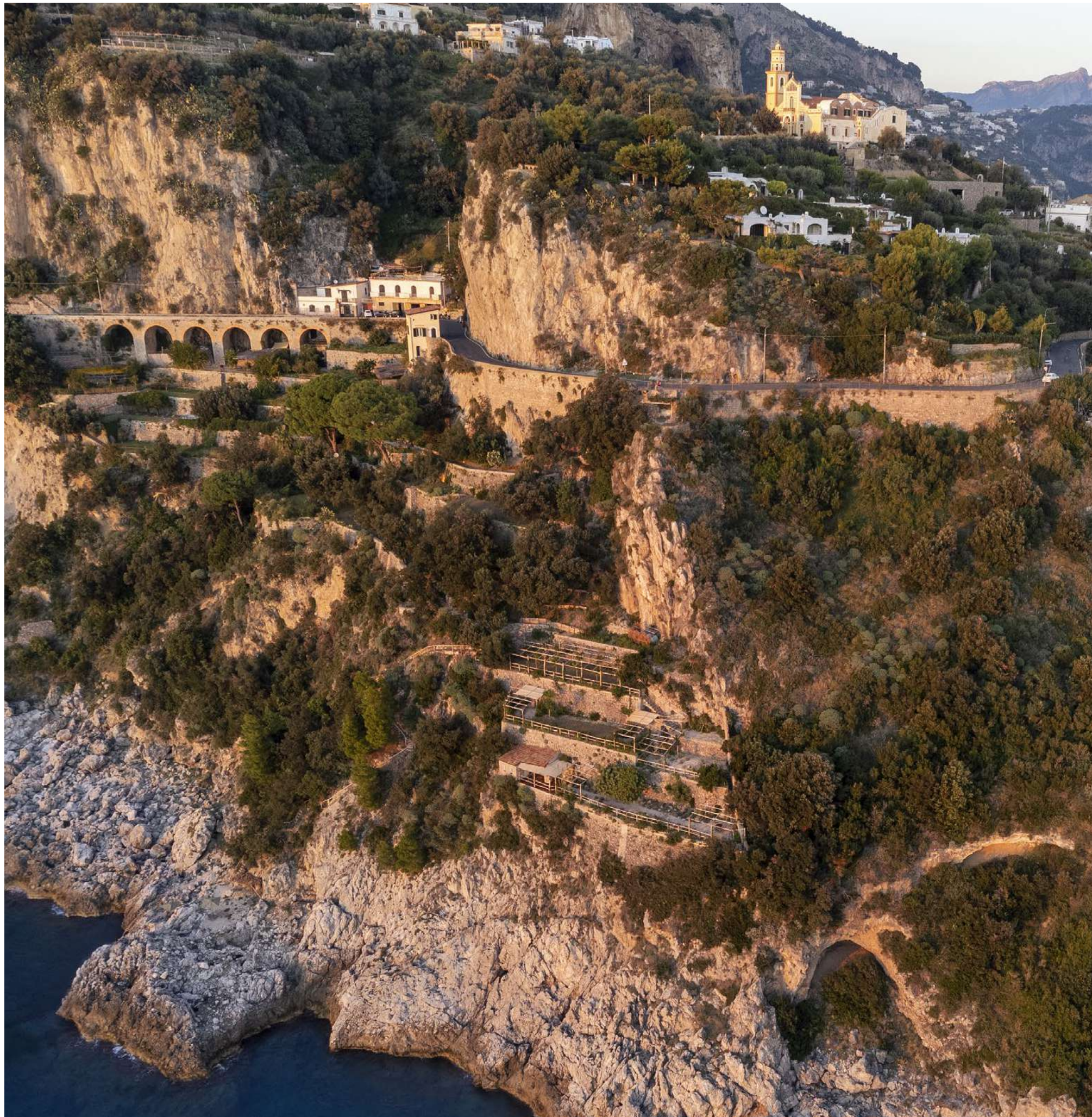


## BE. YOUR PRIVATE VIEW: THE AMALFI COAST

Celebrated by artists and writers for centuries, it is one of the most picturesque coastlines in the world, with its romantic views, small villages, majestic scenery, and truly unique Mediterranean landscape. The old residence towers over the mountainside overlooking Conca dei Marini, a bay with high cliffs that loom over a bright blue sea. We are in the heart of the Amalfi Coast, a Unesco World Heritage Site since 1997.

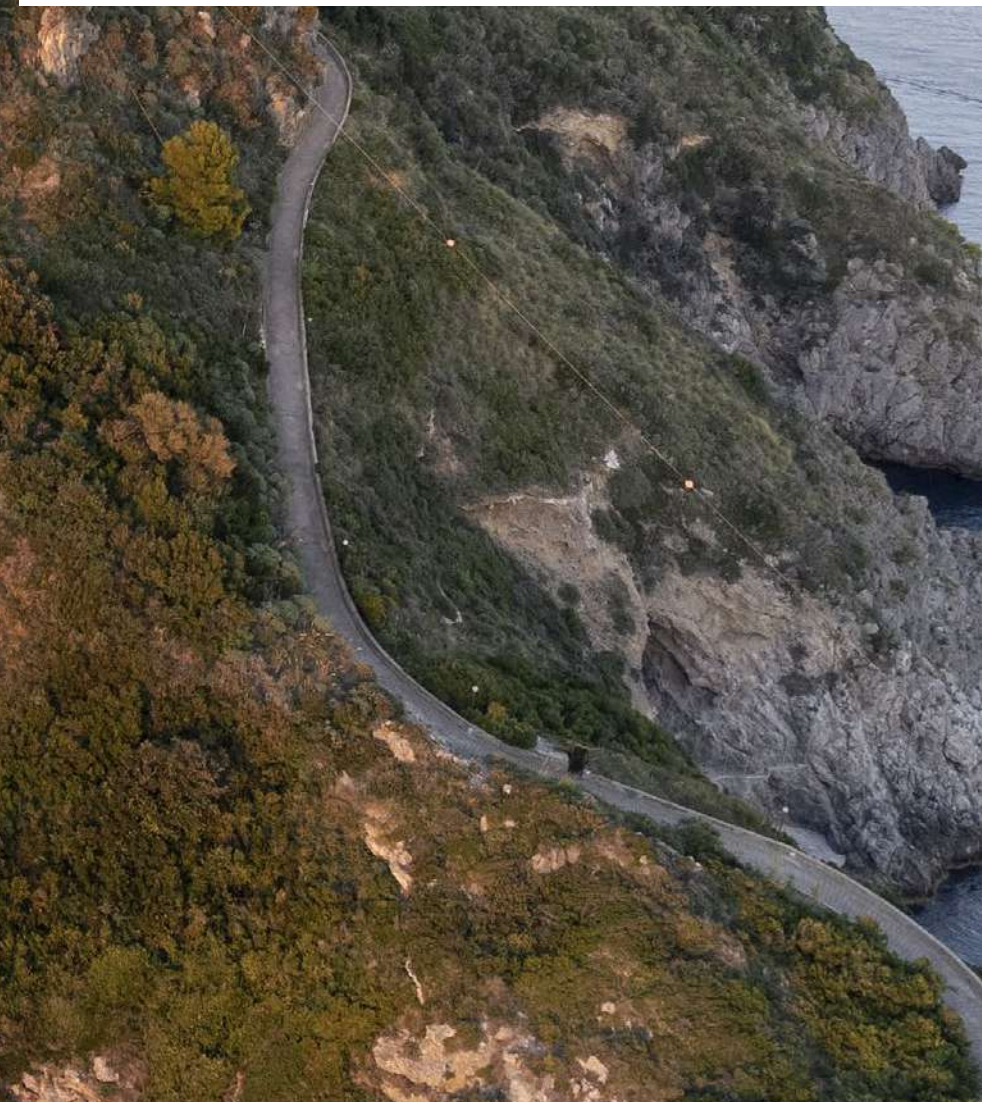






## OUTDOOR

Surrounded by 12,000 square metres of land, you feel the charm of this original residence from the moment you step foot over the threshold. The building is still standing thanks to a thoughtful and respectful renovation, which has preserved its layout, dimensions, and features. From an architectural perspective, the towers, combined with the residence's location on a rocky incline, offer guests some truly extraordinary views, with windows that frame incredible views and bathe the rooms in bright, cool light.



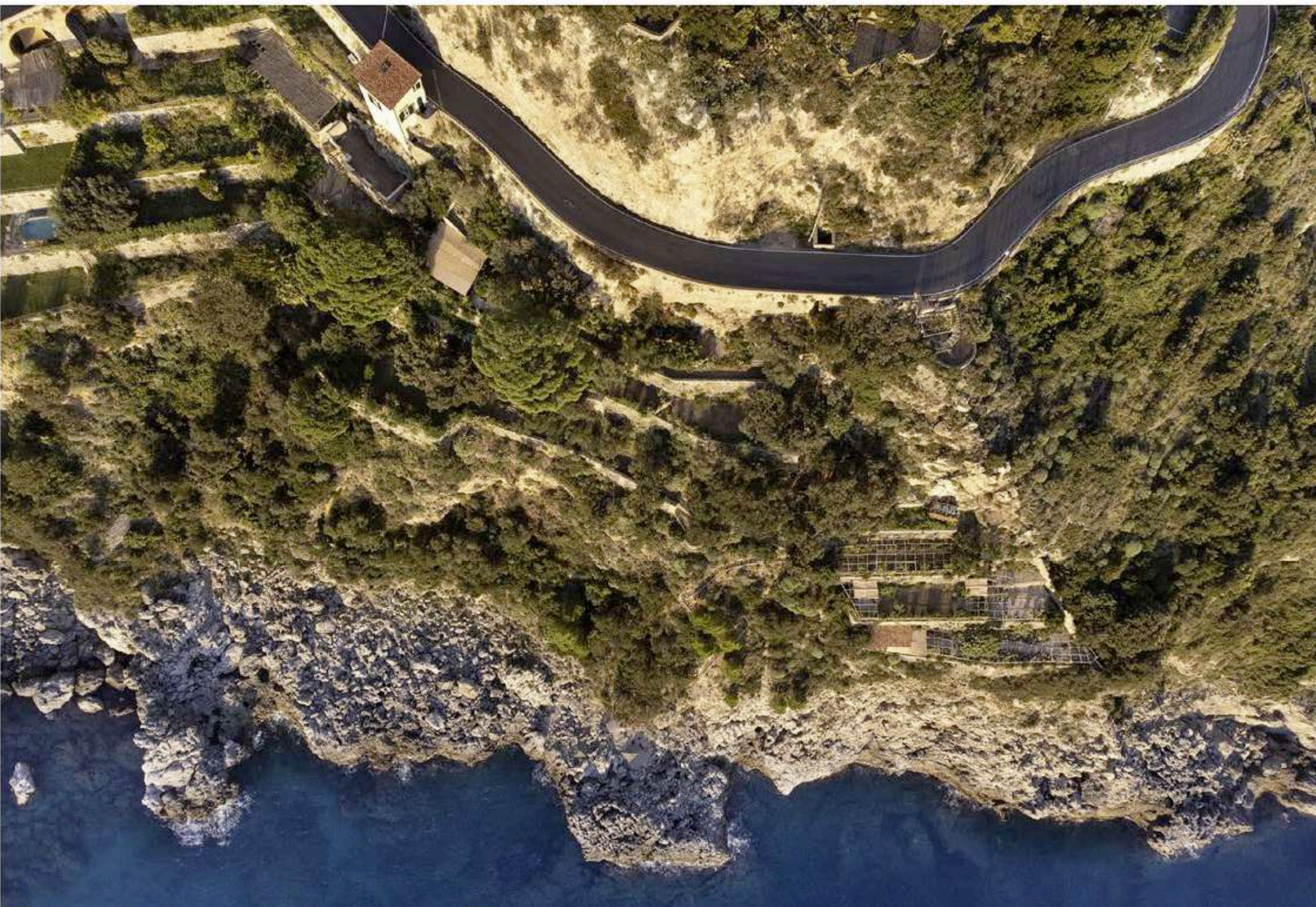




























## INTERIOR

The interior design has a dual spirit: it is contemporary and designer but also warm, cosy, and representative of the identity of this coastline. A formal purism with neutral tones dominates the bedrooms. The minimalist furnishings, made from natural materials, create a sense of visual continuity between the indoors and outdoors.









The main building has three floors covering a total of 130 square metres. The ground floor has an entrance hall, living room, and kitchen. The first floor has a bedroom, wardrobe, and bathroom. The basement floor has a study and a bathroom.





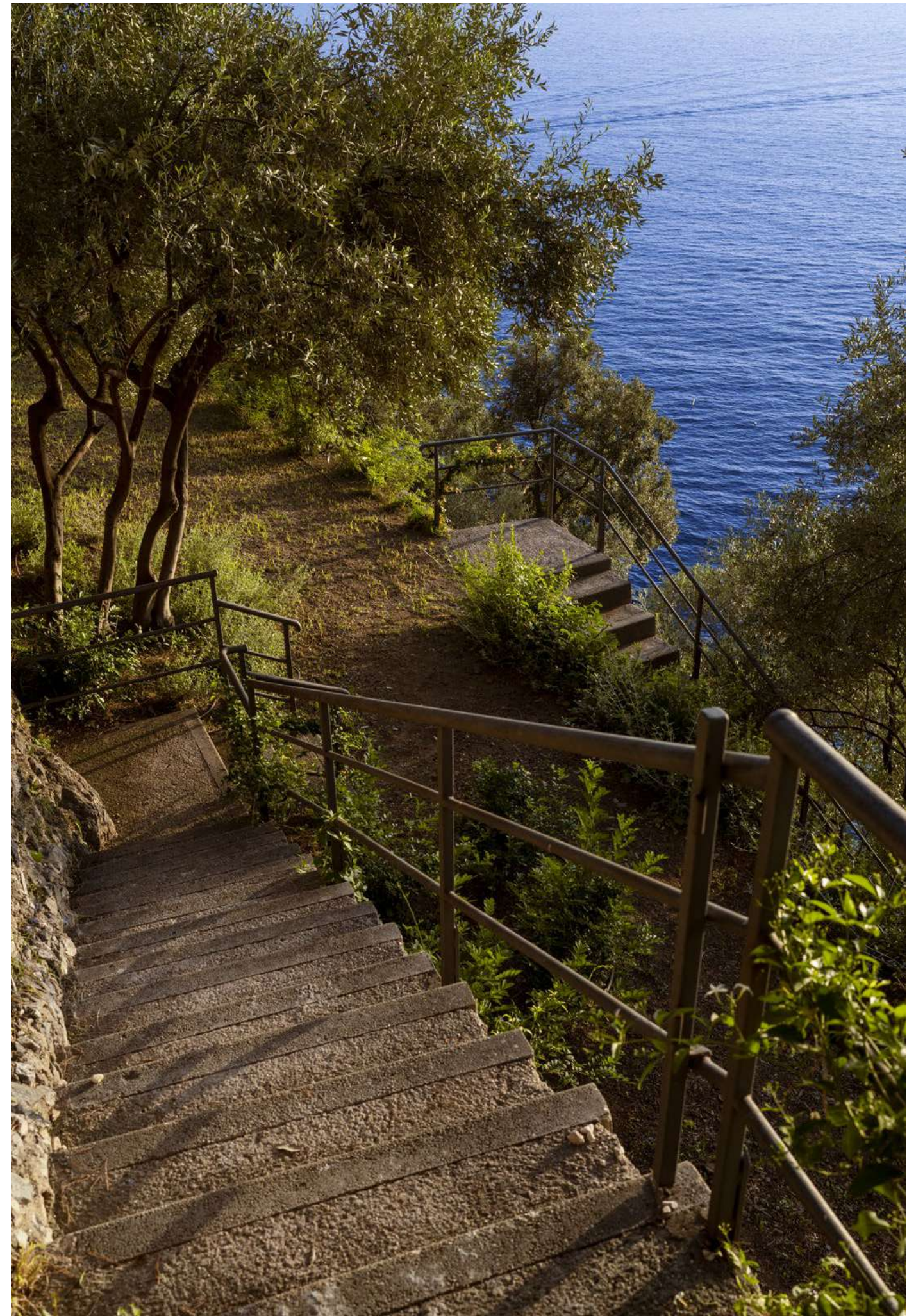
## A DESIGN THAT RESPECTS GREEN SPACES AND ACCOMPANIES GUESTS FROM THE HOUSE TO THE SEA

The gardens have been designed by the well-known Milan-born landscape architect **Marco Bay**, who is the brains behind several major Italian and international landscape projects.

*"It is a place of such extraordinary and striking beauty that we were worried about ruining the charm of this area of unspoiled nature. The key was to take a 'gentle' approach to the project based on wisdom and respect. I used the idea of descending to the sea as a starting point for creating seven terraced gardens. Each level has a different visual impact and characteristics, but they are all united by a common thread linked to the traditions of the area."*

*I also experimented with dreamlike botanical elements that transport you to faraway places. Without being overbearing, I like to leave a mark on the local land that is so authentic that it feels like it has always been there."*

Marco Bay







## THE ARCHITECTURE

The project was inspired by the architect's sensitivity to and intimate relationship with nature. It spans seven terraced gardens – each with its own identity – that descend to the sea, level by level. Terracing has always played a part in Italy's landscaping traditions and was traditionally used to tame hilly or mountainous areas. The use of local stone is also a key element that creates harmony and strong ties to the local area.

The project's main focus was sustainability and the use of low-maintenance plants that were suited to the characteristics of the local terrain. Existing trees were left alone and supplemented by native plants such as oaks, wild olive trees, and individual Euphorbia and Giant Fennel trees. Marco Bay also added a personal touch inspired by his botanical expertise and evolutionary landscaping visions.







The chestnut wood pergolas, which follow each other down to the sea, contribute to the 'gentle', discreet, and respectful architecture. The centuries-old path down to the sea is a truly charming feature preserved by naturalistic engineering efforts, with the exclusive use of local wood and compacted earth. The seven gardens create a route with views that evolve with every step you take, surprising

and intriguing those who wander through and immerse themselves in these gardens, with their intoxicating colours and smells. These are some exceptional gardens, conceived and designed like rooms in a house as a concatenation of spaces immersed in lush nature. Each terrace has its own soul, reflected in the sea, which remains the absolute protagonist.





## OPEN-AIR LIVING

A living room bordered and sheltered by a chestnut-wood pergola, just like the ones local farmers have always used. The star of the show is the *Cestrum nocturnum*. This shrub releases fragrances that smell like Indian incense at night, thus contributing to the atmospheric experience.



## THE HARVEST GARDEN

In such a bountiful land, a traditional vegetable and fruit garden is a must, with dedicated patches for each season, including tomatoes, aubergines, courgettes, chillies, aromatic herbs, and flowers...



## THE PRAIRIE

The largest terrace has a lawn surrounded by grass and wildflowers that surrender gently and spontaneously to the whims of the wind. It's the perfect place to pause and admire the view.





### THE LEMON GARDEN

This open-air lemon room was inspired by the idea of a 'hall in a noble palace'. It is home to some of the residence's most iconic plants: a selection of rare lemons trees bound to pergolas.

It is also the perfect place to host large open-air dinners, as is tradition on the Amalfi Coast.



### THE SCULPTURE GARDEN

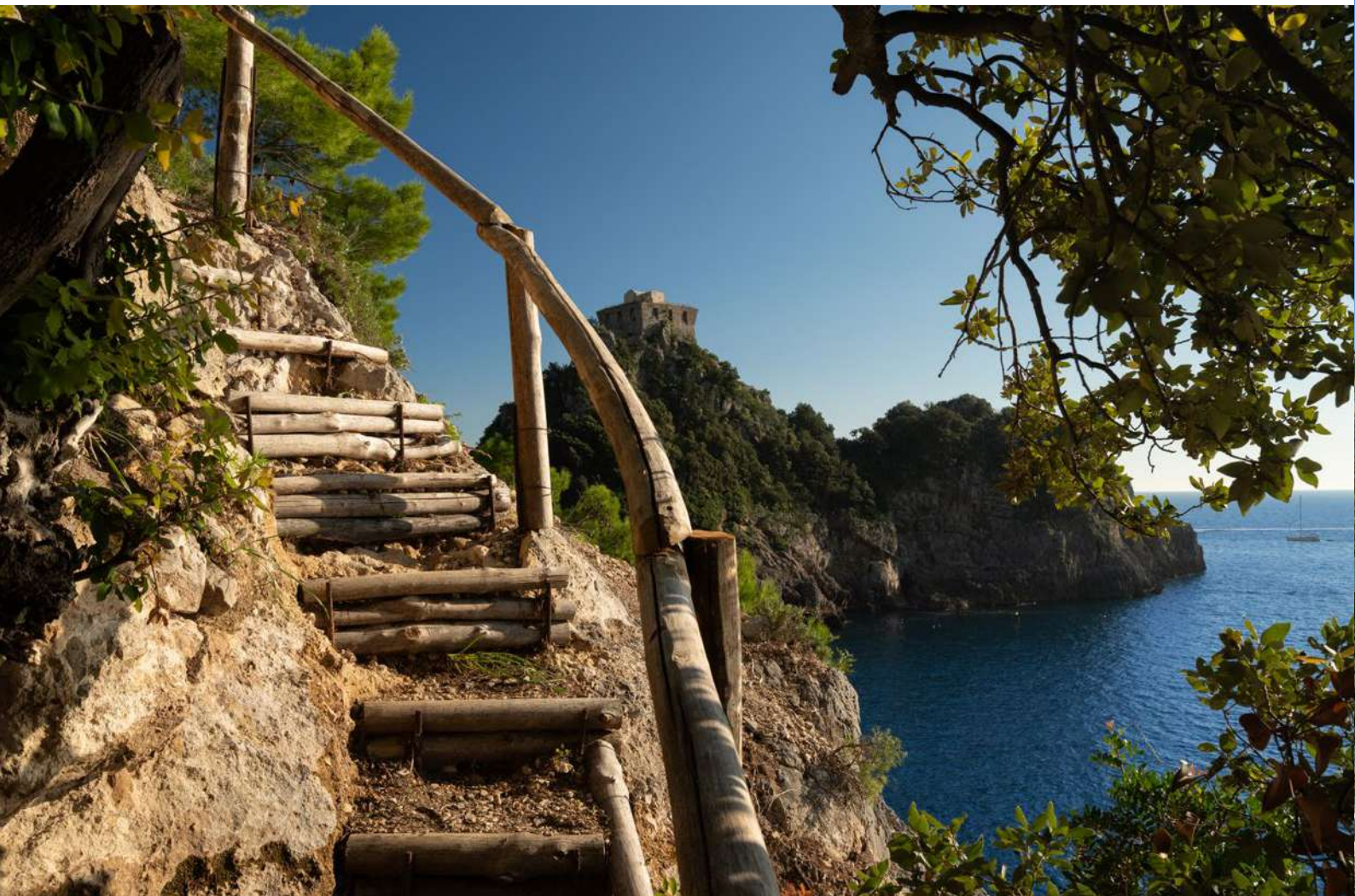
The stars of the show in this garden are the succulents, which are sculptural by nature and boast contrasting textures. Species such as Agave and Stipa grass complete a gallery created by nature.



### THE MOON GARDEN

This is the most romantic garden of them all, with plants, herbs, and shrubs that have been specially selected thanks to their silver-grey leaves, which create a magical glow in the moonlight.





## THE SEA

Our private beach, one of the rare locations facing west and basked in sunlight until sunset, is exclusively reserved for overnight guests. The path to reach it consists of an ancient 130-step walkway, enveloped in the fragrant scents of the

Mediterranean maquis.

Unique naturalistic engineering works were undertaken to restore the original path using local wood and rammed earth.







## ESCLUSIVITY

Absolute privacy is guaranteed at the villa, thanks to its sprawling garden that spans over 12,000 square metres, covering multiple levels adorned with breathtaking terraces and an exclusive sea view. The garden features serene lawns, a seasonal fruit and vegetable garden for guests to explore, numerous secluded corners ideal for peaceful contemplation, and direct access to crystal-clear

waters in the bay of Capo Conca via the private beach reserved exclusively for guests.

A retreat open to the world, situated in one of the most captivating destinations in Italy, offering an opportunity to shift your perspective, alter your pace of life, and rediscover the awe-inspiring power of nature.







## PARTNER

The interiors have been meticulously designed and boast a fine selection of modern furnishings and accessories from iconic, internationally renowned Italian brands that have chosen to partner with the BE project. The partnership is based on a shared goal: to embrace a

philosophy of life that prioritises respect for the environment.

Our intention is to support high-quality, responsible design that uses beneficial, low-impact production processes.

## CERAMICS



## ARCUCCI

The materiality and uneven texture of stone have inspired the ceramics collection designed by Arcucci Trade. This line of table accessories is called Preta (stone in Neapolitan dialect). It has a characteristic surface texture and uneven shape and is handcrafted and strictly Made in Italy.



## TOILETRIES AND BATHROOM FITTINGS



### DR.VRANJES — FIRENZE —

Dr. Vranjes has supplied BE with refined fragrances containing 'customised' formulations for the body and home.

Dr. Vranjes plays a crucial role in creating a home environment. The selected fragrance, Aria, has fresh notes of citrus and mint as a nod to the residence's surroundings. The Florence-based brand, created by the visionary Dr Paolo

Vranjes, guarantees high quality and sustainable standards. Its natural, organic ingredients are not tested on animals and are packaged in recycled materials.

## BATHROOM FITTINGS



### DURAVIT

Design, quality materials and technology identify Duravit furniture, ceramics and bathroom accessories. The brand collaborates with a network of internationally renowned designers such as Philippe Starck and works ambitiously to improve the lives of its customers every day. It also has a priority mission to become climate neutral by 2045.



## OUTDOOR FURNITURE



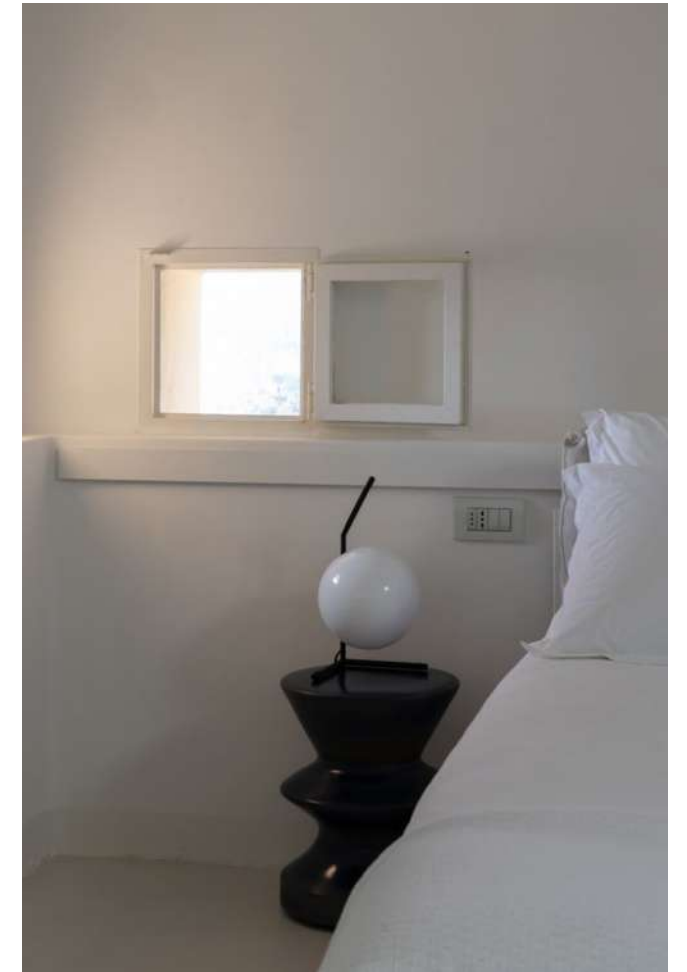
### ETHIMO

OUTDOOR DECOR

Ethimo supplied the outdoor furnishings. The brand has a network that spans more than 70 countries and it plays a leading role in projects in some of the most beautiful places in the world. The company has embraced increasingly eco-friendly production processes over the years and possesses UNI ISO 9001 certification for its Quality Management

System. In particular, Ethimo sources the teak it uses to make furniture exclusively from controlled-growth plantations with FSC (Forest Stewardship Council) certification, allowing its quality products to combine durability with environmental protection.

## LIGHTING



### FLOS

The pared-back and minimal indoor and outdoor lighting fixtures supplied by Flos complement the style of the house perfectly. The company has contributed to the history of design with its lighting fixtures and is actively committed to sustainability, announcing that it achieved carbon neutrality in 2020. The company reached this critical milestone by

reducing its use of non-recyclable materials, promoting a circular economy, and engaging in projects to save native forests and their diverse wildlife and help local communities.



## BIG AND SMALL HOUSEHOLD APPLIANCES



Research and creativity are two mainstays for SMEG, an Italian company with a global outlook that has revolutionised the world of household appliances by contributing a new, artistic, pop, and designer feel to the sector. The company is paying increasing attention to sustainable development with policies that seek to continuously improve production processes.

It takes great care to use materials such as steel, glass, aluminium, and brass, which are all easily recyclable. To improve the environmental footprint of its products, SMEG has expanded on the restrictions set by the RoHs and REACH European directives for managing chemicals.

## TEXTILES AND LINENS



Somma 1867 has supplied the bed and bath linens for the residence. The historic brand is based in Como and its values are based on a solid work ethic and respect for the planet. This all-Italian textile line is made from high-quality natural yarns such as wool, linen, and organic cotton that are OEKO-TEX certified.



## INDOOR FURNITURE



### **zanotta:**

Zanotta supplied the furnishings and accessories for the interiors. The brand has embraced the world of contemporary living since 1954, and has made some absolutely iconic contributions to design. For Zanotta, sustainability is all about making informed design choices and creating practical objects with shapes and meanings that stand the

test of time. Zanotta makes its pieces from quality materials that do not fall victim to rapid obsolescence and are easily recyclable. Meanwhile, its packaging solutions seek to reduce bulk and optimise transport.

## DOG ACCESSORIES



### **[28]** *design for dogs*

2.8 design for dogs crafts a complete range of luxury beds, and accessories for dogs. All articles are handmade in the heart of Italy and each material is natural, eco-friendly and dog-approved. Sustainability, craftsmanship and practicality encompass the entire collection and deliver a final product that meets the needs of every dog.



# BE. YOUR PRIVATE VIEW

*Amalfi coast*

## CONTACT

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Amalfi Coast

Via Smeraldo 25, 84010 Conca dei Marini (SA)

[info@be-privateview.com](mailto:info@be-privateview.com)

Media Contact: [press@be-privateview.com](mailto:press@be-privateview.com)

Photo: Dario Borruto