



## The new WT Hotel concept by Well-Tech that changes the “skin” to the hotel

WT Hotel 2011 will premiere at the Host Fair - Milan 21 – 25 October 2011  
Then WT Hotel will be presented on an international tour by the most strategic contract fairs worldwide.

WT Hotel 2011, “architetural regeneration”, light and interchangeable layers together with the next-generation technologies dress the building as a second skin, transforming the spatial, functional and emotional perception of the building inside and outside.

**New skin**, a new architectural frontier of Well-Tech for Hotels and receptive structures. With close attention to the integration of these new architectural forms with the most innovative solutions to reduce energy consumption through the use of renewable energy, eco-friendly materials, and management of natural light.

Four design solutions, four different skins, four spatial, functional and sensorial conceptions that transfigure the hotel space and soul and provides the user with unique and extraordinary experiences.

The project is designed to enhance the offer for individual hotel structures and chains with next generation services, unique sensorial experiences and a corporate identity that coordinates all design details to maximize the brand awareness.

**Well-Tech**, design studio based in Milan signed WT Hotel

The project is coordinated by architect Chiara Cantono, head of the Well-Tech office, in collaboration with high qualified italian design companies and some of the most innovating technology enterprise worldwide.

**Partner companies:** **Prometal** metal facades, **Bocchini** contract furnitures, **Simas** bathroom furnitures, **Piemme** ceramics, **Bruno** wood floors, **ITC** hotel management and sound diffusion, **Stratex** coverings for interior, **Luminexence** floor lamp in corian.

Among the international companies of innovative technologies and interactive systems: **Vimage**, **Mindstorm**, **Touch Italia**.

### In collaboration with:



Host - International exhibition of the hospitality industry  
[www.host.fieramilano.it](http://www.host.fieramilano.it)  
Tel. +39 024997 1 Fax +39 0249976586

#### Partner



#### Sponsor tecnici



#### Main Media partner



#### Media partner

