



HOTEL REGENERATION

Simone Micheli connects design to Art - Fashion - Food - Journalism - Music - Show - Sport

OfficinaVentura14

Ventura St. 14 - Milan, **VENTURA MILANO district**

9 September 2021 | 11:00 - 20:00, by invitation only

196+ forum Milan

17:00 | Presentation of the volume published by Skira - **Simone Micheli architecture since 1990**

5-10 September 2021

opening hours

10:00 - 20:00 | 5-9 September 2021

10:00 - 18:00 | 10 September 2021

in collaborazione con **196+ forum Milan, PKF hotelexperts**

media partners **AboutHotel • Guest Magazine • Luxury Excellence magazine • Matrix4design •**

RDE Riccardo Dell'Anna Editore | 100 Eccellenze Italiane | 100 Progetti Italiani •

con il patrocinio di **Assimpredil Ance Milano Lodi Monza e Brianza**

Hotel Regeneration - the largest and most involving exhibition/agora dedicated to contract - returns to be, in 2021, the beating heart of Lambrate district.

The Fuorisalone **in the Ventura Milano district** wants to give a restart signal to the design fair world with the 2021 edition taking place from the 5th to 10th of September - that will lead the whole neighbourhood to the next edition, in 2022.

Hotel Regeneration, organized in collaboration with the 196+ Forum Milan (Hotel & Tourism Forum), PKF hotelexperts, mixes experimental installations of the highest profile with a dense schedule of thematic conferences.

Hybridization, contamination, alteration are the keywords that will lead the content and formal happening signed by the architect Simone Micheli for the FuoriSalone 2021, giving life to a space dedicated to hospitality where the functions are contaminated and the rooms are osmotically merged, thanks to a smart use of technology and materials connected to the innovation world.

There will be **eight different installations** dedicated to prestigious international hotel chains and each family them will be aimed at a person of excellence from the world of entertainment, music, journalism, critics, sport, cuisine and fashion: **Taste Lounge Bar & Restaurant** to the tv presenter Carlo Conti, **Physical Spa** to the trainer and former footballer Fabio Cannavaro, **Comedy Room** to the actor Carlo Verdone, **Opinion Room** to the Art Critic Vittorio Sgarbi, **Rewind Room** to the actor and former

swimmer Raoul Bova, **Lyric Hall** to the tenor Andrea Bocelli, **Cellar Room** dedicated to Chef Enrico Bartolini and **Reality Room** to the journalist Bruno Vespa.

The exhibition will be completed by spaces dedicated to meetings, business and information: **Conference Area**, **Info Point** to welcome new guests, and the **Re-working area** where the entrepreneurs and professionals will build winning relationships, significant for *future business developments*.

Each fragment comes to life from the iconic and distinctive trait of the architect Micheli - thanks to the support of prestigious **partner companies** of international standing - aimed for the creation of a truly immersive and stimulating artwork.

Hotel Regeneration is a breakthrough narrative where human senses hybridize, break the ordinary and showcase the future of hospitality: innovative, smart, visionary, challenging, and yet winning, business-oriented and sustainable.

A real challenge is on stage, the one between art and technique, beauty and efficiency, evanescence and eternity, which acquires in this way a shape and becomes a contemporary icon thanks to the power of ideas.

Hotel Regeneration goes beyond the traditional exhibitions, it dynamizes the concept of exhibition by configuring itself as a Kermesse of events, conferences, workshops and meetings dedicated to business, real estate, design, architecture and training. A sparkling and iridescent container in which supply and demand meet and tell the nature of tomorrow's hospitality.

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196+ forum Milan*

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PPDS Philips Professional Displays thank to 3P Technologies

educational partners*

Accademia del Lusso • Dubai Institute of Design and Innovation - DIDI • Hospite.it • Italian design Institute - IDI • IULM • Poliarte - Accademia di Belle Arti e Design •

#HotelRegeneration21

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