

Press Release no.11
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**Entertainment, Hospitality, Retail and Outdoor Design:
5 new post-university courses by POLI.Design -
Consortium of Politecnico di Milano**
dedicated to the evolution and innovation in these sectors.
The appointment with the world of design is on 20th April at Roialto

On Friday 20th April, during the week that every year sees Milan as Capital of Design, the new terrace of the new entertainment venue **Roialto** will host POLI.design – Consortium of Politecnico di Milano and Rimini Fiera presenting the 2007/08 courses of high-standard training dedicated to design for the entertainment, hospitality, retail and outdoor sectors. Rimini Fiera is Academic Partner of the courses through the specialised trade shows **SIA GUEST**, **SIGEP** and **SUN**, which is organised together with Fiere e Comunicazioni.

The appointment is scheduled for 20th April at 5pm. at Roialto, Via Pier della Francesca, for a cocktail party and a presentation with Piero Venturelli, general manager of Rimini Fiera, Francesco Zurlo, managing director of POLI.design, Arturo dell'Acqua Bellavitis, Luisa Collina and Francesco Scullica, lecturers at Politecnico di Milano.

“The mission of POLI.design – Consortium of Politecnico di Milano – is the promotion of design in all its cultural, research and educational fields, it is a reference point for post-university training focusing on design-related topics. – explains **Giuliano Simonelli**, president of POLI.design – The new courses propose innovative contents on emerging and specialised sectors, and thanks to the privileged cooperation with Rimini Fiera the courses can be in deeper touch with the actual needs of the changing market.”

“A cooperation of high profile and with relevant innovative contents with institutions such as POLI.design and Politecnico di Milano, which are of international relevance for the world of design and applied research – states **Piero Venturelli**, general manager of Rimini Fiera – confirms Rimini Fiera's attention for the innovation and evolution of the market, the change in taste and lifestyles and the productive and commercial stimulus for the companies that find in Rimini Fiera a reference point both in terms of product and international outlook.”

“The evolution of entertainment that we are witnessing in these years influences the way we think and design spaces for the public, not only within night entertainment, but also in the hospitality and retail sectors. – states **Francesco Zurlo**, director of POLI.design – In fact today we speak of “hotel entertainment” and “retail entertainment”, trends that involve a complexity of aesthetic languages that designers must be aware of. The project is “contaminated”, there is no more (only) a design of the interior or the furniture, but a fluid offer of situations to stage the “stories” that the retail intends preparing for its guests. These new venues for the experience become magnets for the whole territory, new urban landmarks hidden among normal buildings or set in places that were once occupied by factories. They are real engines of the economy of places in the fluid contemporaneity of post-Fordism.”

“With regard to the Outdoor, for example – closely examines **Arturo Dell'Acqua Bellavitis**, Professor at Politecnico di Milano and teacher of the courses – today we should rather speak of “*open door*”, a space-time continuum between indoor and outdoor that involves both planning and home and food trends in a sort of new philosophy of living. The clear boundaries between outside and inside are progressively decreasing with a connection between the spaces and an increase in functions. The separation between outdoor and indoor decreases, and terraces, verandas and gardens become multipurpose extensions of inner spaces, to be lived in a fluid way, through a dialogue with the interior design.”

“Public venues and all the different typologies of spaces destined to the public are continuously evolving, and design contributes to these constant changes – analyses **Luisa Collina**, temporary professor at Politecnico di Milano and teacher of the courses – through the creation of involving settings and atmospheres, the planning of spectacular furniture and lighting systems solutions. But non only this. The designer investigates more incisive forms of innovation offered by the possibility of hybridizing sedimented typologies, combining different uses, designing new services and ways of fruition, integrating different languages. We live in a time of innovation and aesthetization of everyday life in which design is present crosswise in every place and product, both material and immaterial. The ways to interpret and live the spaces are changing: locations and architectures, furniture and fittings, services and strategies are changing. The new courses constitute a new specialization for designers interested in dealing with these topics.”

“We will define the approach to design as systemic – concludes **Luisa Collina** – that adapts coherently to the different scales, from objects to spaces, as well as in the different fields, from communication to product design; from interior design to design for the services. Without omitting *food design*, a field of planning experimentation that today registers great attention, innovation and experimentation; in this sense it is significant the presence of a section dedicated to food design within the exhibition *New Italian Design* at the Triennale of Milan. A field, that of food design, once forgotten and today even too much in vogue, but that constitutes an important component of the *Made in Italy*, a significant contribution that the culture of Italian design can offer at an international level.”

“Hotel common areas are undergoing a particular evolution that has determined an entire reorganisation of the hotel structure, non only in the type of offer, but also and especially in the features of space and furniture. Hotel halls, for example – explains **Francesco Scullica**, lecturer at the Faculty of Design of Politecnico di Milano – have gradually changed in order to host different functions from the traditional ones and during the last years they have become multipurpose spaces open to the city. This leads to a new way to conceive and design the spaces of sociality inside hotels that is called hotel entertainment. The project of every hotel interior is the project of an atmosphere or experience, a “total project”, from space to furniture fittings, in which the sensory components, such as lighting, colour, decor, sounds, but also the “mise-en-scene” of the offered services, become more and more important.”

“The bathroom environment is among those that have undergone the most experimentation in planning, as it has changed from a merely functional space to a place of wellness with all the different accentuations that this implies, often going so far as to overturn the specific definitions of the bathroom ambient and refuse its specialisation - concludes **Arturo Dell’Acqua Bellavitis** –Research in materials for the surfaces of such a space has developed similarly, opening towards a wide range of solutions that deny settled habits. The design of the single components has witnessed a growing ergonomic attention accompanied by an adhesion to holism and the exaltation of the physical relationship with the water dimension, which is rediscovered for its symbolic and evocative values.”

Radio Monte Carlo, 2007 Partner radio network and the new Zee Milano by INTERNI

“Radio Monte Carlo is partner of the new 2007 courses of High Standard Training. It is a cooperation with a high innovation content, and it is the first time that a radio network becomes partner of an important institution, of design, research and advanced training. We believe that this cooperation, also thanks to its innovative conditions, will contribute to a further enhancement of the initiatives and results of the courses – underlines **Nicola R. Ticozzi**, director of the courses – Furthermore, the cooperation started in 2005 between POLI.design-Consorzio of Politecnico di Milano and INTERNI, continues also for FuoriSalone 2007 with the guide *Zee Milano*, a handbook for the visitors of the Milan design week, which is included in the bibliography of the courses and presented to the public during the event.”

“Radio Monte Carlo’s attention to the change in lifestyles and the evolution of taste, non only in music, finds us naturally sensible to design, in particular where the new languages of planning directly meet the audience, the people – explains **Stefano Carboni**, artistic director of Radio Monte Carlo – Our

experience on the role of music in entertainment will be a further contribution to the whole training of the designers following the courses of specialization by POLI.design.”

If in Italy Milan has become capital and “laboratory” of the new entertainment venues, and the expression “aperitivo alla milanese” (Milanese happy hour) is the definition of a new consumption habit, Vinicio Valdo is the entrepreneur who anticipated this style and way of entertainment. “I started working in the world of bars over thirty years ago and I have seen many changes in the clubs both in the furniture and the offer – explains **Vinicio Valdo**, who tells his experiences and entrepreneurial vision to the designers attending the different courses by POLI.design dedicated to the evolution of entertainment – During these years I have created over a hundred venues in Milan and now I’m in charge of the Roialto, Milano, Innvillà and Tritone. They are characterised by a precise atmosphere which is obtained through different elements: location, furniture and design, music used as a sounding carpet, service and products of quality, fare prices, lighting full of atmosphere. But the goal of my work is to make people feel at the centre of the venue, because today the core of the venue are the people who chose in a certain night to experience such a place.”

Design for the innovation: the new 2007 courses

The new 2007 post-university courses targeted at designers and architects are dedicated to the following emerging specialisations: “**New Entertainment Design**”, the first course in Europe dedicated to the planning of innovative night entertainment venues, “**Hotel Experience Design - Lounge, Bar, Dehors & Lobby**”, “**Bathroom Design – Planning private spaces in public venues**”, “**Food Experience Design – Baker’s, Pastry and Ice-cream Shops**” and “**Outdoor Experience Design – Design and furniture for outdoor spaces**”.

The courses take place at POLI.design (Campus Bovisa of Politecnico di Milano – Faculty of Design) and include frontal lessons, educational tours guided by the teachers to the most significant new realizations, and a final Project Work. Every course admits a maximum of 30 students.

A location by Giò Ponti for innovative Project Works

In 2007 the topic of the Project Works will be the virtual refurbishment of the historic palace Montecatini, which was designed by **Giò Ponti in 1951**, and is now the seat of **Radio Monte Carlo**, the Radio Partner of the courses. It will be transformed into different innovative spaces: a night entertainment venue, a hotel hall-lounge or a multipurpose retail outlet, depending on the line of studies of each course.

Study grants for selected designers

The 2007/2008 courses will be attended only by selected Italian and foreign architects who will benefit from **Study Grants** offered by the Academic Partners and Sponsors. Study grants will be awarded on the basis of the curriculum and motivation.

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Academic Sponsors of the courses

The courses will benefit from the Academic Sponsors’ active support and commitment aimed at enhancing research and innovation: **Florim Ceramiche, Simas Aqua Space, Costagroup, Scotsman Ice Systems, Groppo Arredamenti, Pircher, Talenti, Nardi and Alce**.

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Description of the courses, press releases and images of the concepts can be downloaded from the sites of the courses
www.newentertainmentdesign www.hotelexperiencedesign.it www.foodexperiencedesign.it
www.outdoorexperiencedesign.it e www.bathroomdesign.it