

# PRESS RELEASE – HOTEL REVOLUTION –FUTURBAR – HOST

SEPTEMBER 23th 2019

*N.B. in blue the data to be reported definitely in every communication*

From 18 to 22 October in the Fiera milano exhibition center in Rho will take place HOST Milano – International Hospitality Exhibition, the world's leading trade fair dedicated to **the world of catering and hospitality**, a reference point and a privileged marketplace for professional operators of the eating out.

Now in its 41<sup>st</sup> edition, HOST presents every two years all that is needed for a successful venue: from raw materials to semi-finished products, from machinery to equipment, from furnishings to tableware, while ensuring an in-depth look at future trends.

## HOTEL REVOLUTION

HOTEL REVOLUTION is a special initiative of HOST within the FUTURBAR area promoted by the COMUFFICIO National Association, organized by DA.RI srl and designed by the design and architecture firm Massimo Mussapi, in a space of about 300 square meters, in Hall 11 , of Fiera Milano RHO, dedicated to the product sector "Table, furniture and technology"

HOTEL REVOLUTION is a **manifesto of positive values** where **new paradigms of contemporary hospitality** are experimented. It is also a **magic box**, full of surprising ideas and suggestions, of original products - designed or selected by Studio Massimo Mussapi – that identify themselves with the values of this *Manifesto of the New Hospitality*, and that gain from it even more sense, charm and persuasive force.

HOTEL REVOLUTION is also a **new way of exhibiting**: the products of the many important companies involved will be "**told**" individually to bring out their strengths, and above all to explain **their function and related advantages**.

Most of the products presented are designed by Studio Massimo Mussapi, and many of these were made thanks to the important **partnership with KRION Porcelanosa Group and Eddi Meneguzzi's 3MC**, such as the innovative reception module, three sophisticated collections for the buffet and the table, or charming furniture for the room and common areas. But there will be much more: motorized lamps, breathtaking surface decorations, high-tech furniture, solutions for environmental acoustics, surprising curiosities, unique objects nowhere to be found. Finally, a project in the project, a brand new and very interesting format for wellness in the hotel, where the protagonist is a magic mirror.

## **THE HOTEL REVOLUTION MANIFESTO**

in the vision of the designer Massimo Mussapi these are the values that should guide contemporary hospitality:

**LUXURY** IS WEALTH... OF EXPERIENCES. IT IS TO BEST USE THE LITTLE TIME YOU HAVE FOR YOURSELF

**LOW COST:** JUST THE ESSENTIAL AT HIGHEST QUALITY

**SHARING** YES, BUT ONLY AS A FREE CHOICE AND ONLY WHAT IS NICE TO SHARE AND THAT ENRICHES THE SPIRIT

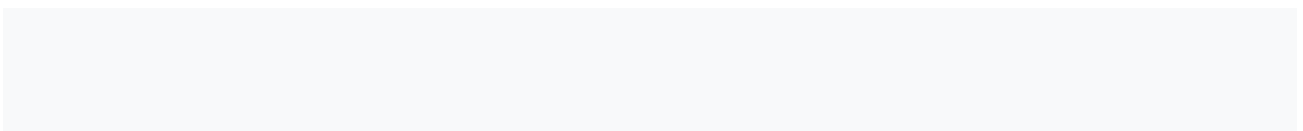
**RELAX** IS MENTAL, PHYSICAL, SENSORIAL. IT'S PEACEFUL COEXISTENCE, THE ABSENCE OF VULGARITY

**COMFORT** IS A SOLUTION FOR EVERY REAL NEED OF THE TRAVELER  
IT MEANS TOTAL ACCESSIBILITY AND USABILITY FOR ANY PHYSICAL AND CULTURAL BARRIERS, IT IS THE POSSIBILITY TO EAT WELL 24/7

**SYNERGY WITH THE TERRITORY:** ONE DOESN'T GO TO THE RESTAURANT JUST TO EAT, ONE DOESN'T GO TO THE HOTEL ONLY TO SLEEP; RESTAURANTS AND HOTELS ARE EXTRAORDINARY OPPORTUNITIES TO CONVEY AND PROMOTE THE VALUES OF THE TERRITORY, RECEIVING IN RETURN VISIBILITY AND DISTINCTIVENESS

**ENTERTAINMENT**": YOU PAY FOR THE WHOLE DAY BUT USE YOUR SPACES ONLY A FEW HOURS! OPEN THEM AT PRIVATE PARTIES AND CORPORATE EVENTS, IN THIS WAY YOU WILL INCREASE THE TURNOVER AND YOUR ONLINE REPUTATION"

**EMPATHY:** WELCOME! BEFORE CHECKING IN, MAY WE OFFER YOU SOMETHING TO DRINK?



## **ALL PARTNER COMPANIES**

**3MC** [www.3mcsrl.com](http://www.3mcsrl.com)

Processing and thermoforming of Acrylic Solid Surfaces

**DIFFEBI** [www.diffebi.com](http://www.diffebi.com)

Metal furniture for the office sector and public spaces

**FOREMOST eMAGE Corporation** [www.fecorp.biz](http://www.fecorp.biz)

Special Digital Print Company with various factories in Asia and Africa.

**FORMALIGHTING** [www.formalighting.it](http://www.formalighting.it)

Technical and architectural lighting fixtures

**INDEL B** [www.indelb.it](http://www.indelb.it)

Refrigeration for hotels, auto-motive, yachting

**INFINITO DESIGN** [www.infinito-design.i](http://www.infinito-design.i)

High-range tableware

**INKIOSTRO BIANCO** [www.inkiostrobianco.com](http://www.inkiostrobianco.com)

Special vinyl wall covering

**K-ARRAY** [www.k-array.com](http://www.k-array.com)

Professional acoustic speaker systems

**KRION - PORCELANOSA Grupo** [www.krion.com/it/](http://www.krion.com/it/)

Acrylic Solid Surfaces

**LVB ACOUSTICS** [www.lvbacoustics.it](http://www.lvbacoustics.it)

Customized panels for interior acoustic correction

**PAX ITALIA** srl [www.paxitalia.com](http://www.paxitalia.com)

Smart cash registers

**PERDORMIRE HOTEL** [www.perdormirehotel.com](http://www.perdormirehotel.com)

Bed systems for the hotel

**SMILE IN BY RETAIL IN** srl [www.retailin.it](http://www.retailin.it)

Systems for registration and evaluation of customer satisfaction

**ROSSI & ARCANDI** [www.rossiarcandi.it](http://www.rossiarcandi.it)

Craft production of silver objects for hospitality

**TGD Srl - LU-VE Group** [www.tgd.it](http://www.tgd.it)

Magic TV mirror - the TV behind the mirror

**TP VISION - PHILIPS** <https://www.tpvision.com/>

Video systems and digital signage

**VERTICAL MILANO** [www.verticalmilano.it](http://www.verticalmilano.it)

Magnetic boards and accessories

**WATERROWER - NOHRD** [www.waterrower.it](http://www.waterrower.it)

High-range fitness equipment

**KRION** is the main partner and sponsor of HOTEL REVOLUTION together with 3MCSrl. It is part of the PORCELANOSA, and produces new generation Solid Surfaces, beautiful and with extraordinary performances: no pores, bactericidal capacity, hardness, resistance, durability, thermo-formability, reduced need for maintenance and repairs, great ease of cleaning.

**3MC** is the main partner and sponsor of HOTEL REVOLUTION together with KRION. The company has worked with the most important architects, engineers, designers and builders for over 20 years, and it is specialized in the processing and thermoforming of "Acrylic Solid Surface", creating the best interior and exterior design ideas, with unusual volumes, curves, translucencies and in lays with other materials.

## **MASSIMO MUSSAPI**

HOTEL REVOLUTION is a project by MASSIMO MUSSAPI, designer and architect internationally known in the field of design for the hospitality sector. All his projects are born from an unceasing and passionate exploration of reality, and from a strategic vision that integrates design, marketing and communication.

He was designated to represent Italy at the 2012 and 2014 editions of the French EQUIP'HOTEL Exhibition.

He is Lecturer in hospitality design at Raffles Milan, IED European Design Institute, POLIdesign Politecnico di Milano and Lantao Culture Center in Beijing.

[www.mussapi.com](http://www.mussapi.com)

- CONTRACT DESIGN AWARD 2002 – First prize
- ADI INDEX COMPASSO D'ORO 2002
- ADI COMPASSO D'ORO 2010 – Honourable mention
- RED DOT DESIGN AWARD 2012 - Menzione d'onore
- GIA GLOBAL INNOVATOR RETAIL AWARD - Honourable mention
- HOST SMART LABEL 2013 - Honourable mention
- ADI INDEX COMPASSO D'ORO 2014
- INNOVAZIONE DELL'ANNO NEW AWARD MEDIA – Project of the Year 2015
- HOST INNOVATION SMART LABEL 2015 - Honourable mention
- PLATINUM ADEX AWARD Las Vegas 2016
- GIA GLOBAL INNOVATOR RETAIL AWARD - Honourable mention
- ADI INDEX COMPASSO D'ORO 2016
- REGIONE LOMBARDIA ADI E LOMBARDIA 2016 – Excellence of the Lombardy

## **DA.RI**

The FUTURBAR area that hosts HOTEL REVOLUTION is an idea of DA.RI Srl, a company that operates directly or in collaboration with public institutions and trade associations, cultural and promotional events, in Italy and abroad. The strategic focus of DA.RI srl is aimed at areas identified as priorities: Compartment Ho.re.ca. (Hotel, Restaurant, Catering). ICT, Art & Culture.