***MAPEI PARTICIPATES AT FUORISALONE 2018***

***WITH HOTEL REGENERATION AND THE SECRET COLORS OF MILAN***

***Hotel Regeneration: from the 17th to the 22nd of April***

***in the Lambrate Design District***

In collaboration with the **Simone Micheli** Architect Studio, **Mapei is taking part at Hotel Regeneration**, an initiative to present the solutions available for regenerating structures aimed at the hospitality sector.

Over a display area of more than 4,000 m2 in the *Officina Ventura 14,* there will be a presentation of **sections from 13 different reception settings** as a way of illustrating the future trends in the international hospitality sector.

Mapei is taking part at Hotel Regeneration to publicise its handy **solutions** for creating surroundings which are aesthetically pleasing and, at the same time, meet the requirements of the client. Each setting will highlight an **installation system for wall and floor coverings;** but that’s not all.

Amongst the series of events taking place within this exhibition, on **Tuesday the 17th of April at 6 pm** Mapei will give visitors a **guided tour to present its solutions and installation systems,** and particularly the materials available for **installing LVT** (Luxury Vinyl Tiles) in surroundings used for hospitality purposes.

For designers and those working in the hotel industry, Mapei will have their **specialists on hand to offer free advice**, a **dedicated brochure** (with an image of the tag for a typical handle used for hotel rooms, which you can also find in the press release), as well as a **new website,** [**hotellerie.mapei.it**](http://www.mapei.com/it/it/hotellerie)**, which will be up and running from the 16th of April**, featuring a handy tool which you can use to immediately identify the most appropriate solutions for the various areas of use.

***The Secret Colors of Milan: from the 16th to the 22nd of April in the Galleria Manzoni***

Mapei is joining **Marie Claire Maison**, the monthly magazine of the Hearst Italia Group, and the **Studio Marco Piva**, to take part in **The Secret Colors of Milan** exhibition in the Galleria Manzoni.

The exhibition comprises **8 settings**, each one characterised by its own distinctive colour: **Red**, **Pearl**, **Bronze**, **Green**, **Silver**, **Translucent**, **Pure White**, **Gold and Black**. 8 different “windows” as a way of presenting items of furniture, floor and wall coverings, finishes, works of art and lighting solutions. The aim of the exhibition is to present visitors and local residents with contemporary interior design solutions and the sophistication and elegance of the various settings inspired by the city of Milan.

In the role of “***Color Partner***” for this event, Mapei has supplied various products used in the creation of the settings, such as **DURSILITE** water-based internal wall paint with low dirt pick-up and excellent cleanability, **MAPELUX LUCIDA** double-curing, high-strength, shiny metallic wax to decorate surfaces, **MAPEGLITTER** polyester-based coloured metallic glitter with aluminium and epoxy resin, **SILANCOLOR TONACHINO** water-repellent, breathable siloxane textured coating with good filling properties for internal and external use, **MAPECOAT ACT 021** internal wall paint, ideal for use in the food and beverages sector, and **ULTRATOP LOFT** trowellable cementitious paste to create decorative floors.

Founded in 1937 in Milan, Mapei now has 82 subsidiary companies, including the parent company, and 77 production facilities in 34 different countries in all 5 continents.

The foundations for the success of the Company are specialisation in the world of building by offering certified products and systems to meet the requirements of clients and market demand; internationalisation to be more in tune with local needs and reduce transport costs to a minimum; Research and Development which receives the most support from the Company in terms of both investments and human resources.

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