



# Traveler's Tale

Can design create dialogue with guests? In the 93-key, 6-apartment UNA Hotel Bologna, the latest from UNA Hotels & Resorts, Milanese architect Marco Piva makes sure of it by using the written word in various languages on walls and other surfaces in rooms and public areas of the eight-story hotel. "It was the unifying and descriptive element of this new place meant for tourists, and it also implies a merging of cultures," he says.

On the second floor, there's Greek text from the *Odyssey*; another floor features Japanese writing from *Midnight Express*; elsewhere, Sanskrit tells of a metaphysical journey. And keeping with modern times, the sixth floor features html, the official coding language of the worldwide web.