



Design  
Language

Press Release, Milan 27 February 2018

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## Design Language Hotel 2018

It goes without saying that the more we travel the more open-minded we become. At the same time as we host and get hosted we become more and more creative and sophisticated in our hospitality, communication and interaction with others. The second edition of Design Language is exactly about that; an international selection of designers and brands present their viewpoint around these themes. Design Language Hotel takes place at the nhow Hotel, right at the centre of Zona Tortona, the design district where the fuorisalone initiated some forty years ago.

One of the most significant changes over the past forty years is the integration of technology in our lives and almost all industries that we know. Design Language presents amongst many others, a collaboration of **Fraai Werk**, **Noepster** (the Netherlands) and **Trichromatic Studio** (USA) whose work triggers our fantasy with a forward thinking display of what a future-hotel might look like and invites you to create an intense connection with a stranger. The Japanese computer and software developer **Wacom** (Japan) is here to connect with hotel designers and architects and show how their software and hardware can bring people and technology closer together. **Simone Tertoolen** (the Netherlands) presents a prototype of the magic bag Minois that literally gives light and energy to woman on the move. Crossing the borders of craft and industry, **Richa Gujadhur** (Mauritius) presents the Moris collection bringing two typical Mauritian crafts together in contemporary furniture pieces. Other exhibitors, amongst others, are **Boretti** (the Netherlands), **Lanificio Leo** (Italy), **Chiba Institute of Technology** (Japan), **CARA \ DAVIDE** (Italy/South Africa), **Studio Passalacqua** (Brasil).

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Design Language is an activity by Connecting the Dots in collaboration with Studio CARA \ DAVIDE.

The nhow Hotel is an iconic design hotel renowned for its design orientated clientele, curated art and design exhibitions during the year and its grand cocktail parties. Next to the reception lies a 700m2 events space that was destined to become a luxurious spa but they never got the permit. Therefore, it remained hidden for many years and only recently became available as an exhibition space.

Design Language wants to show the wealth of cultural identities that lie behind objects. The show includes more than 25 design studios and brands and brings together professionals from all over the world for a three-day conference about design language. A product says a great deal about the culture in which it was developed. 'Design Language is a cross between a trade fair and an exhibition in which diversity in approach and form is the leitmotiv,' says David Heldt, co-initiator of the presentation during Salone del Mobile. The exhibition provides common ground where different design worlds collide and new alliances are forged.

The three-year cultural project, successfully launched during the Milan Design Week in 2017 is interested in culture and international design and enriched by the participation of language students and graduates from the Altiero Spinelli University.

Design Language is an initiative by studio CARA \ DAVIDE and Connecting the Dots, and is developed in close collaboration with the Civica Scuola Interpreti e Traduttori 'Altiero Spinelli' and the Comune di Milano. Partners: nhow Hotel, Fondazione Milano, Creative Holland, Bureau Deleau and Luisa Bertoldo Press Office and Tortona Design Week.

#### Design Language Hotel

nhow Hotel, Via Tortona 35, 20144 Milan

Opening hours: Tue 17 April - Sun 22 April 2018, 10 AM - 8 PM. Sun till 6 PM.

Press Preview: Mon 16 April 2 PM - 5 PM.

Mixing the Dots Opening Cocktail: Mon 16 April 6 PM - 10 PM (by invitation only: RSVP: [rsvp@thedots.nl](mailto:rsvp@thedots.nl)).

For more information and images see our **Press Folder**.

#### Note to editors, not for publication

For more information and visual materials, please contact our press officer Luc Deleau ([press@thedots.nl](mailto:press@thedots.nl) / +31615510727) or project manager Davide Gramatica ([designlanguage@thedots.nl](mailto:designlanguage@thedots.nl) / +393295421868), or visit our website [www.designlanguage.thedots.nl](http://www.designlanguage.thedots.nl)