



DESIGN STORIES ON SHOW AT NHOW MILANO FROM APRIL 14 TO 19, 2015

Also this year the hotel will be one of the protagonists of FuoriSalone exclusive with an exhibition including 21 designers and 2 artists

The collective exhibition, part of the Tortona Design Week circuit, will be hosted in the spaces of the hotel, including a series of activities addressed to professionals and design lovers

Milano, March 26th – The two most awaited events awaited by professionals and lovers of design are back: the **Salone del Mobile** of Milano and the unmissable **FuoriSalone**, the set of events animating the city during the fair, in particular the area of via Tortona, design district and core of the main happenings aimed at an international and domestic audience, constantly looking for innovation and inspiration. Also this year **nhow Milano** confirms his venue as one of the locations of the **Tortona Design Week** circuit, with the exhibition **“Design Stories”**. Open from **April 14th to 19th**, it will collect unique and original pieces by 23 different designers and 2 artists.

The **press preview** will be on **Monday, April 13th**, from 3 pm to 8 pm, while on **Tuesday, April 14th** an **opening night party** upon invitation will celebrate the 2015 edition of the Salone del Mobile, in collaboration with BCool. And in the night of **Thursday, April 16th**, all the exhibition spaces will be open until late in the occasion of the Tortona Night.

nhow, the first of a family of unconventional hotels part of the NH Hotel Group also present in Berlin and Rotterdam, has been for years the benchmark for a new generation of lifestyle, cosmopolitan and always-on-the-move hotel. Furnished by the interior designer Matteo Thun and designed by Daniele Beretta from the historical site of the former General Electric factory, an industrial building of which it still preserves the structure, nhow Milano gives a new interpretation of space, time and services, hosting several exhibitions throughout the year; like the next one, following the FuoriSalone: *MAD - Milano Art Design*, with works that perfectly integrate into its innovative structure.

Thanks to architectural solutions and unique furniture, nhow is in fact the perfect location for art exhibitions and initiatives of the most innovative design and fashion in the city of Milan.

The exhibition **“Design Stories”** will be hosted in the spaces of the hotel from the ground floor to the fourth floor, in the entrance tunnel from via Tortona and in the t35 by nhow, collecting tales of different places and creativity.

Michele Chiocciolini (ground floor) Florentine designer at the nhow Milano for the third year, presents his latest Fall/Winter 2015/16 collection of pop-inspired clutch bags.

The project **CREATIVEVISIONMULTILAYERS Creative EL Vision** (ground floor) includes interior object, textiles and wall covering. In the creation process the Russian designers (living in Milan) Elona

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Izrailova has combined graphic tradition with materials such as mirror, textile and light. Her artistic approach gives an opportunity to see the simplicity of the objects' form and the design's functions. The collection contains in total nearly 15 pieces based on the designer's feeling for space and colour.

Drydesign (ground floor), meeting point between design, multi-functionality and technology, presents pieces of furniture designed for indoor and outdoor environments, fitting with great simplicity in all areas: from private lounges to design hotel lobbies, from house gardens to shopping avenues. With two strengths: multifunctionality and modularity. For FuoriSalone 2015, Drydesign expands its product range by presenting the lamp "Tuly Space", a variant of the collection "Tuly", and "Clessidra", a versatile and adaptable seating system.

The French brand **G&G** (ground floor, restaurant area) was founded in 2013 by a great passion for art and design. The company creates unique limited edition characterised by very clean lines. Aluminium and glass are the basic materials, but each creation is designed and customized to make it unique thanks to exclusive decorations.

GlocalDesign (4th floor) celebrates 5 years of collaboration with nhow Milano by presenting a selection of successful projects and products that have, over the years, been exhibited in the hotel's display areas. On show is the "Ghipur" floor lamp, designed on behalf of Italamp, taking inspiration from Venetian lace, and some pieces of GlocalDesign's iconic collections of 100% recyclable stainless steel mirrors, indoor and outdoor, developed in partnership with Molteni&C, San Patrignano and Fondazione Federico Fellini. The exhibition also features the multi-coloured indoor and outdoor "MrBot" lights for Slide, inspired by the world of comics, halfway between a poetic, robotic past and a concrete, computer-based future.

For the first time at FuoriSalone, **Gore-Tex® Footwear** (ground floor) offers a mix of technology and design without limits, sound effects, and vibrant emotions within an interactive audio installation telling stories through sound and an enveloping resonance. It presents quality footwear, creative beyond imagination, created in collaboration with international Brand Partners, and for the first time with the participation of the students of the Footwear Polytechni in Vigonza (Padua).

I GOT-LAB (ground floor), a spin-off of MP2 (specializing in interior design projects in the world of luxury and retail), is a think tank founded by architect and designer Matteo Pierotti, focused on product design, competitions, exhibitions and futuristic and unconventional architectural projects. Its mission is to give new and different meanings to each project. With "Icons", it makes a tribute to the years when Italian design became big in the world and was born the "Made in Italy".

On the first floor comes back the best known of the greenest events of FuoriSalone: **IOricicloTuricicli**. For the sixth year, they could not but think of an edition to welcome EXPO and the world coming to visit Milan. "Welcome to Milan in 2015" is a great celebration of eco Italian design in view of EXPO 2015. Opened in 2010, IOricicloTuricicli sees the Salone del Mobile 2015 as a unique and extraordinary opportunity to give visibility to emerging designers who find in green their own concept.

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At the t35 by nhow the second edition of **LAZIO FACTORY DESIGN** is back to FuoriSalone. The event is promoted, within their respective programs of promotion and internationalization, by UnionCamere Lazio and Regione Lazio, in collaboration with Lazio Innova SpA, Camera di Commercio di Roma, Azienda Speciale della Camera di Commercio di Frosinone and the trade associations of the sector. In conjunction with the Salone Internazionale del Mobile, various territorial design excellences from Lazio inspired by environmental eco-sustainability are exposed under the artistic direction of ADI LAZIO.

From Salento to Milan, **Mario D'Aquino** (ground floor) introduces a new philosophy of an environmentally friendly design, claiming that man should get closer to his land and regain contact with nature, which leads to the essence of things. The combination of tradition and innovation is found in every project and complement of furniture, as in "Giuditta", a fiberglass sink with ceramic fringe and brushed fir pole. "Giuditta" was born from the concept of the farmer's mirror, hung with a nail on an old wooden pole. The sink recalls the curtain, a hand-woven linen tablecloth decorated with fringes.

Again from Salento, **Francesca Mazzotta Design** (ground floor) brings forth her vision of a strong link between the elements of the earth and the object, the vision of the woman, her magic and the jewel. Her jewellery and objects are contaminated by the use of ancient techniques such as papier-mache from Lecce. In her creations, the respect for the craft and the use of natural materials (handmade cards, cellulose fibres, adhesives), create the right chemistry with silver, copper, steel, freshwater pearls and minerals.

Fiorenza Milanesi (4th floor) is an artist-architect currently dedicated to interior architecture and painting. In 2013 she presented the jewellery collection "Frammenti legati" made with poor materials and small forgotten items alchemically reassembled in wearable sculptures. The new collection of sculpture jewels named "Origami" presented here for the first time are bracelets made of paper, pigments, rope and resin.

Morelato (1st floor) with its Fondazione Aldo Morelato has always been identified with culture and design research. During FuoriSalone 2015 it confirms its presence at nhow Milan with the event "From the MAAM: the icons of design". A narrative of contemporary design, a history of research style and expression from the last century to the present, through a selection of works that tell the evolution of furnishing product functionality from the symbolism, the transformation from everyday object to art object. The different shades into which a piece of furniture can be declined, the enormous intrinsic potential value and significance that brings with it: this is the emotional perception of taste in the "design icons". The "Occultamento" desk by Ugo La Pietra and the "Leonardo" table by Marco Ferreri, are two of the many pieces exhibited. The first, just re-edited for the solo exhibition of Ugo La Pietra at the Triennale ("Progetto disequilibrante"), won the Premio Lissone in 1973, and the Compasso d'Oro in the same year. The "Leonardo" table by Marco Ferreri is inspired by the construction of the movable bridges of Leonardo da Vinci. Already shown in numerous venues, "Leonardo" will soon be the subject of an exhibition curated by Ugo La Pietra at the Poldi Pezzoli Museum in Milan.

Muuh Bijoux (ground floor) is a Made in Italy brand born from the creativity and passion of Nicol Amato. Soft hypoallergenic cotton yarn, woven suede, impalpable waterproof materials, worked by hand or with the

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NH COLLECTION

nhow

Hesperia
RESORTS



aid of sophisticated technologies, give shape to a new generation of bracelets to be worn always, in comfort, practical and light. Swarovski crystals add a further precious detail to these original creations.

Natura Donna Impresa (Madrid Room, ground floor) is the event dedicated to the work of women, promoting Italian green entrepreneurship. It is the event that since 2010 has marked an upward flight Towards EXPO 2015, creating a network of women operating according to principles of sustainability, who invest, design, test and research in Italy. It was created to give visibility to projects of Italian enlightened women who produce good economy despite the crisis.

Piero Forza Giovane (ground floor), creative mind and spirit coming from the most innovative world of textile, has always been fascinated by the sound and the image of the old tram of Milan. He has found a spectacular tram at a wrecker who sooner or later would have destroyed it. He took the pieces that inspired him most and used them for his creations. They are tables, chairs, and furniture pieces that combine the unique history of Milan's with a care for detail typical of Piero Forza Giovane.

Saint Bo S.r.l.s. (ground floor), newly established company in the field of the Italian fashion industry, is present, in collaboration with fashion designer Erasmo Fiorentino, with an installation sponsored by Designinverso Bags. The theme is "The rebellion from conformity" whose intent is to undermine the conventional channels of communication and market introduction of the activities related to the world of fashion and design.

Soonsalon is present with FruFrù Van, a Renault Estafette transformed into a temporary lounge making up an innovative sales system: a point of sale and direct image that reaches everywhere. FruFrù Van is an informal, quick, chic van that meets the customer's needs who has no time available, becoming also a point of promotional/advertising attraction for companies that want to invest and anticipate trends. It takes advantage of the best areas in and around Milan, aiming at high visibility and targeting precisely the clientele one wants to conquer.

Studio Kreativ (ground floor) presents the collection DA-ME. DA-ME is a design concept, a collection of framed characters, embroidered with elegance, which become the "clothes of the house", designed by Emma Melancholy, which for several years has been working in the field of fashion design.

At its debut Italian debut, **VEDO** presents a futuristic installation that welcomes the visitors into the tunnel leading from via Tortona to the hotel entrance. VEDO is a luxury lighting system able to interact with people and the surrounding space by exploiting the potential of smart phones and mobile devices.

The 2nd and 3rd floors house two art exhibitions curated by **Priscilla Enjoy Wilkes**. The American **Tobias Batz** presents a selection of black and white photos inspired by the erotic world of fetishism, while the Italian **Serafino Rudari** explores with his painting a suburban zoo.

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Throughout the week of the FuoriSalone **Mionetto** will be present at the bar and restaurant of the nhow Milano to invite our guests and visitors to enjoy a unique wine, Prosecco, interpreting the extraordinary value of a territory and spreading it to the world since 1887.

nhow Milano defines a new generation of unconventional, cosmopolitan and dynamic hotels. nhow introduces a new level of hospitality with the goal of becoming a reference point to the cultural, social and more innovative artistic movements in the big cities, globalized and constantly changing. The nhow concept is the lifestyle brand of NH Hotel Group implemented in Milan, where it joins design and fashion, in Berlin, focused on design and music, and in Rotterdam, showcase for famous artists, designers and local budding talent.

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