

Press Release no.14
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Happy hour in a car park or on board yacht in the centre of Milan,
 An “organic-tao” dinner or a tête-à-tête night in a neo-cavern:
 at **POLI.design - Consortium of Politecnico di Milano**,
 a preview of the results of the fifth edition of the course
 in **New Entertainment Design**
 the first post-university course dedicated to the design, planning and furnishing of
 innovative night entertainment venues.

Relax, music and a refined or “Organic-Tao” cuisine, or creative spaces where an evening of wellness and wellbeing starts in the elegant inner car park, or takes place in comfortable environments like snug “neo-caverns” or old polis, or rather charming Yacht Clubs where to take a drink on the deck of a race sailing boat in the centre of Milan...

These are some of the innovative concepts elaborated by 5 international teams of architects and designers that were presented at the end of the course of high-standard training in “**New Entertainment Design – Designing Innovative Premises**”, fifth edition, that has just ended. It is the first course of post-university specialisation for architects and designers dedicated to the design, planning and furnishing of innovative night entertainment venues.

The goal of the course, which was established by POLI.design – Consortium of Politecnico di Milano in 2005, is the professional advanced training and updating of designers interested in working in the leisure industry, which is today greatly changing not only in terms of aesthetics, but also in the functions and services to the customers.

The final Project Work of this edition was centred on the virtual refurbishment of a prestigious location: the historical Palace Montecatini realised by Giò Ponti in 1951 in Largo Donegani in Milan, which is now seat of **Radio Monte Carlo**, the partner radio of the course.

At the end of the research phases, theoretical lessons, practical exercises and tours guided by the teachers to the most relevant innovative premises in Milan, students have virtually transformed the ground floor of the Palace into an innovative night venue. The designers, who came also from Australia, Brazil, Russia, Colombia, Serbia and Bolivia, were divided into five groups of work and elaborated as many concepts that can be found on the site www.newentertainmentdesign.it in “Projects”.

The group **Très très chic** designed “L’Escale”, the team **De Sin City Lable** elaborated “Largo”, **Emo Lab** proposed the concept “Janus”, the group **Seven Sense** studied the project “**Between Milano & Montecarlo**” and **Yangroup** developed the project “**CiboTao**”-

The course had the active support and commitment, aimed at enhancing research and innovation, of the Academic Sponsors: **Florim Ceramiche**, **Scotsman Ice Systems**, **La Murrina**, **Simas Aqua Space** and **Fishbull**, in touch with POLI.design’s mission to be an active link between the educational world and the market.

In September the sixth edition of the course, with Study Grants for the designers

The 6th edition of **New Entertainment Design** is scheduled from 24th September to 20th November 2007. The course takes place at POLI.design – Consortium of Politecnico di Milano, with frontal lessons, a final project work on a real location in Milan and tours guided by the teachers to analyse the most innovative realisations in Milan.

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