



ROOM MATE HOTELS ARRIVES IN MILAN WITH AN EXCLUSIVE DESIGN BY PATRICIA URQUIOLA

- **The hotel, of 85 rooms, is located just a few steps away from the 'Piazza del Duomo'**
- **Kike Sarasola, founder and chairman of Room Mate Hotels and the architect, Patricia Urquiola, hosted the opening event held last Tuesday**

Madrid, March 17th 2016. - Room Mate Hotels, the hotel chain starring a **change in tourism** founded and chaired by Kike Sarasola, has opened its first hotel in Milan: Room Mate Giulia designed by Patricia Urquiola. This becomes the third hotel of the chain in Italy, adding to those located in Florence, Room Mate Luca and Room Mate Isabella.

The hotel is owned by Primo RE Fund organized by the Cassa Nazionale di Previdenza e Assistenza Dottori Commercialisti ("CNPADC" - the Italian social security fund for chartered accountants). Prelios SGR fund manager has identified the building and worked with Room Mate for the renovation of the building that took place in just 15 months.

The hotel is located in the heart of Milan, a few steps from Piazza del Duomo and the Vittorio Emanuele gallery, features 85 rooms divided into 5 categories (standard, superior, deluxe, junior suite and penthouse with terrace). In addition, customers can enjoy innovative services such as breakfast until noon or WiMate, Wi-Fi not only in the hotel but all around the city, among others.

The opening event of the flagship of Room Mate Hotels in Italy was held last Tuesday and brought together more than 200 attendees, such as the Mayor of Milan, Giuliano Pisapia, and many representatives of the media, design and social life of Milan. Kike Sarasola, founder and chairman of Room Mate Hotels, and Patricia Urquiola, world-renowned architect and designer responsible for the interior design of the hotel, greeted guests on the debut of the new hotel.

"Italy has always been a key market for Room Mate Hotels. The opening of Room Mate Giulia in the capital of fashion and trends comes to surprise both Milanese residents and travelers, through striking design full of elegance and passion. It also has a dreamlike location in the heart of Piazza Duomo ", states Kike Sarasola, founder and chairman of Room Mate Hotels.

INTERIOR DESIGN BY PATRICIA URQUIOLA

“Working with Room Mate is wonderful, they have given me complete freedom as they are not afraid to make a difference. Room Mate Giulia combines the essence of Milan; it’s new, fresh, fun and welcoming. The hotel reflects the city through its colors, materials, images, irony, the mix of different languages and also its rigour, all with the most intimate accuracy. Room Mate Giulia has a great personality and promises guests a unique experience in Milan” states Patricia Urquiola, responsible for the interior design of the hotel.

Room Mate Giulia indeed has a great connection with the city of Milan in the use of materials and elements.

The hotel lobby floor is made of pink marble, the same used in the Duomo of Milan, following the line of the latest projects of the architect. The predominance of this color in her work has become one of her hallmarks. Terracotta bricks, another typical feature in the Milanese architecture, are used on a curved wall in the lobby to create a tridimensional effect. The recurrent geometric patterns reflect the rigour of the city and also refer to the graphic arts, an important element of the cultural history of Milan.

The rooms refer to typical Italian domestic spaces with a *vintage* touch. The goal is to create an essential and very familiar space where guests find everything they need to live temporarily in the rooms as if they were at home. And all through areas of the hotel you can admire works of different artists, photographers and illustrators with a common denominator: they are *“Milanesi”*.

Cassina Contract has managed the entire fit out of the hotel producing made to measure beds, tables, sofas, desks, cabinets, furniture for the bathrooms, mirrors and curtains with the high quality that characterizes the company.

The hotel chain reaffirms its international vision. With 20 properties and presence in 6 international markets, it has planned 10 new openings in 2016 in destinations like Rotterdam, Florence, Rome, Paris, Malaga, Barcelona or Madrid. Thereby, multiplying its size, reaching over 4,000 rooms and obtaining global presence.

About Room Mate Hotels (www.room-matehotels.com) Room Mate Hotels is an international chain of boutique hotels with global vision, founded in Spain by the former Olympian Enrique “Kike” Sarasola in 2005.

Guided by the philosophy that the best way to travel is by visiting friends whose lifestyle, location and familiarity with a destination make one feel right at home, Room Mate Hotels currently has 22 properties, approximately 1,500 rooms, and 8 upcoming openings. Appealing to customers seeking affordable luxury, each address is conceived as a “home” and staffed by a great team that opens doors to travelers desiring comfort, warmth and a welcoming spirit.

Design is significant to the Room Mate Hotels experience, with renowned architects and designers such as Patricia Urquiola, Lazaro Rosa Violán, Tomás Alía, Lorenzo Castillo, Pascua Ortega, Teresa Sapey and others styling properties worldwide.

Room Mate Hotels in New York, Miami, Mexico City, Florence, Istanbul, Milan, Madrid, Barcelona, Malaga, Oviedo, Granada and Salamanca offer distinctive design, superb city-center location, breakfast until noon, and free WiFi all over the city via WiMate, which won the Best Innovation in Digital Marketing Award at the 2015 Worldwide Hospitality Awards, considered the most important awards in the tourism industry. Sarasola received a Tourism Merit Medal from the Spanish government in 2015 and was also recognized as GQ Man of the Year for innovation, while Room Mate Hotels won a 2016 Travvy Award for Best Overall Hotel, Europe. Best of all, Room Mate Hotels holds the ReviewPro record for reputation within its competitive set with a rating of 88 percent. For more information, visit www.room-matehotels.com

About Cassina (www.cassina.com) founded in 1927, launched industrial design in Italy during the 50's. The company was pioneering in the way it showed a striking inclination for research and innovation, working side by side with important architects and designers with differing backgrounds and encouraging them to envision fresh designs, a characteristic that still distinguishes the company today. Cassina's identity lies in fact in an innovative fusion that closely links technological skill with traditional craftsmanship. In 2015 the Spanish designer Patricia Urquiola was nominated Art Director of the company.

Cassina Contract is therefore an established presence when it comes to places associated with art, culture, politics, business, travel and lifestyle and has an amazing ability to work with traditional historical settings as well as with highly contemporary, experimental and futuristic architecture.

For more information:

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