



KONCEPT INFRA  
STUDIOS

AN ITALIAN DINING SANCTUARY

# Le Chef - RISTORANTE HILLS

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Italian soul. Mountain calm.

An authentic Italian dining sanctuary in the hills — where warm interiors, handcrafted materials, and panoramic views create a timeless experience.



CONCEPT VISION

## Where Italy Meets the Hills

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An authentic Italian dining sanctuary where warm interiors, handcrafted materials, layered light, and panoramic views create a timeless slow-luxury experience.

A destination reflecting:

- Old-world Italian charm
- Rustic Tuscan warmth
- Contemporary Milanese refinement
- Hillside serenity and landscape connection

Not a generic Italian restaurant. Every detail is designed to feel premium, architectural, and immersive.

"Rustic warmth, refined dining."



LOCATION ADVANTAGE

# The Hills Advantage

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- Elevated hillside location offering natural seclusion, cooler microclimate, and panoramic valley views.
- Scenic setting creates an inherent sense of escape — guests arrive for an experience, not just a meal.
- Large architectural openings frame the landscape, blurring the boundary between interior and outdoors.
- Natural terrain enables tiered outdoor terraces, private event lawns, and sunset-facing aperitivo spaces.
- Hillside positioning commands premium pricing power and exclusivity — a true destination draw.

360°

Panoramic Valley  
Views

2,400ft

Elevation Above  
Sea Level

Year-

Round Micro-  
climate Comfort





## DESIGN NARRATIVE

# Authentic Italian, Not Cliché

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Warm, timeless, elegant, and soulful. The design centers on earthy textures and natural materials.

### Material Palette

- Natural stone, timber, lime plaster
- Terracotta, linen, aged brass
- Handcrafted Italian ceramics

### Atmospheric Qualities

- Large openings framing hill views
- Soft, layered candlelit lighting
- Calm, intimate, and cinematic

No loud décor. Every material tells a story of craft.



# A Palette of Earth and Craft

## Walls & Surfaces

Lime plaster in warm ivory and terracotta tones, hand-finished for organic texture. Reclaimed terracotta tiles and aged oak planks underfoot.

## Furnishings

Linen upholstery, walnut and oak tables, hand-forged brass lighting. Woven rattan accents and vintage brass hardware throughout.

## Lighting

Layered scheme — candlelit tables, pendant warmth, concealed LED coves, and abundant natural daylight through large openings.

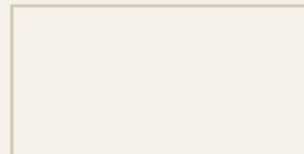
## COLOR HARMONY



Deep Olive  
#3D4A2C



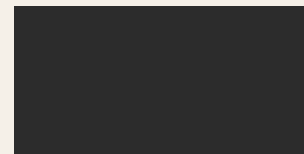
Terracotta  
#B8704A



Cream  
#F5F0E8



Aged Gold  
#C4A35A



Charcoal  
#2C2C2C





## DINING ZONES

# Spaces for Every Occasion

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**Main Dining Room** — Grand yet intimate, timber-beamed ceiling, panoramic windows, 60 covers.

**Private Dining Alcove** — Secluded stone-walled room for 12-16 guests, fireplace, dedicated service.

**Chef's Table** — 8-seat interactive experience at the kitchen boundary, open-fire views.

**Library Lounge** — Pre-dinner aperitivo space with leather banquettes, wine display, soft lamplight.

Flexible configurations for couples, families, and groups — each zone with its own character.

# The Art of Aperitivo

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- Dedicated aperitivo bar crafted from aged Carrara marble and reclaimed timber.
- Italian-focused wine program: 200+ labels spanning Barolo to Etna Bianco, curated by sommelier.
- Signature aperitivo menu featuring Negroni variations, amaro selections, and prosecco service.
- Wine wall display as architectural feature — backlit terracotta niches holding curated bottles.
- Bar transitions from daytime espresso to evening cocktail ritual seamlessly.

20+

Italian Wine  
Labels

12

Signature  
Aperitivo Creations

35%

Wine & Bar  
Revenue Margin





## OPEN TERRACE

# Dining with the Horizon

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### **Terrace Dining**

Expansive terrace overlooking the valley — 40 covers for al fresco lunch and dinner.

### **Garden Setting**

Terraced seating with native planting, stone pathways, and olive trees in terracotta.

### **Golden Hour Orientation**

Sunset-facing for golden-hour dining and authentic aperitivo culture.

### **Year-Round Design**

Retractable awnings, outdoor heating, wind screens for all-season use.

### **Private Terrace Annex**

Exclusive outdoor space for private events and celebrations.





KITCHEN & SERVICE

# Heart of the Experience

- Open kitchen as theatrical centerpiece — guests witness wood-fired cooking craft
- Dual-fuel setup: traditional wood-burning oven plus modern precision equipment.
- Farm-to-hill sourcing: local produce, imported Italian specialties, seasonal rotation.
- Unhurried, attentive service — no rushed courses, no intrusive pacing.
- Back-of-house: separate pastry kitchen, wine cellar, and dry-aging room.

120

Total Covers  
at Full Capacity

3

Distinct Service  
Zones

2.5hr

Average Guest  
Dwell Time





# A Five-Act Experience



## 01 ARRIVAL

Tree-lined approach, valet parking, garden pathway leading to a timber-and-stone entrance.

## 02 WELCOME

Host stand in the library lounge, aperitivo offered while table is prepared.

## 03 DINING

Multi-sensory journey — from amuse-bouche to digestivo at the bar.

## 04 MOMENTS

Sunset terrace aperitivo, fireside digestivo, stargazing before departure.

## 05 DEPARTURE

Guests leave with a sense of having experienced something rare and memorable.

"Every visit is a journey, not just a meal."

# Diversified Revenue Model

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## Fine Dining

Lunch and dinner service with premium pricing tier.



## Private Events

Corporate retreats, family celebrations.



## Wine & Aperitivo

High-margin bar revenue from Italian wine and cocktails.

**35%**

Average beverage margin



## Cooking Experiences

Chef-led masterclasses, wine tastings, seasonal harvest dinners. Premium experiential programming that extends brand engagement beyond the dining room and creates additional high-margin revenue channels.



## Retail & Merchandise

Curated Italian pantry products, house-made preserves, branded tableware. A natural extension of the brand that generates passive income and keeps the restaurant present in guests' homes.

# Built for Discerning Guests

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## Destination Diners

Affluent guests seeking a memorable, designed dining experience. They travel for food and atmosphere.



## Couples & Celebrations

Anniversary dinners, proposals, date-night destination. The intimate setting creates natural romance.



## Premium Travelers

Hotel guests, weekend escape seekers, international visitors drawn to authentic hillside experiences.



## Families

Multi-generational celebrations in a warm, welcoming, non-pretentious setting. The design accommodates all ages without sacrificing sophistication.



## Corporate & Private Events

Executive dinners, board retreats, product launches. The private dining alcove and terrace annex offer exclusive spaces for high-value events.



# Not a Restaurant. An Experience.

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- Premier Italian dining destination — a design-led hospitality experience.
- Competes on atmosphere and craft, not just cuisine. Interiors are as much the product as the food.
- Brand language: understated luxury, Italian authenticity, hillside serenity.
- Differentiated through architectural identity and immersive environment.
- Premium pricing justified by scarcity, setting, and holistic experience design.



## Understated Luxury

No ostentation. Premium quality speaks through materials, craft, and restraint.

## Italian Authenticity

Rooted in real Italian culture — wine, craft, slow dining, not stereotypes.

## Hillside Serenity

The mountain setting is integral to the brand — calm, elevated, naturally exclusive.

# What Makes It Unforgettable

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## 01 The Wood-Fire Hearth

Visible from every table, the beating heart of the kitchen. The open wood-fire oven creates theater, warmth, and the unmistakable aroma of authentic Italian cooking.

## 02 The Terracotta Wine Wall

200+ Italian labels displayed as living architecture. Backlit terracotta niches hold curated bottles from Barolo to Etna Bianco — a visual centerpiece and conversation starter.

## 03 The Sunset Terrace

Golden-hour dining with unobstructed valley views. The terrace captures the magic of hillside aperitivo culture.

## 04 The Private Chamber

An intimate stone-walled room with its own fireplace. For celebrations that demand complete privacy and personal service.

## 05 The Aperitivo Ritual

From daytime espresso to evening Negroni, the bar anchors the experience. Italy's greatest gift to hospitality culture.

INVESTMENT APPEAL

# An Investment in Timeless Hospitality

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- A differentiated, design-led Italian dining concept with strong revenue diversification.
- Hillside location creates natural scarcity and premium pricing power.
- Multiple monetization pathways: dining, events, wine, experiences, retail.
- Built for the experience economy — where guests seek memory, not just a meal.

Italian soul. Mountain calm. Refined returns.

## GET IN TOUCH



**Site**

[WWW.KONCEPTINFRASTUDIOS.COM](http://WWW.KONCEPTINFRASTUDIOS.COM)



**Call**

+91-9837707700



**E-mail**

[INFO@KONCEPTINFRASTUDIOS.COM](mailto:INFO@KONCEPTINFRASTUDIOS.COM)



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