

SIMONE MICHELI CHOOSES AVE FOR FUORISALONE 2017



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For FuoriSalone 2017 exhibition, Simone Micheli chooses AVE and its DOMINA Hotel automation system. From April 4 to 9, during the Milano Design Week, the famous architect Simone Micheli will organize two important exhibitions where design, architecture and technology will create a new hotel concept.

In this context AVE DOMINA Hotel automation system offer to the visitor more comfort and more solutions, in line with the highest expectations; these environments can adapt to his needs. It's enough a tap on a surface to control the lights and the connected devices. Placing or inserting the card on hotel card reader, he can access to the room and related services, while the hotelier can easily and safely supervise all from his desk in order to guarantee guests a perfect stay.



The first event, **(3S) X THd - three suites for TownHouse Duomo** will be presented during the Milano Design Week at the Simone Micheli Studio Gallery in **Via Ventura 6, Milano** (entrance via Massimiano | 2nd floor). With this project Simone Micheli exhibits the manifest of a new way of doing architecture, aimed at territorial and urban regeneration. Over the course of 2017 the suites become real, transforming itself into a work of permanent art to stay and live intense moments of well-being, inside the **TownHouse Duomo**.



The second event, **HEART'S SERVICED APARTMENTS for Art – Business – Mountain – Sea** will take place inside the @Din – Design, in **Via Massimiano 6 / via Sbodio 9 – Lambrate**. 4 models of serviced apartments for 4 different destinations (art, business, sea, mountains). Dedicated to 4 international entrepreneurs of this innovative service, these environments are conceived by Simone Micheli as comfortable and welcoming spaces, **smart and interactive places**, real homes in daily life but also equipped with essentials for the guest whom relates to the unknown environment for the first time.

Simone Micheli – who has working with the AVE in prestigious projects such as the recent Barceló Milan Hotel – **chooses again AVE** and creates two unique opportunities to intercept the future of hospitality in the city centre of Milan. For both exhibitions the **opening evening will be Wednesday, April 5, 2017 from 17:00**.