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## Italianway Apartments. Castillia 20 – The Secret Garden House

*Italianway opens the doors to hospitality in a unique place: a hidden house in the Isola neighbourhood, in the shadow of Porta Nuova skyscrapers.*

Italianway presents its interior design project opening its four-hundredth apartment to the public during the Fuorisalone 2018. **Castillia 20 – The Secret Garden House** is a house one of a kind characterized by a green design and the highest technology at the service of home automation.

As soon as you open the door, you enter in the courtyard of a traditional railing house - typical architecture of Milan in the early twentieth century - inside the Park Library of trees and overlooking the Bosco Verticale (Vertical Forest). An exclusive location, inserted in the urban context of the Isola district that allows guests to experience a true local experience halfway between the city and the green.

In the design of this apartment, Italianway is mindful in combining comfort and design, ensuring the highest standards of quality and functionality. The home staging, cared by the architect Eugenia Laghezza, opts for **made in Italy furniture**, in full harmony with nature and forests.

Each side of the house guarantees a unique view: on one side you overlook the picturesque inner courtyard, on the other you can enjoy the view of the Bosco Verticale (Vertical Forest) and the Porta Nuova area.

The two walls without windows are decorated to recreate an idea of continuity with the external context: the main living room wall is **hand decorated on removable supports** with insert of an applique lamp by Giovanni Mearelli and Silvia Di Claudio, and inspired by the imagination of Henri Rousseau; however, the use of wallpaper- a trendy return in interior decoration - in the bedroom creates a floral architectural breakthrough that animates the wall behind the bed.

Wood is the most used material (like oak or fir) together with a palette of colours dominated by greens, gold and white in the essential lines of the kitchen.

Once you visit the apartment, you will discover the services dedicated to guests and the new technologies that are revolutionizing the world of **experiential tourism** in which tradition and innovation find a meeting point. The apartment is equipped with an access management system activated by mobile and a climate comfort regulation system linked to the booking calendar in order to optimize energy consumption. Without downloading any application and thanks to the LoRa system, a simple free phone call (no roaming for foreigners) allows guests to open the door thanks to the recognition of mobile phones already accredited in the company management dedicated to check-in.

Following the "Italianway4Art" initiative, inaugurated in the home-office company headquarters, on the occasion of the Fuorisalone 2018 Castillia 20 - The Secret Garden House will host some works from the **Milano#Dakar** collection, a contemporary art and design exhibition of African and Italian artists and designers, in collaboration with Euroinnovators and Amref, main sponsor of the initiative. "We have decided to enrich the guest experience by opening a privileged channel with art and design",



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commented Davide Scarantino, founder of Italianway, "Tourists or business travellers choose to stay in our homes to live different experiences of the city. And that's how we decided to open a unique location for this noble initiative, as well as host few selected artists in our home-office in Via Goldoni". Italianway is also sponsor and Official Accommodation Partner of the **Milano#Dakar** initiative.

## ITALIANWAY

Italianway, the largest hospitality company in the city of Milan, was born from the idea of giving a vocation in the sharing economy to the huge number of unused residential properties, both in Milan and in the country, with significant potentials with respect to growth of tourist and business flows in the city, as well as in the rest of Italy, and the tendency of millennials to choose new ways of traveling. Quickly becoming the largest **Property Manager** in Milan, Italianway manages more than 400 renovated apartments, just a click away. The quality of the apartments, the ability to access electronic locks and a selection of experiences to live Milan as a local, have meant that over 70 thousand guests from all over the world have chosen Italianway in 2017.

Architect **Eugenia Laghezza**: graduated in piano, degree with honours from the Milan Polytechnic and Masters in I-Design at the Domus Academy in Milan. She has been a contract professor at the University of Copenhagen (Department of Media, Cognition and Communication) and at the New Academy of Fine Arts (Naba) of Milan, taking courses and lessons on Soundscape design.

**Giovanni Mearelli and Silvia di Claudio - Study of architecture, art and design**: Authors of the pictorial installation and of the applique lamp, both are graduates in Painting at the Academy of Fine Arts of Brera in Milan. Giovanni Mearelli graduated in Architecture at the Milan Polytechnic and collaborates with several architecture and design firms.

**Custom-made furniture and Made in Italy**: Crippa Salotti, Akanto, Essebucucine.