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Emotions, projections into the future and sensory architecture In the lessons by Simone Micheli

Within the courses in New Entertainment Design and Hotel Experience Design
by POLI.Design – Consortium of Politecnico di Milano

The annual course in “New Entertainment Design – High Standard Training course to design innovative night premises”, 5th edition, by **POLI.design – Consortium of Politecnico di Milano**, is under way. It is the first post-university course in Europe for architects and designers interested in specialising in the planning of night entertainment premises of design and atmosphere: innovative spaces that are rapidly and profoundly developing and are changing the international entertainment scenario.

Among the lecturers of reference the course includes architect **Simone Micheli**, who gives shape to his personal and unmistakable creative vision in his many noteworthy realisations of spaces for the public and hospitality in Italy and abroad: “In the contemporary system, which is characterised by a rapid communication, a supremacy of the international over the local, and in which video clips become inspirers in fields that range from painting to music, from architecture to design, by challenge is to define a renovated application field able to enhance sensoriality. –explains Simone Micheli – History, technology, imagination, creative power, projection toward the future, are all part of my creative recipe. History in the background for the generation of a new concept, technology as a means of increasing the materials properties, imagination as a planet where memories and future imagines vibrate, the projection toward the future as an ever changing flow.”

“I teach at the courses in **New Entertainment Design** and **Hotel Experience Design** by POLI.design since their first edition - concludes **Simone Micheli** – I consider stimulating and fascinating the design of places of sociality, relation, meeting, a complex and challenging process for the rapidity of changes in fashion, styles and taste, and I believe that through these educational enterprises professionals can improve in sensibility and advanced planning skills.”

Study Grants for designers selected by the Academic Sponsors

The course is attended by 30 architects and designers selected in Italy and abroad, who benefit from Study Grants offered by the Academic Sponsors **Florim Ceramiche, Scotsman Ice Systems, La Murrina, Simas Aqua Space** and **Fishbull**.

The educational programme includes frontal lessons, educational tours to the most relevant realisations in Milan guided by the teachers, and a final project work on a historical location in Milan, the Palace Montecatini designed by **Giò Ponti**, and now seat of Radio Monte Carlo, the partner radio of the course.

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