

HEART'S SERVICED APARTMENTS

for Art - Business - Mountain - Sea



design by **Simone Micheli Architect**

FuoriSalone 2017 | Milano Design Week

@Din - Design In

Via Massimiano 6 / via Sbodio 9 - Lambrate

4 - 9 Aprile 2017

opening hours

10:00 - 20:00 | 4-8 aprile

10:00 - 18:00 | 9 aprile

opening evening

19:00 - 24:00 mercoledì 5 aprile

HEART'S SERVICED APARTMENTS

for Art - Business - Mountain - Sea

design by **Simone Micheli Architect**

with the support of

Property Managers Italia

in cooperation with

HomeAway, PKF

Operator groups

Allegritalia Hotel & Condo, Halldis, Rentopolis

media partner

About Hotel, by Internews, Digital Strategies for DESIGN, Interni

general contractors

Frosio contract & arredo, IVM, Le Fablier, Savio Interiors

partners

Atlas Concorde, Ave, Barel, Barware, Bellotti, Besana Moquette, Coco - mat, Cordivari Design, DMP Electronics, dott.gallina, Era, Gedy, Grassi Pietre, I Profumatori, Häfele, Hornschuch - skai®, Marretti scale, MB Sedie, Moma design, Oikos, Porcelanosa Grupo, Re Mago, Renson, Reggiani Illuminazione, Ritmonio, Smeg, SnoWhite, Skinwall, Tutondo, Valsir

technical partners

Austoni, Boffetto, Comennessuno, CRM partners, e20, Floorlab, Focus, Rise, Sign System, Toshiba Europe

During the Milan Design Week 2017 the architect Simone Micheli gives life to a new concept linked to the world of hospitality, promotion and presentation of the innovative approaches of which this field is the spokesman and a manifest.

Within the strategic location of via Massimiano 6 / via Sbodio 9 - Lambrate Zone takes shape an exhibition aimed with curious and attentive eye to imagine future scenarios which will characterize the world of hospitality. It offers a careful and thorough overview of the current change leading to the substantial increase experienced by the field of extra-hotel hospitality in the last few years: 4 models of serviced apartments, for 4 different destinations (art, business, sea, mountains) will be dedicated to 4 international entrepreneurs of this innovative service, highlighting the qualities, characteristics and innovations from the point of view of the content as long as lexical.

Then through the strategic and original implementation, there will be clarified in the eyes of the public the real needs the guest wants to see fulfilled when deciding to benefit of a new way of stay aimed to socializing, sharing of experience and contact with the real life that each place offers its visitors.

The apartments are imagined as comfortable and welcoming spaces, smart and interactive places, real homes in daily life. However, they are also equipped with essentials for the guest whom relates to the unknown environment for the first time, from which wishes to feel welcomed and well received.

The spaces take on different forms and functionalities based on the different types of users, but thanks to a high-level technology and quality equipment, they are capable to modulate the answers offered based on the diversified needs related to the 4 hypothetical scenarios.

Simplicity, functionality and intuitiveness are the essential cornerstones that animate the simulation of four spatial areas declined in unexpected and intentionally amazing ways. It will present to the general public a complete overview and specifically explored hospitality field evolution, combining quality services with simplicity and beauty.

The serviced apartments are developed with the intention of offering smart solutions to everyday problems that could plague the traveler who interacts with areas that do not know yet, conjugating a human welfare with the respect for both the social context as long as the environment in which they are placed.

The reevaluation of sociality, the instant interaction and sharing are essential benchmarks. The importance assumed by each place as a living and dynamic storage of real-life stories, the unique and highly iconic meanings are all central issues that determine the design expression of this avant-garde serviced apartments to which the architect Micheli gives shape in this performance.



Apt Art



Apt Business



Apt Sea



Apt Mountain

.....
for further information please contact

simone micheli architectural hero staff47@simonemicheli.com | +39 055 691216 |

