

**Next Place Hotel returns to Milan Design Week 2026**

*Following the success of last year's edition, the project conceived by Medelhan and dedicated to the future of hospitality expands between Brera and a circuit of showrooms across the city.*

Milan, 7 April 2026 – During Milan Design Week 2026, **Next Place Hotel** returns: the project conceived and organised by **Medelhan** to bring together companies, architects, designers, developers and hospitality professionals in a setting dedicated to dialogue on the future of hospitality spaces.

At the heart of the project lies the concept of the **next place of hospitality**: a concrete and immersive reflection on how hospitality environments will evolve in the near future. No longer conventional spaces, but hybrid, experiential and unexpected settings capable of combining design, lifestyle and identity. In this context, Next Place Hotel establishes itself as a reference platform for those redefining the way hospitality spaces are lived, travelled through and inhabited. The project unfolds across two complementary dimensions: **Next Place Brera**, a curatorial hub in the heart of the Brera district, and **Around the City**, an urban circuit connecting selected showrooms and spaces across the city, creating a thematic narrative dedicated to contemporary hospitality.

Next Place Hotel also becomes part of the **Brera Design District**, the international design circuit that confirms Brera as one of the key destinations of Milan Design Week, further strengthening the project's position within the city's creative landscape.

The heart of the initiative is **Next Place Brera**, located at **Foro Buonaparte 70**, within **Studio Nunziante Magrone**, which will make its spaces available to host the project. The exhibition venue will welcome international companies and designers, offering a curated, coherent and functional context designed to enhance the solutions on display.

Among the companies featured in the exhibition are **A Squared, Biancoperla, Centro Giardinaggio San Fruttuoso, Henzel Studio, Imperfettolab, Innate Collection, Karbony, Pulpo, Starset, TM Italia** and **VDA Telkonet** —complementary excellences contributing to the definition of the new languages of contemporary hospitality. A highlight of **Next Place Brera** will also be the presence of **Poltrona Frau's Touch Collection**, designed by **Jean Nouvel**, reaffirming a long-standing collaboration and some of the most significant chapters of the company's **Custom Interiors Business Unit**. The collection places the contact between body and leather at its centre, with

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soft, seamless forms in which materiality and sensuality meet in a design that invites the spontaneous gesture of touch.

The exhibition is entrusted to **OBMI**, an international design studio with 90 years of experience across master planning, architecture, and interior design, specialising in hospitality environments, resorts, and mixed-use destinations worldwide.

The collaboration is developed under the direction of **Jacqueline Tan Co, Senior Lead Designer at OBMI**, the space is shaped through a hospitality led perspective. The approach considers how people arrive, move, and spend time within the space, with each element placed to create a sense of ease and quiet confidence, where materials, proportions, and detail invite closer attention and allow the space to be enjoyed at a natural pace.

The exhibition brings together an international group of companies and designers. Developed in collaboration with Medelhan, it reflects a shared commitment to craft, cultural awareness, and longevity, with each piece selected and positioned in relation to how the space is experienced.

The **Procurement & Projects Partner** of Next Place Hotel is **Terraluxe**, a network bringing together some of Italy's finest craftspeople and manufacturers engaged in delivering bespoke projects worldwide. From carpentry to kitchens, from sofas to marble, from parquet to seating, Terraluxe transforms ideas into timeless interiors built on precision, material excellence and authentic Italian savoir-faire. Thanks to Terraluxe, the concepts and spaces presented during Next Place Hotel can be concretely developed and realised within actual hotel environments.

Alongside the Brera hub, **Around the City** extends the project through an urban journey involving selected showrooms and venues, creating a dedicated circuit for industry professionals throughout the entire design week. The programme includes talks, meetings and networking moments with architects, hotel groups, developers and decision-makers from key international markets. Among the scheduled appointments: a talk at the **RBM showroom** during lunch on **Wednesday 22 April**, with **Arsenale Group, Esa Engineering** and other players; and a meeting at the **Imperfetolab showroom** on the morning of **Thursday 23 April**, with **OBMI, César Giraldo Design** and **MAWD**.

A private evening event will animate the Foro Buonaparte venue, Next Place Brera, on 22 April, when leading figures from the fields of architecture and design, real estate and hospitality will come together for a unique high-level networking opportunity.

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The initiative stems from Medelhan's vision of creating a qualified space for dialogue between those who design, produce and develop the new places of temporary living. Today, hospitality no longer concerns only the traditional hotel, but also includes branded residences, mixed-use developments and new lifestyle environments, where design, architecture and real estate investment converge.

Within this context, Next Place Hotel confirms itself as a meeting platform for the international community redefining the ways in which hospitality spaces are lived, travelled and inhabited.

## About Medelhan

Medelhan is an international network active between Europe and the United States, connecting companies, architects, developers and hospitality professionals. Originally created as a platform fostering relationships between brands and designers, it has evolved over time into an operational framework capable of facilitating the meeting of supply and demand within projects, through dedicated formats and events, activities related to the development and management of procurement, and editorial content produced through the online magazine Design Courier. The network focuses on new development models related to hospitality, branded residences and lifestyle developments. Medelhan was founded by Roberto Cuneo, who has been active for over twenty years in design, events and the development of international relationships, with experience also in projects related to the international promotion of FLA Eventi / Salone del Mobile. Today, Medelhan operates between Italy and the United States, with particular attention to fostering connections between companies, designers and operators involved in the development of hospitality and real estate projects.

## Next Place Hotel - Brera

20–25 April 2026

Foro Buonaparte 70, Milan - Italy

## Next Place Hotel - Around the City

For the venues included in the Around the City initiative, please consult the programme at [www.nextplacehotel.com](http://www.nextplacehotel.com)

## PRESS OFFICE:

Conseil International Public Relations

Elena Bassignani

+39 3396861848 – [elena@conseilrp.com](mailto:elena@conseilrp.com)