

hotelandspadesign

Exhibition of hotel interior, wellness design and materials

With collaboration of:



Inside of 45° ExposudHotel
Mediterranean Exhibition of Ospitality
Mostra D'Oltremare Napoli
14-18 November 2010

Five display installation / projects by

Two Spa :

La Spa dell'Ozio
STUDIO D73 - MARCO VISMARA &
ANDREA VIGANO'

Benessere Nell'essere
STUDIO DADA ARCHITECTURE +
DESIGN - DAVIDE D'AGOSTINO

Two rooms:

Suite Spa
STUDIO APOSTOLI ARCHITECTURE +
DESIGN - ALBERTO APOSTOLI

Med Dreams
GRANESE ARCHITECTURE & DESIGN
STUDIO - DIEGO GRANESE

The Lounge :

Infinity Lounge
KING SIZE ARCHITECTS -
MAURIZIO FAVETTA

New scenarios, including business and wellness

An innovative and successful one designed by Carlo Matthey, owner and manager of My Exhibition, with Spa Design: a new mode of approach to the traditional concept of the exhibition, a vital experience, away from patterns of exposure to products and materials, consolidated but often dull and didactic.

Active for years in organizing trade fairs and wellness hotel, My Exhibition starts up integrated operations consulting to a fruitful and constructive meeting between planning and business.

The leading companies are the lifeblood of Spa design their own solutions showing real applications, not the mere product, through reading and surprising expression of architects and designers.

Hotel and Spa Design

The formula devised by Carlo Matthey intends, 14 to 18 November 2010, in the 45th edition of Exposudhotel in Naples, with the exhibition-event Design Hotel and Spa.

The 45th edition of Exposudhotel has been completely revamped thanks to the innovative design of the new organizer Online Communication srl firm chosen to relaunch the show from the Oltremare spa. On Communication, chose as a partner organization and MY Exhibition Hotel and Spa design, so as a catalyst for hotel owners and architects, designers. The intent is to bring a display of prestige in an exhibition that wants to break with the past by providing quality and innovation that promises to be full of important news.

The thematic exhibition, through interpretations of signatures prestigious architectural design and design hotel, recreates an entire hotel and its surroundings characterize - the lobby, spa, guest rooms and suites, outdoor

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space, restaurant and conference room - rebuilt at the fair to offer the public a chance to touch the most innovative technologies and solutions for the most challenging design, finishes and materials, declined through different architectural languages.

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Hotel and Spa Design involving big names like Alberto Apostoli, Mauritius beans, and Andrea Viganò Marco Vismara, Diego Granese, David D'Agostino, creators of the functional areas of the world hotel industry composite.

The stated aim is to offer a prestigious showcase and a meeting place for professionals selected hotel industry, leading sector of the economy of Southern Italy. The data are clear: Southern Italy is a market that boasts a huge number of hotels, as much as 34.5% of the national total. Campania is also the region of Italy with 5 star facilities and more, along with the Trentino Alto Adige, is the region with the largest number of Spa Hotel in Italy.

The choice to work in the South, then, comes from a careful market analysis aimed at providing new business moments in the service of companies.

Always, in fact, the intent to My Exhibition is to create business intervening in markets in developing and implementing potential business value.

In Hall 5, next to exhibition Hotel and Spa Design, visitors can visit the stand of the best companies in the contract, design, bathroom, spa and wellness, attend conferences and take advantage of buyers lounge where the protagonists will be responsible for purchasing 4 and 5 star facilities of Southern Italy.

A full calendar of meetings and updates to the Proprietor and designer hotel and spa will be the key frame to show. Among the conference themes: access to preferential financing, design, implementation to the proper management of accommodation and wellness areas.

Appointments, along with Hotel and Spa Design, are presented as additional sources of ideas and added value.

The reason for success

The exhibition organized exhibitions from My Exhibition are designed and implemented a concept according to the visitor who wants to relive the excitement of environments entirely rebuilt, concrete models of design ideas and cultural stimuli.

Within each event curated by My Exhibition live some installations, each managed by a different architect, student, chosen from the most prestigious architecture welfare. The exhibition gives voice, therefore, distinct languages together and show the willingness to

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offer exciting environments, made with new design elements, contemporary technologies, new materials, through an overview of the usual logic of use.

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Each study plays a different theme to encourage wealth and variety of content and experience, enabling companies to exhibit materials and products in custom environments.

Spa Design differs from other shows because it depicts architectural projects finished scenarios made of a versatile landscape where every element is studied in detail, any material, product, component contains a history and research, to be discovered.

The selection of the prestigious and innovative partners is an essential feature of the strategy developed by Spa Design: the combination of major brands with emerging companies creates an exciting and energetic, with a continuous exchange of ideas and proposals among architects, businesses, professionals and trendsetters.

Installations of Hotel and Spa Design

The five installations, created in collaboration with leading Italian companies, will be divided into two spa, two bedrooms and a lounge. Common goal: to anticipate trends and stimulate reflection and research on new design solutions for real welfare of the body and mind.

THE SPA OZONE

STUDY D73 – MARCO VISMARA & ANDREA VIGANÒ

A place to enjoy the contemplation in a world that leaves no time for us to listen and enjoy the moment. Idleness is an area light, muffled, without clear boundaries, perceived a light, gentle music. The Spa is a place of idleness deliberately slight, created through the use of transparent materials and very light, with only indirect light and thin curtains dividing the rooms. The white furniture and soft seats allow you to relax, have no constraints, obligations, they can define their own space.

WELLNESS ESD

STUDIO DADA ARCHITECTURE + DESIGN – DAVIDE D'AGOSTINO

In a world where man finds himself increasingly estranged from its natural to be natural flow and emotional well-being is felt only through the awareness of being and feeling that the actors in the context that surrounds us. Starting from this assumption, WELLNESS Spa is being proposed as being approached from an unusual perspective, which bypasses (... but does not eschew) the need to express the designer of the need to be in favor of the user. The aim of this concept is to create an environment permeated by emotions of harmony, in which nothing takes precedence over everything and has the same weight expressive sounds accompanying the lights as well as the materials follow the colors and smells unite the whole.

SUITE SPA - PLACES PLAINTING

STUDY APOSTOLI ARCHITECTURE + DESIGN – ALBERTO APOSTOLI

A brand new place, he wants weave the different functions of a modern Spa Suite through shapes, colors and materials without altering their purity and essence. Shapes, different materials and the few bright colors chase without creating almost never touch the bathroom, bed, lounge, shower, relaxation area, cloakroom. But it is a plot that does not involve a merger or contamination, preserving the purity of each party. Against the background of the scene alive and vital contact with nature and the outside of the room, a dimension in which the spa can never escape if you really want to be and that in this case is the evocation of the sea sunset just received through an opening translucent. But it is also an installation Mediterranean, designed in the true sense, because in seeking dialogue with light and bright colors of a land that has become a culture and lifestyle. A project made the succession of objects, symbols and translucent walls that have little to do with the Nordic and aseptic minimalism but with the conscious belief that in interlacing functions all become stronger and new values, like a sculpture made of materials several whose overall shape does not affect the dignity and clarity of the individual components.

MED DREAMS

GRANESE ARCHITECTURE & DESIGN STUDIO

Air setting, evocative and Mediterranean for indulging in dreams and emotions. Escape the chaos, noise and superficiality to be lulled by the serenity and meaning. Mediterranean environments clear sign that define and reinterpret sweet memories and sublime flavors to blend emotions in dreams and memories. Places for relaxation and to love things and people, places and timeless fashions, places of desire immersed in poetry. New magic of our times projected into a future filled with great sweetness.

INFINITY LOUNGE

KING SIZE ARCHITECTS – MAURIZIO FAVETTA

The representation of a dream, dream in perfect balance with its functional vocation: producing charm and relaxation, raise the level of emotional tension, creating an innovative lifestyle. This area has witnessed the alteration, deviation, metamorphosis, imagination, permanent instability and challenge the rules. The lounge is spread over 100 square meters and is characterized by a tunnel entrance emotional player with visualizations surprise. Black and white, purity and mystery, and the background a female image that recalls passages of Italian neorealist cinema. Inside, again the refinement of white and black balanced fluids through architectural elements. Special parts and elements inserted in the space series organized in three functional areas: Area bars, lounge seating, desk and Food seating.

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More information is available and updates on the event website:

www.spa-design.it

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