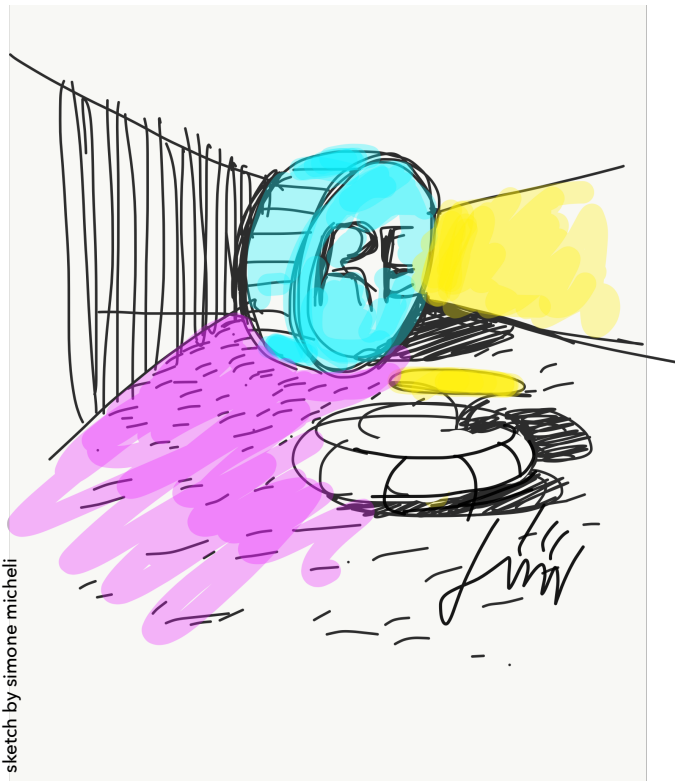


# HOTEL REGENERATION

**social time | social life | social space**

designed by **Simone Micheli**



## **OfficinaVentura14**

Via Ventura 14 - Milan

**Lambrate Design District**

**8 April 2019 | 10:00 - 20:00**

**hotel & tourism forum Milan 2019**

by invitation only

**9 - 14 April 2019**

**opening hours**

10:00 - 20:00 | 9 - 13 April

10:00 - 18:00 | 14 April

**10 April 2019 | 20:00 - 24:00**

**opening evening**

In 2019 Hotel Regeneration, the contract's biggest and most immersive exhibition/agora at Fuorisalone 2018, becomes social and lays the foundation of an innovative concept that aims to offer its visitors an inclusive, 360-degree enjoyable experience: social time | social life | social space.

Hospitality, smart technology, and avant-garde design come together to create a happening of great expressive and content value. The environment that usually makes up the hotel takes on unexpected shapes based upon the changed needs of contemporary man and it aims at facilitating interaction, information exchange and roles interchange. The idea of being social and of communicating permeates the whole space giving the visitors the chance to develop new ways of thinking and moving. Hotel Regeneration will therefore be an innovative space for events, conferences, performances and meetings held by the biggest personalities in the hospitality and contract industry, as well as of the current real estate market.

Especially thanks to the precious collaboration with **Hotel & Tourism Forum**, the sixth edition of this design and hospitality event will enliven the space for the entire week, opening its doors for the first time on Monday 8 April, by invitation only.

Among the novelties of 2019 there will be conferences held by the highest government and associations' authorities that will discuss this industry's future programs.

The partnership with the German company PKF hotelexperts holding gmbh has enabled the appearance of international representatives at this conferences. Investment, the market and new trends will eventually be other topics that will be discussed in the meetings.

Monday will be marked by the 11th edition of **Hospitality Award**, an event aimed at rewarding excellence in the tourism and hospitality industry, while during the rest of the week many conferences, speeches and meetings will continue to enrich the design and hospitality world.

Hotel regeneration will therefore be a true hospitality structure of the future, being smart and a living utopia at the same time and taking shape, even if only temporarily, during the Milano Design Week 2019 in the spaces of Officina Ventura 14.

All the elements that make up the space designed by Simone Micheli are fundamental hubs of the beating heart of the installation: a single main network that captures the visitors' attention and guides their spatial and functional responses to the exhibition through a live interaction.

Inside the 8 main sectors that compose the area, the visitors will be able to gain insight into the future of the hospitality industry:

**Love life** is a suite devoted to love and sharing while **Purity Time** is devoted to wellbeing;

**Moon Space** reveals the emphasis of an outdoor environment, **Cozy Time** is the place where culture and the mind can be nourished, **Creative Life** is an apartment that stimulates thought and cooperation,

**Balance Space** is a dynamic and welcoming hall, **Double Time** is a place that combines sensory relaxation with meetings and networking.

**Refresh Area** is the Cafè area that revitalises the body and the mind. The avant-guard bathroom is a true work of art by Simone Micheli for Officina Ventura 14 and it will be permanent after the design week too.

**Social Space** and **Social Life** are business and networking areas aimed at enhancing the value of companies and business partners.

**Social Time** is the conference area where speeches and ideas exchange happen.

At the entrance **Hello Time** is the desk that will welcome guests and provide them with all the necessary information for the visit.

All areas are designed by the architect Simone Micheli and made with tailor-made products, each one led by the main philosophy of the brand that promotes its construction with the aim of building together a structure in which the visitor takes full advantage of what he faces: he makes experience of the furniture, tests objects, plays with their functions and expresses his opinion, an essential element for completing the work just as in the Web 2.0.

The social topic crosses the entire exhibition taking on different aspects according to its different implementation and it is the red thread that links the installation project to the exhibition approach: it involves the visitor and promotes the creation of immersive experiences with the intention to give life to an ethereal but firm and lasting understanding that is essential to the success of every encounter, business meeting and event.

Hotel Regeneration stands to the public as a dynamic place where supply and demand meet and show the result of their collaboration.

in collaboration with **Hotel & Tourism Forum, PKF hotelexperts & AboutHotel**

under the patronage of **ITA - Italian Trade Agency**

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