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**The relation between architectural spaces and sound atmospheres
and how the bathroom environment is made spectacular,
among the topics of
New Entertainment Design**
the first post-university course to become specialists in
design of innovative night premises.

POLI.design- Consortium of Politecnico di Milano is hosting the sixth edition of New Entertainment Design, the first course in Europe of high standard training in design on innovative night entertainment venues.

The evolution in night entertainment industry calls for architects and designers with new and updated competences in terms of space planning, technical knowledge, aesthetics, materials and equipment, and an overall view of the evolution under way.

At the end of the 200 hours of frontal lessons and practical exercises in class, the 36 designers selected in Italy and abroad will deal with the final project work which is centred on the virtual refurbishment of a historical location: the Palace Montecatini realised by Giò Ponti in 1951 in Largo Donegani in Milan, and now seat of **Radio Monte Carlo**, the partner radio of the course. Its ground floor will be partly transformed into an innovative night entertainment venue.

Besides specialised Politecnico di Milano lecturers, renowned designers have contributed to the course by dealing with different aspects that are today fundamental for space planning professionals. Among them, the topic of the relation between space and sound/musical atmospheres. **Francesco Lucchese**, architect and teacher at the course, explains: "Through music we depict behaviours and we give back an observation of the places which in turn are a reading of today's social issues. We observe that certain styles remain the same... others change; it is possible to gather important stabilization and change references in musical styles and ascribe to them social changes. If we consider, for example, certain fashionable products, certain status symbols, the association with a sound track to support a model ends up creating some references and meaning target, trend, usages and... customs."

Another important aspect is the new attention needed in the design of the bathroom environments. Francesco Lucchese synthesises: "The bathroom set in a public venue is a place like a few others where the formal aspect, trends and new materials can't avoid to cope with functionality: many services must coexist and be shared in small spaces in which it is necessary an integration of functions. At the same time, making the bathroom environment spectacular is today exploited as a temporary and immediate strategic element that the venue must manage in general, and in particular in the public toilet, to make the memory of the place indelible."

The course in New Entertainment Design has the active support and commitment, aimed at enhancing research and innovation, of the Academic Sponsors: **Florim Ceramiche, La Murrina, Simas Aqua Space, ST Rubinetterie, Bose** and **Oikos Fragrances**, in touch with POLI.design's mission to be an active link between the educational world and the market.

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