

KURSAAL

BRAND STRATEGY

Final identity / Grottammare / 2026

CONTENTS

01 / THE IDEA

A landmark becomes a living meeting place

02 / HERITAGE

A name already rooted in place

03 / FOUNDER

Andrea's vision

04 / POSITIONING

Premium without distance

05 / AUDIENCE

Different people, shared values

06 / CHARACTER

A confident, generous host

07 / ARCHETYPES

Belonging, pleasure and creation

08 / VALUES

Hospitality is the differentiator

09 / EXPERIENCE

A place that stays alive

10 / CREATIVE PRINCIPLE

The spirit of fire and conviviality

11 / THE MARK

A symbol born from the name

12 / VERBAL IDENTITY

Fire Has No Rules

13 / TONE

Human, vivid and unpretentious

14 / STEWARDSHIP

A living local identity

A landmark becomes a living meeting place

Kursaal is a contemporary hospitality destination in Grottammare, inside the historic Palazzo Kursaal. The opportunity is to transform a recognised local landmark into a place people actively love to enter and return to.

Elegant, yet approachable. / A place where people genuinely enjoy being together.

A name already rooted in place

Kursaal takes its name from the building and Piazza Kursaal. Historically, the German words Kur and Saal are associated with treatment or restorative stays and a hall; Kursaals became social spaces for music, dining, culture and gathering in European resort towns. The current brand reinterprets this social heritage rather than claiming the word Kur literally means fire.

From landmark to meeting place.

Andrea's vision

Andrea, born and raised in Grottammare, developed Il Pineta through hospitality, consistent quality and events. His ambition for Kursaal is to give new life to a hometown landmark, offer continuity for his team and create a welcoming, year-round meeting place.

A lasting contribution to Grottammare.

Premium without distance

The brand brings together live-fire cooking, cocktails, art, music and attentive hospitality. It sits between formal fine dining, conventional restaurants and nightlife: sophisticated yet relaxed, culturally curious yet social.

Quality without pretension.

Different people, shared values

Locals looking for a familiar meeting place; young professionals and creatives; couples and groups; and visitors seeking an authentic connection to Grottammare. The shared thread is appreciation for quality, atmosphere and good company.

One place. Different moments. One feeling: you are welcome here.

A confident, generous host

Kursaal is warm, refined, curious, creative and attentive. Imagine a well-dressed person with great taste who never needs to impress. The identity must avoid snobbery, intimidation, corporate coldness and excessive formality.

A well-dressed person comfortable enough not to show off.

Belonging, pleasure and creation

Primary: The Everyman — access, belonging and human connection. Secondary: The Lover — pleasure, food, cocktails, music and sensory atmosphere. Supporting: The Creator — craftsmanship, live-fire exploration, art and cultural collaboration.

Everyman welcomes. Lover delights. Creator distinguishes.

Hospitality is the differentiator

Hospitality without judgement; quality without pretension; authenticity over popularity; attention to detail; people before transactions; and local pride. The guest should leave thinking not merely that the food was excellent, but that the whole evening was memorable.

The experience matters as much as the meal.

A place that stays alive

Lunch, aperitivo, dinner and selected music-led evenings should feel like related expressions of one place. Live fire is a culinary philosophy, not a synonym for meat alone; the wider offer can include vegetables, fruit and seasonal ingredients. Art and music create reasons to return.

The restaurant is the setting. People make it live.

The spirit of fire and conviviality

KUR expresses the energy of fire through dynamic, flame-like letterforms. SAAL gives that energy a home through architectural typography. Parallel serif details recall grill bars while retaining historical rhythm; the AA geometry evokes windows and two people facing each other.

KURSAAL

KUR — The Spirit of Fire. / SAAL — The Spirit of Conviviality.

A symbol born from the name

The standalone mark combines the paired AA with a reduced U rotated 45 degrees, extracted from KUR. It is not a separate pictogram: it brings energy into the hall. The repeated AA motif extends the idea from a single conversation to a hall full of encounters.

One AA: one conversation. Repeated AA: a hall of conversations.



Fire Has No Rules

The approved tagline communicates creative freedom and the expressive nature of live-fire cooking. Its boldness is balanced by the welcoming, considered character of the wider brand. It is a brand statement, not a claim that hospitality or food safety are rule-free.

FIRE HAS NO RULES

Human, vivid and unpretentious

Write with warmth, sensory precision and confidence. Prefer short inviting sentences, concrete experiences and genuine local references. Avoid inflated luxury language, exclusivity, culinary clichés and forced rebelliousness.

Come for the fire. Stay for the company. [Suggested copy, not an approved tagline]

A living local identity

The brand should grow through considered signage, menus, staff clothing, packaging, music, cultural collaborations and digital touchpoints. Any intervention on the protected historic façade must follow the relevant authority approval process.

Protect the landmark. Bring the experience to life.