

Press Release no.18  
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**At POLI.design - Consortium of Politecnico di Milano  
a preview of the new concepts for the night premises of the future,  
devised by the Italian and foreign designers of  
New Entertainment Design  
the first post-university course to design innovative premises.**

At POLI.design- Consortium of Politecnico di Milano, the seventh edition of **New Entertainment Design** is almost over. It is the first course in Europe of high standard training in design for innovative night entertainment premises.

The course is meant for architects and designers selected in Italy and abroad, desiring to work in this interesting marketplace which is growing in terms of number of venues, and rapidly changing in terms of aesthetics and functions.

The transformation under way in night entertainment premises and the market they represent calls for architects and designers with a wide view over the sector, in the light of new styles of living, socialisation and consumption, and specific skills in terms of space planning, materials and equipment.

The concepts developed by the Italian and foreign architects and designers attending the course will be presented at POLI.design on Thursday 3<sup>rd</sup> July at 3pm.

### **Designing premises, building emotions**

“The course of high standard training in New Entertainment Design teaches to design night entertainment premises – explains Nicola R. Ticozzi, director of the course – and it is structured so that the young architects and designers can meet professors of Politecnico di Milano as well as specialised architects such as Daniele Beretta, Giuseppe Dondoni, Marco Lucchi, Beppe Riboli and Simone Micheli, and operators of the sector. Night premises are today’s meeting places and in order to design them there are instruments fit to bestow an exclusive personality on them and build their charm.”

### **Lessons, educational tours and a historical location for 4 “international” concepts**

At the end of the 220 hours of lessons held by Politecnico di Milano teachers and architects specialised in the sector, and educational tours to the most relevant premises in Milan, the designers selected in Italy and abroad have dealt as final project work with the virtual refurbishment of a historical location: the Palace Montecatini designed by Giò Ponti in 1951 in Largo Donegani in Milan, which is now seat of **Radio Monte Carlo**, the partner radio of the course; its ground floor has been partly transformed into an innovative night entertainment venue.

The designers, who came also from Albania, Brazil, Malta and Switzerland, developed the following concepts: “**Geysir**” proposed by the team **Cinquea**, “**Déplacé**”, proposed by **CurvaSum**, “**a27punto1**”, studied by the group **Ki.we are** and “**Metrocubo**”, developed by the team **5M+1**.

The concepts can be seen at [www.newentertainmentdesign.it](http://www.newentertainmentdesign.it) in “Projects”.

### **The Partners of New Entertainment Design**

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

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