

BUSINESS OPPORTUNITIES WITH MADE4CONTRACT HOTEL

Design is driving major business opportunities for MADE expo exhibitors

MADE4Contract Hotel is an event staged by MADE expo in conjunction with the **Italian Confederation of Industry – Hotels section (AICA)** and the magazine *Suite*. The project aims to showcase the most innovative solutions for hotel renovations and refurbishments and the industry's leading Italian manufacturers.

Unique opportunities to build successful relationships will undoubtedly arise from B2B meetings between hotel designers, owners and managers on the one hand and the finest names in design and finishings on the other. Two conferences organised jointly by AICA and MADE expo will focus on Italian tax credits applicable to hotel renovations and refurbishments and on the value of hospitality real estate.

Design studios will also report on their most successful restructuring projects, with case histories focussing on major hotel constructions and restylings:

- **Alberto Apostoli** - Park Hotel Belfiore: planning theme suits as a marketing and customer loyalty tool
- **Luca Colombo/Studio Thun** - JW Marriot Venice Resort & SPA: planning and design between the pages of history
- **Rebosio + Spagnulo** – the Kempinsky Residence in St. Moritz and the Four Seasons Residence in Marrakech
- **Luca Scacchetti** – Two cities, two hotels: a hotel in Chişinău (Moldova) and a hotel in Lecce (Italy) joined by the same design methodology
- **Sergio Bizzarro** - Hotel Almar in Jesolo: a five-star hotel with an international atmosphere
- **André Straja** - Hilton Double Tree Milan: a hotel that has become a growth model
- **Marco Piva** - Hotel Excelsior Gallia: A plan transcending hospitality, amid fashion, cuisine and design
- **Simone Micheli** - From the “scattered hotels” of Matera to “temporary suites” - a story of sustainability
- **Giancarlo Marzorati** - Hotel Aquardens in the Pescantina park and spa: taking wellness to a higher level
- **Baldo Battaglia** - The B&B hotel model in the Italian market
- **Elena Bozzini** - The Ibis Lainate hotel: A new European format for the Ibis chain in Italy
- **Manuela Mannino/THPD** - Hilton Milan: An international restructuring

PRESS

PRESS OFFICE and COMMUNICATION

Foro Buonaparte 65
20121 Milan - Italy
T_+39 0272594 267
F_+39 0286996 211
press@madeexpo.it

www.madeexpo.it



Milan, 18 March 2015