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Spaces “out of place” to live Nature in the centre of Milan,  
or “no-places” for metropolitan nomads, “steam” premises, design and sensory  
entertainment for differently abled and sensitive normally intelligent customers,  
in the innovative projects of **New Entertainment Design**, the first course centred on  
the design of innovative night premises,  
**by POLI.design – Consortium of Politecnico di Milano**

Today night premises tend to become spaces full of atmosphere, with a high design content, able to convey emotions through style, details, refined furniture, new materials and the latest sound and light technologies. These trends are depicted and interpreted in the projects developed by the Italian and foreign architects and designers attending the seventh edition of “**New Entertainment Design**”, by **POLI.design – Consortium of Politecnico di Milano**, the first course of high standard training in design for innovative night entertainment premises.

#### **Fours projects for the premises and the customers of the future**

The designers, who came also from Albania, Brazil, Malta and Switzerland, elaborated the following concepts: “**Geysir**” proposed by the team **Cinquea**, a relax-venue where everything – food, Turkish baths, energy eco-recycling, up to the original feet treatment - revolves around steam; “**Déplacé**” proposed by **CurvaSum**, a space “out of place” to live Nature and its emotions in the centre of Milan, to regenerate among flowers and sleep like in a camping site in closable big spheres; “**a27punto1**” a space of design devised by the team **Ki.we are** for a differently abled clientele and for sensitive normally intelligent customers, where to live an emotional experience through sensory branding and all the five senses, and “**Metrocubo**” developed by the team **5M+1**, a place-no-place for metropolitan nomads in constant physical and mental movement, a changing and customisable space like “home”. The concepts can be seen at [www.newentertainmentdesign.it](http://www.newentertainmentdesign.it) in “Projects”.

#### **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 with the final project work consisting in 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 transformed into an innovative night entertainment venue.

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.

#### **In September the new Course in New Entertainment Design**

The eighth edition of the course will last two months, is reserved to 25 designers and is scheduled **from 22nd September to 12th November 2008** at POLI.design–Consortium of Politecnico di Milano.

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