
De Ponte Studio by **Silvio De Ponte** Architect in collaboration with **H&H**
present

Sia Guest Rimini Fiera 2010 - The 60° International Hospitality Exhibition

“SUSTAINABLE ROOM” - Pop Up Resort

from 20th to 23th november

20th november OPENING 9.30am

20th/23th november EXIBITION OPENED 9.30am/18.30pm

RIMINI FIERA, SIA TREND PAD. A5, Via Emilia 155, Rimini

Silvio De Ponte during the 60th edition of Sia Guest presents the ‘Sustainable Room’ project at the Pop-Up resort event in pavilion Sia Trend (A5).

The exhibition presents an articulated and complex reality system in which the boundary between inside and outside fades out and contamination between the two separate spaces brings a new form of essentiality in line with the new social and cultural changes and trends.

The ‘Sustainable Room’ is a flexible and modular resort area, which embraces the theory of strict necessity and indispensability, subtracting what may seem superfluous and able to create new conditions related to psychological well-being. With this project a new form of sustainability comes to life, based on the play of light, colors, scents and natural materials combined together. Visitors can immerse themselves in an “other” space, passing along experiential platforms of involvement fluid space, sound, sustainable and ethereal.

“Soft” perceptions of space are becoming increasingly important compared to “hard” quality and occur according to the new processes and design methodologies that are capable of creating new languages and unexpected scenarios.

in collaboration with H&H GROUP (H&H, ARCADIA, PIEMMEPI), CERAMICHE COEM, DORNBRACHT, IVANO REDAELLI, GIOVANNETTI COLLEZIONI, INCONTRO ARDITO, KVADRAT, MENOTTI SPECCHIA, MOSAICO+, OIKOS FRAGRANCES, POLLICE ILLUMINAZIONE, SEALY, VERDE PROFILO.

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