

NEWS _1

Fuorisalone 2018 | Milan Design Week

17- 22 april 2018



Hotel Regeneration

designed by **Simone Micheli**

in collaboration with **Tourism Investment, PKF hotelexperts & AboutHotel**

Lambrate Design District

@Officina Ventura 14

Via Ventura 14 - Milan

April 16 - 22, 2018

opening hours

10:00 - 20:00 | April 16 - 21

10:00 - 18:00 | April 22

The biggest and involving exhibition dedicated to the contract, during FuoriSalone 2018.

During the Fuorisalone 2018, the architect Simone Micheli will give life to the Hotel Regeneration, at Lambrate Design District; an exhibition happening aimed at the interaction between public and space, which will focus on the story about the upgrading process of the contemporary hotel structure and its future existence, enhancing experimentation, communion of intent and research, aimed at encouraging innovation and technological advancement.

The exhibition-event, which will extend over an area of more than 4000 square meters, will present to the visitor numerous split hotels conceived by the architect Simone Micheli as works of art to experience; three-dimensional spatial spheres of living created with the aim to show current and future trends in the field of international hospitality, made by important Italian and foreign industrial groups.

Each split of hotels, signed for the occasion by the architect and made up with tailor-made products, will be dedicated to a different hotel chain with the aim of making concrete the wishes of costumers and satisfy the real needs of clients.

Hotel Regeneration, organized in collaboration with PKF and Tourism Investment, is an event of great and expressive value, which wants to be the largest event-agera realized so far for the Kermesse Milanese in contractual terms.

Inside the event will be organized an "Agora", a concrete place for dialogue and meeting between well-known personalities linked to the hospitality industry (international hotel chains, builders, developers, bankers, professionals, contractors) and the public, who have the aim to tell and investigate carefully the aesthetic practical aspects and the business progressions of a sector in continuous development.

Regeneration Hotel will present to the public as a great exhibition space, aimed at promoting experimentation and research, overcoming the limits of the known reality, in which the visitor can confront himself with fascinating installations, becoming an active part of significant value and high interest debates.

The huge dynamism of the event and its high cultural reach will make the heart of the entire Lambrate Design District pulsating and engaging.