



NEXT PLACE HOTEL

For the first time at Milan Design Week, an event entirely dedicated to international hospitality—a universal value and a cross-industry meeting point for brands, investors, hotel chains, real estate owners, designers, and architects involved in the hospitality business.

NEXT PLACE HOTEL is a unique narrative, offering an innovative perspective on the evolving world of hospitality and its associated services.

The journey begins with a 13-meter **Urban Garden**, purposely oversized to highlight the importance of living in increasingly green environments, leading visitors to the central courtyard. The protagonist in the garden and inside the venue is the greenery curated by **Centro Giardinaggio San Fruttuoso**.

From the garden, large windows offer a glimpse of the exciting experience awaiting inside, starting with the large **Lounge** to the left, where spaces flow and intertwine harmoniously.

Visitors are welcomed by a monumental sculpture by **Hsiang Han**, a Taiwanese artist whose philosophy explores nature, drawing inspiration from it to create a connection between design, production processes, and materials—transforming objects into new values and artistic expressions.

The Reception, an 8-meter-long spatulated steel counter with a contemporary feel, invites visitors in an informal yet elegant manner. Here, we find **Estel** and **Ton**.

The Lounge, a welcoming space where the “traveler” can begin to savor the environment, interacts with selected furniture, materials, and colors. Featured brands in the Lounge: **Hsiang Han**, **Dieffebi**, **Olmar**, **IcôneLuce**, **Artelinea**, **Ton**, **Presotto**, **Fromm** and **Poltrona Frau**.

Both spaces embrace a color palette based on shades of Bordeaux, a hue particularly cherished by **Giulio Cappellini**.

The Courtyard, a quintessentially Milanese space, hosts visitors with a working bar, comfortable seating, and “living green” areas for meetings and socializing among **Cappellini**, **Vetsak**, **Nerosicilia**, **Flaminia**, **Canon**, and **IcôneLuce** products.

Large 18-meter curtains divide the courtyard from the **Wellness Area**, featuring **Technogym**, **Ravak**, **Canon**, **IcôneLuce**, **Dieffebi**, **Flaminia**, **Presotto**, and **Olmar**. This area is characterized by floors and walls from **Stile**.

Next, visitors enter the **Dining Area**, featuring tones of forest green, with leading brands: **Ton**, **IcôneLuce**, **Canon**, **Artelinea**, **Dieffebi** and **Caleffi**. The space is divided into an expansive **dining area** and smaller **meeting rooms** for private discussions.

The more delicate green tones define the **Private Suite Area**, complete with beds and bathrooms, each equipped with wellness accessories, offering a new approach to private well-being. Featured in this area: **Canon**, **Presotto**, **Cappellini**, **Artelinea**, **Dieffebi**, **Ton**, **Flaminia**, and **Technogym**, **Caleffi**.

For **Next Place Hotel**, **Giulio Cappellini** has translated his unique stylistic language into a one-of-a-kind installation, blending avant-garde design with Milanese sensibilities: “A reflection on today and tomorrow’s hospitality: no longer rigid spaces, but environments open to diverse functions, where design, art, and technology coexist harmoniously.”

Giulio’s hotel concept focuses on sustainability, with monochrome spaces for communal or private use, where activities are all centered on well-being and multisensory gratification. Furniture and accessories become the protagonists and accomplices of the guests’ experience.

The environments flow in a harmonious symphony starting from the entrance at **Via Savona 35**.

Canon will showcase the blend of art, technology, and design in space definition through luminous paintings:

- NPH Bar
- NPH Reception
- NPH Food
- NPH Wellness
- NPH Suite.

XFire's ARQ fire extinguishers, beautifully designed and highly visible, will ensure the best fire safety for all visitors.

VDA Telkonet's technological solutions for home automation and energy savings will be implemented throughout all spaces.

Milan's identity is reflected in the concept of hybrid spaces, typical of our city, with iconic and decorative references to the **Duomo di Milano** on the partition panels.

FIRST FLOOR – Special Installation by César Giraldo: “Enchanted Transitions”

On the first floor, American designer **César Giraldo**, based in Los Angeles, presents his **Special Installation** with a dreamlike intervention, blending tactile and visual sensations through his unique interpretation of space, materials, and colors.

This one-of-a-kind installation pushes the boundaries between scenographic art and functionality, transforming visitors into protagonists of a new concept of well-being, offering an immersive and engaging experience.

An audacious intervention that combines materials from **Cosentino**, pieces from **Grohe SPA**, accessories by **Hering Berlin**, and sofas by **Vetsak**, and sculptural pieces by **Imperfettolab**—a truly sensory journey that invites visitors to explore and interact with the environment.

"Enchanted Transitions" is not just an exhibit but a place where art and functionality merge, allowing visitors to experience the future of design in a captivating way.

At **Next Place Hotel**, the installation redefines hospitality by merging design, functionality, and aesthetics to create dynamic, evolving spaces that challenge traditional boundaries between work, relaxation, and private or shared environments.

The materials and details—carefully selected from **Cosentino** and **Grohe SPA**—add a tactile dimension to the experience, enriching the concept of transition within the space. The

installation demonstrates how design can blend beauty and functionality effortlessly, offering a new perspective on how spaces enhance our experiences.

An experience to live.

Last but not Least

Throughout the week, we'll host an exciting lineup of events including round tables, interviews, and in-depth discussions on design, business, and the culture of hospitality. Key topics will be explored by top international architects, managers from renowned hotel chains, and leading professionals in the global contract industry.

Expect exclusive experiences, including a reception hosted by 3 Michelin-star chef **Enrico Bartolini** and the highly anticipated **DesignNight**, one of the most awaited parties of Milan Design Week.

NEXT PLACE HOTEL

Organized by Medelhan and The Playful Living®

Milan design Week 2025

Via Savona 35

From 7 to 13 April 2025

For information:

info@nextplacehotel.com

www.nextplacehotel.com (coming soon!)