

CONVENTSUITE

renaissance 2.0

designed by **Simone Micheli**

Good present comes from good past.



Simone Micheli studio - gallery

Via Ventura 6, Milano

entrance via Massimiano | 2nd floor

9 - 14 April 2019

10:00 - 20:00 | 9 - 13 April

10:00 - 18:00 | 14 April

An ethical project, a permanent work that from virtual it will assume real feature.

CONVENT SUITE. Renaissance 2.0 is the exhibition that will come to life during the Design week (9-14 Aprile 2019) at Studio Simone Micheli (via G. Ventura 6) in Lambrate, Milano.

Two charming suites thought by the architect Simone Micheli for the ex seventeenth century Convent absorbed into a wonderful setting of the Factory of Maiano of Fiesole (Florence) it will be presented on a extensive public of visitors that crowd the district during the MDW through interactive and engaging installation that allow the guest to dive completely into their reality. Exactly as a voyage into the meanderings of the mind and memory, through virtual reality spaces the visitors will enter inside the suites, they will be passing through the rooms, they will interact with the furniture, the lights, the spaces, the surfaces, becoming part of the atmosphere created from the combination of intensions between the arch. Simone Micheli and the Count Francesco Miari Fulcis, owner of the location.

Next year the wonderful suites will take concrete form inside of the Ex-Convent allowing the guests to really match with the avant-garde design of Simone Micheli.

A double project, with a double communicative value: during the the Fuori Salone, in fact, the visitors will have the possibility to enter in the work, know it and deepen the intervention of the prestigious partners, carefully selected, which will contribute at its effective realization. They will virtually investigate the details of the furniture and of the manufacturing companies. They will immerse themselves in the charming atmosphere created by the suites.

The presentation of the project during the MDW will be a preview of the real work that after will come to life, inside of the Ex-Convent, avoiding this from every waste of energy, optimizing the resources and exploiting the project work.

CONVENT SUITE. Renaissance 2.0 Its configure as an ethical and smart project able to configures itself as a fulcrum and an active engine both of the virtual communicative flywheel generated, and of the physical territory in which it will rise.

Property of the building and client **Conte Francesco Miari Fulcis** - Fattoria di Maiano

Shooting and production of immersive contents for the Virtual Reality **Roberto Mancuso**

Italian coffee tasting **Caffè Vergnano**

Experience Food and Drink **Resort Ai Cadelach, MEI - Le Migliori Erbe Italiane**

Partners **Alessandro Bini, Altrenotti, Arbi Arredobagno, Ave, Bimar arredo contract, Bwide, Cantalupi Lighting, Eco Contract+Eco Design, Gedy, Grassi Pietre, Grohe, Gruppo Industriale Vesit - Toshiba, Mywood, Oikos - colore e materia per l'architettura, P!NTO Seating Design, Simas, Snowwhite-il freddo su misura, Tao Design, Torterolo & Re - porte, Vanità & Casa, Vetraria Bergamasca Tecnovetro**

thanks to **CRMpartners, MIG**

#conventsuite
#simonemichelievents
#lambratedistrict

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