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Strategic PR and Communication

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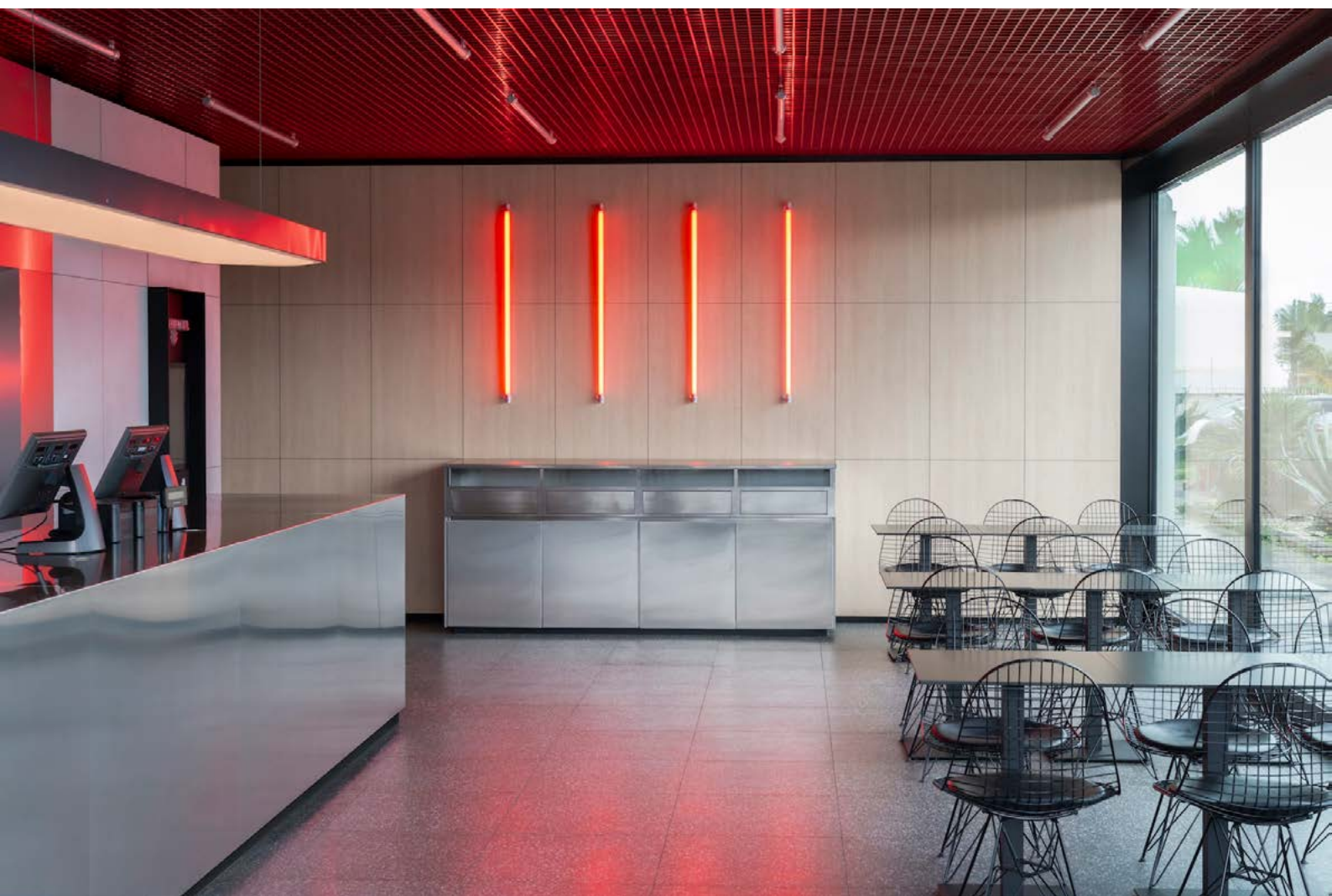
Media Kit

bit.ly/Didea_diner



For Immediate Release

didea



— Ph. Paolo Riolzi

Didea signs a new hospitality concept in Sicily

A CONTEMPORARY DINER AS A SPATIAL SYSTEM



— Ph. Paolo Riolzi

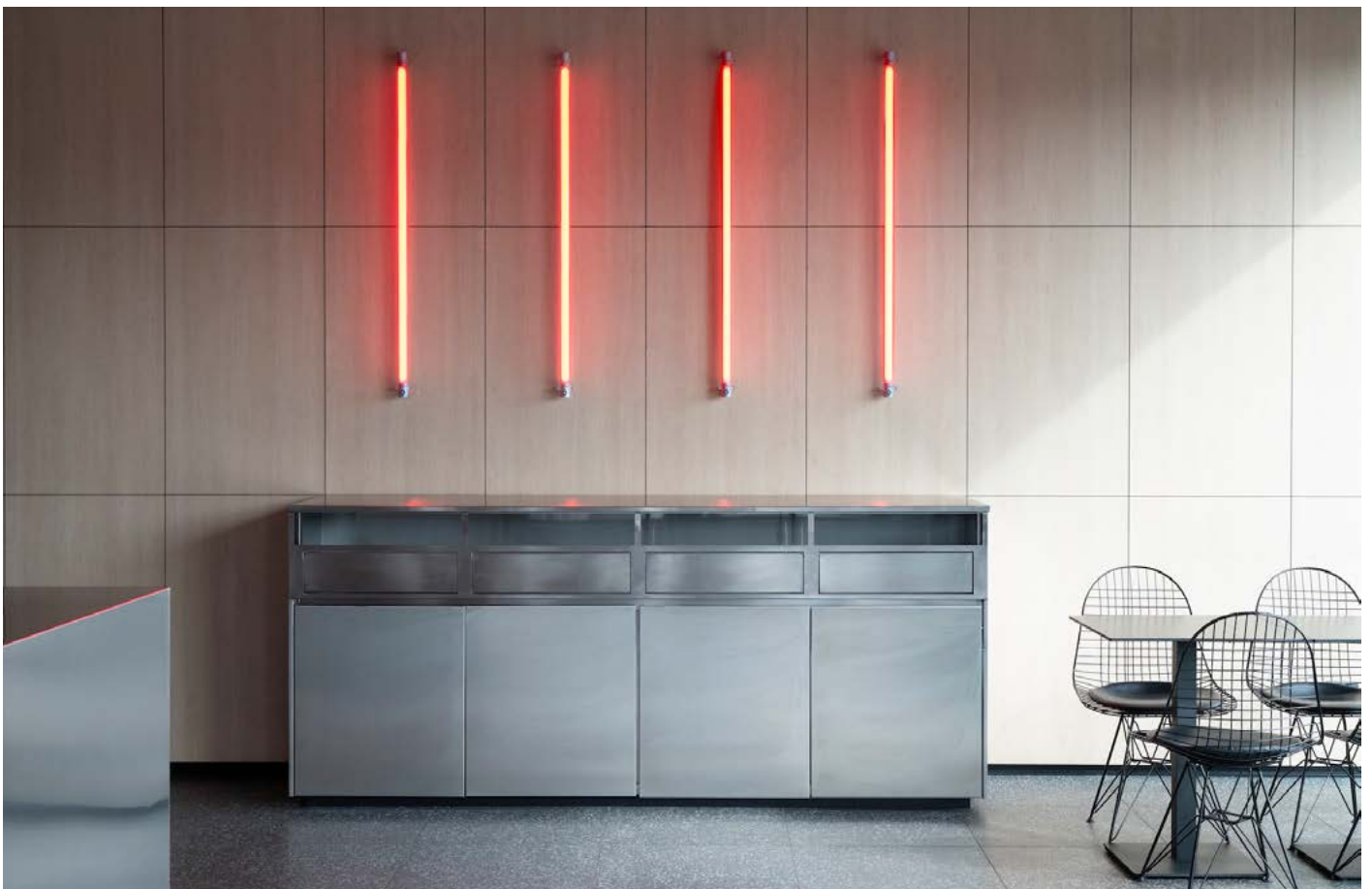
Palermo, IT – There is a moment in hospitality projects when architecture stops merely supporting service and begins to structure it. The new concept designed by **Didea** in Sicily originates precisely at this point: in defining a space that combines speed of service, experiential quality, and architectural identity through a contemporary, essential, and replicable language.



The project emerges from the evolution of a family-run business active in the food sector for generations, which has recently expanded to include a network of hospitality spaces. Didea accompanies this transition by treating the architectural concept as strategic: not a simple container, but a system able to adapt, renew itself, and speak to different audiences.

The new concept positions itself as a concrete alternative to conventional fast food, particularly for families. An informal, accessible environment where efficient service meets quality food and a space designed for staying, meeting, and recognition.

The project draws on the imagery of 1950s American diners, reinterpreted through a contemporary lens and subtly shaped by elements of 1970s office interiors. The result is a precise language—never literally nostalgic—that uses memory as design material rather than quotation.





Stainless steel takes center stage, shaped into continuous surfaces and linear and curved geometrics that define counters, furnishings, and details. A direct reference to the industrial aesthetic of historic diners, reinterpreted through a clean, controlled, sleek approach. Steel becomes both visual and functional structure, reflecting light and supporting the operational rhythm of the space.

Red runs through the project as an identifying element. It appears in the grid ceiling system, where slatted modules form a regular, articulated pattern that integrates lighting and services while giving the space a distinctly technical and recognisable character.

Balancing this industrial language are carefully placed wooden details, introduced to warm the atmosphere and bring a more welcoming dimension. A material counterpoint that makes the environment suitable for everyday use, capable of addressing different generations without fixing itself into a single image.

— Ph. Paolo Riolzi



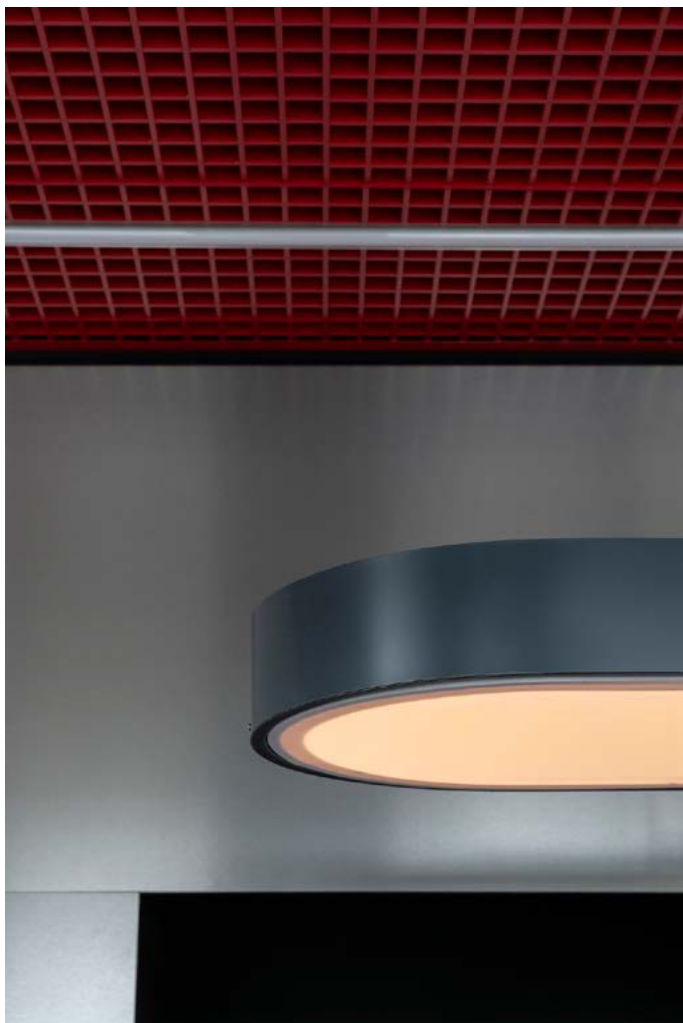


— Ph. Paolo Riolzi

“The project stems from the idea of creating a system of spaces conceived for meeting, staying, and recognition”

Central to the project is the relationship between dining area and kitchen, mediated by **elements that evoke the retro aesthetics of diners without becoming literal references**. A sequence of thresholds, transparencies, and passages makes the work visible, integrating it into the spatial narrative.

As **Nicola Andò**, architect and creative director of Didea, notes: *“The project stems from the idea of creating a system of spaces conceived not only for consumption, but for meeting, staying, and recognition. Spaces able to offer an alternative to traditional fast food, maintaining a balance between speed of service, food quality, and architectural identity.”*



— Ph. Paolo Riolzi

The concept is conceived as an open format, designed to be progressively applied and adapted to different contexts. A project system that supports an ongoing process of development and renewal, maintaining formal coherence and spatial clarity as it evolves.

The project builds a clear and recognisable language, capable of adapting without losing its identity. An architecture that does not impose itself, but organises: time, gestures, relationships.

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Press Kit

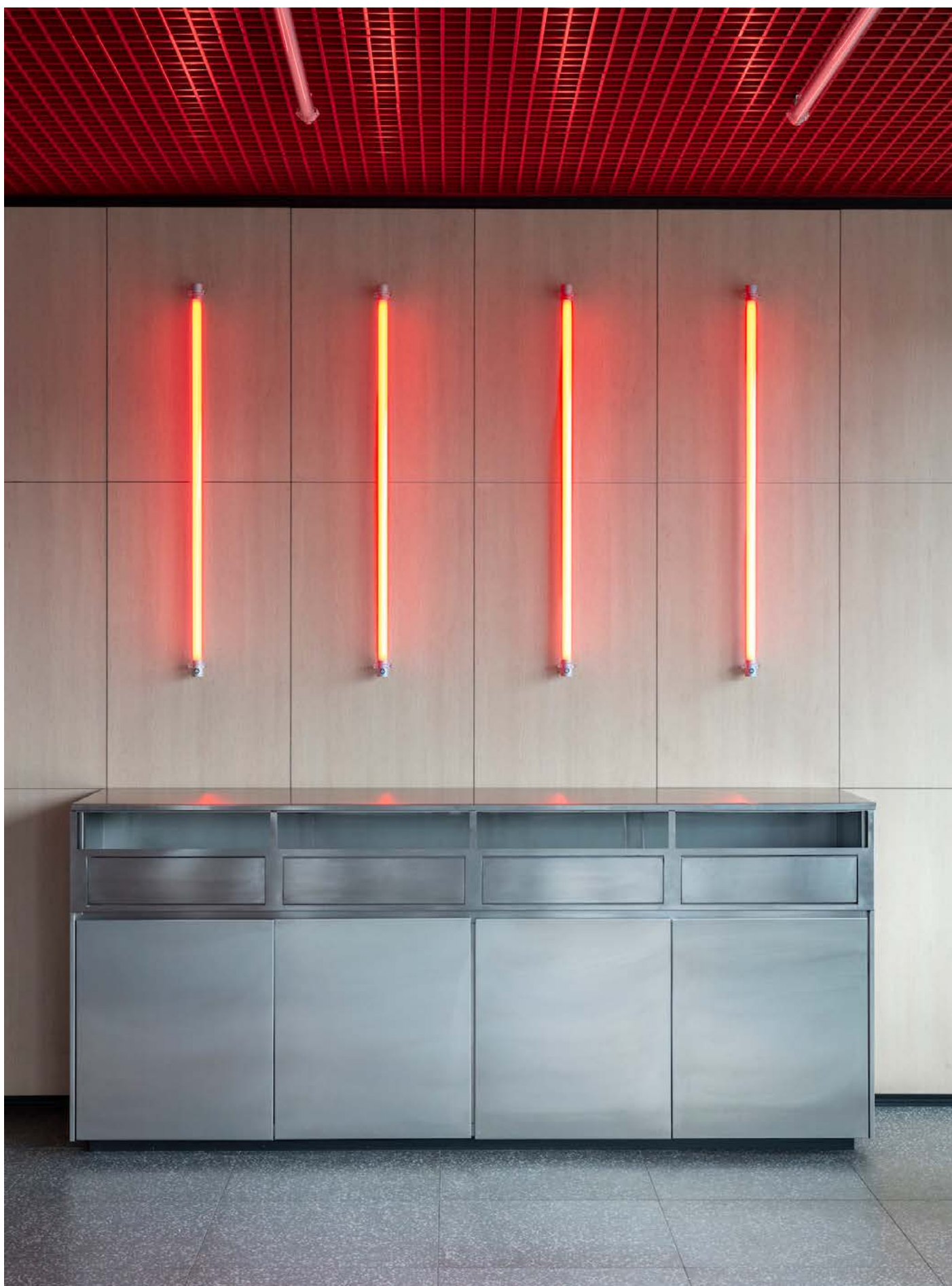
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Notes to editors



Studio Didea

Founded in 2012 in Palermo by architects Nicola Andò, Giuseppe De Lisi, Emanuela Di Gaetano, and Alfonso Riccio, the studio now operates in both Palermo and Valletta, Malta. The studio specializes in architectural and interior design for residential, commercial, retail, office, and hospitality spaces. Didea is known for its distinctive Mediterranean minimalism—an approach that combines the purity of light with thoughtfully chosen materials to create sensory, sustainable elegance. The firm designs spaces where beauty, history, and the rhythms of contemporary life coexist harmoniously.

studiodidea.it

