

**GUEST LAB 2022. DESIGNING HOSPITALITY.**

**TEAMWORK ORGANIZES MILAN’S MUST-SEE EVENT.**

The date to remember is **May 4, 2022**. The event is **Guest Lab**, a high-level professional meeting dedicated to the world of hospitality organized by **Teamwork**, the Rimini-based network that has been contributing to the growth of the corporate culture in the tourist industry for almost 25 years – and which was born from the exchange with customers, hoteliers, architects and tour operators, who want to improve their establishments to offer superior quality to customers.

**LOCATION**

The third edition of this training day on the new trends in hospitality, on the changes taking place and on the future of hospitality design, will take place in **Milan**, in the prestigious location of **Centro Congressi Palazzo delle Stelline**, Corso Magenta 61, a few steps from the Cenacolo Vinciano, from 9:30 a.m. to 5:30 p.m., with the patronage of **POLI.Design**.

**FOR WHO?**

**Guest Lab** is aimed at hoteliers, owners of accommodation facilities, directors and managers, development managers of chain and real estate operators, purchasing managers of hotel chains and groups, architects, interior designers, engineers, designers and technicians of the sector.

**THE WORLD OF HOSPITALITY MEETS AND TELLS ITS STORY**

This is an unmissable training opportunity through an intensive **program of seminars** held by professionals, marketing consultants and some of the most influent players in the hospitality industry explaining the new brands and concepts being developed in the marketplace.

**Internationally renowned architects** will present their latest projects of hotels, restaurants and public facilities and will offer food for thought on the most challenging topics related to the design and use of spaces for hospitality, also highlighting the changes in customer behavior and expectations, through the development of a range of targeted services and the offering of innovative solutions.

**Prominent experts** will give seminars on the importance of air conditioning and soundproofing, functional layouts and budget planning.

Parallelly to the seminar program, Guest Lab is also a meeting place for the companies present and architects, investors, builders, developers, hoteliers, directors, entrepreneurs and professionals. It fosters valuable discussions, relationships, knowledge and exchange of ideas, to help promote the culture of the industry.

**KEY THEMES OF THE 2022 SEMINARS**

* What are the critical success factors in the hospitality industry?
* What are the design trends for hotels?
* How is the design of hospitality spaces evolving?
* How will guest expectations change?
* What are the most efficient solutions for upgrading hotels?
* Super bonus, sustainability, restart
* Functional layout and effective budget cost
* What brands and new concepts to be inspired by?
* The new generation of hotels in the world

**SOME FIGURES**

The last edition of **Guest Lab** (Milan, September 23, 2021) registered more than **50 partner companies** **exhibiting** their products and services, and more than 1.000 **participants** among hoteliers, architects, hospitality professionals and journalists.

This year, more than **40 speakers are scheduled for 42 hours of training and information**, which will take place at Palazzo delle Stelline: Bramante, Chagall, Leonardo, Agnesi, San Carlo Borromeo and Solari.

**CONFIRMED INTERNATIONAL SPEAKERS**

Kristina Zanic, [Kristina Zanic Consultants](https://www.guestlab.it/categoria_portfolio/ceo-kristina-zanic-consultants/)

Bittor Sanchez-Monasterio, Accor

Josè Manuel Ferrero, [estudi{H}ac](https://www.guestlab.it/categoria_portfolio/founder-creative-director-estudihac/)

Maria Garcia-Arribas, BAR Studio

**CONFIRMED ITALIAN SPEAKERS**

Piero Giovannini, [H&A associati](https://www.guestlab.it/categoria_portfolio/architetto-partner-ha-associati/)

Claudio Nardi, [Claudio Nardi Architects](https://www.guestlab.it/categoria_portfolio/principal-claudio-nardi-architects/)

Giulia Delpiano and Corrado Conti, [ovre.design](https://www.guestlab.it/categoria_portfolio/founders-ovre-design/" \t "_blank)

Patrizio Cionfoli, Studio Volpi

Marco Vismara, Studio D73

Marco Piva, Studio Marco Piva and Stefano Gavazzi, Concreta

Federico Spagnulo, Spagnulo&Partners

Massimo Roj/Marco Colombo, Progetto CMR and Stefano Gavazzi, Concreta and Marco Rocca, CEO of Mottolino Fun Mountain

Mario Dal Molin, [Studio di Architettura Ing. Mario Dal Molin](https://www.guestlab.it/categoria_portfolio/owner-studio-di-architettura-ing-mario-dal-molin/)

Gianpietro Sacchi, Alberto Zanetta, POLI.Design

Francesco Scullica, Politecnico di Milano

Antonio D. De Antonis, AIPI

Chiara Di Pinto, Arianna Lelli Mami, Studiopepe

Aldo Parisotto, Studio Parisotto+Formenton

André Straja, Goring and Straja Studio

William Britt Moran, Dimorestudio

Enrico Cleva, NEWH

Giancarlo Cavazzoni, Cavazzoni Associati

Luigi Fragola, [Luigi Fragola Architects](https://www.guestlab.it/categoria_portfolio/founder-and-director-luigi-fragola-architects/)

Andrea Borin, [AI Progetti](https://www.guestlab.it/categoria_portfolio/founder-partner-ai-progetti/)

Elisa Ferrari, [Ferrari Studio](https://www.guestlab.it/categoria_portfolio/co-founder-ferrari-studio/)

Massimiliano Cognigni, VDA Group

Paolo Tranquillini, Starpool

Federico Zucca, STS Hotel

Arianna Greco, Dormakaba

Fabio Ardito, Pergo

Laura Verdi, architect and editor-in-chief we:ll magazine

Peter Pichler, Peter Pichler Architecture

Leonardo e Marzia Dainelli, Dainelli Studio for Ceramica Bardelli

Nicola Delvecchio, Teamwork Hospitality

Alessia Galimberti, Galimberti Studio

Consuelo Betti, Fundermax

Domenico Forte, NH Collection Milano CityLife

Michele Reginaldi, quattroassociati

Giacomo Racugno, Augusto Contract

Giovanna Manzi, BWH Hotel Group

Fabio Coppola, Yellowsquare

Lorenzo Caimi, Caimi Brevetti

**PARTNER COMPANIES**

<https://www.guestlab.it/eng/partner/>

**FREE REGISTRATION ON THE WEBSITE** [www.guestlab.it](http://www.guestlab.it)

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