

Town@HouseStreet

Developer Alessandro Rosso and architect Simone Micheli used this year's Milan Furniture Fair to introduce a novel concept in urban accommodation.

Described as "a new dimension in hospitality", the collaboration saw the transformation of commercial space on the ground floor of Via Goldoni, 33, into four individual hotel suites. The Permanent Hospitality Space omits the typical public areas of a hotel, and instead the plaza becomes the entrance lobby, and the street the corridor. Guests have direct street access through a glazed door, checking in via an alphanumeric keypad. The suites, measuring 35-50m², are each equipped with a wardrobe, workspace, bathroom, and kitchen and are distinguished from one another through colour, design solutions, and digitally printed artwork depicting views of the city.



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- ▲ TOWN@HOUSESTREET, Milano. Decorazione d'interni.
- 35° VERTICE G8 2009, L'Aquila. Sala Conferenze, allestimento scenografico.
- FIR ITALIA ISH, Francoforte. Allestimento area espositiva.

