



001\_Mi-Sha



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FuoriSalone  
Milano Capitale del Design® 2011  
April 12th -17th 2011

## **Mi-Sha** **luxury taste experience**

Seven Stars Galleria  
Galleria V. Emanuele II, 11-12

### **Mi-Sha, the new Restaurant Event**

Milan and Shanghai, two twin realities, two worlds so physically distant. Two cultures and two traditions in contrast with each other in order to fully understand their mutual conversation over the past, present, and future, whispering their pleasant flavour in Mi-Sha.

concept **Alessandro Rosso e Simone Micheli**  
interior design **Simone Micheli**

partner **Adrenalina | Axia contract division | Chelini | Cyrus Company | Désirée | Doimo Contract | DoimOffice | Euromobil | Fiandre Architectural Surfaces | Myyour | Tao® | Zonca**

technical partner **Associazione Italiana Maggiordomi | Pointex | RaDa collezioni - WKM factory | Sign System**

During the FuoriSalone week in Milan (April 12th – 17th) Mi-Sha@SevenStarsGalleria opened the door. Mi-Sha the new Restaurant event, comes to life between the closing date of the Expo in Shanghai, and the opening date of the Expo in Milan which will have as main theme “Feed the Planet, Energy for Life” a rather new way to raise individual awareness on the possible development based upon a regular and continuous nourishment of the body.

The Restaurant is located, in the heart of Milan, inside the King’s Hall in Galleria V.Emanuele II, and is connected to the Milano taste and traditions offering typical dishes that perfectly combine with the fusion spirit of Chinese cuisine.

Mi-Sha narrates the experience of different places looking for a contact, an exchange of skills and traditions related to the taste, for comparison and not just for consolidation or emulation.

Mi-Sha expresses the identity of history and to avoid confusion aims to glamorize using iconic signs.

Mi-Sha wants to represent a meeting place for two cultures where the exaltation of contrast becomes a beauty resource.

From the purity of the white heterogeneous furniture, to the variable screening of significant images; from the emphasis of the precise lighting technique muting into “non chandeliers” to the peculiar culinary approach: in this area, everything whispers about this intriguing propositional type. Desiring to generate multiple networks between innovation and tradition, to celebrate unity, diversity and unique perceptions Mi-Sha catapults the visitor in a dimension beyond time and space: hanging between the past and the future.

Mi-Sha is a contemporary manifesto that valorises the proposed identity of taste, It is an hospitable location full of emotional strength, able to forge different realities and to preserve the significant nuances. Mi-Sha is the eulogy to the possible antithesis of taste and emotion. *Alessandro Rosso, Simone Micheli*

### **The companies were:** **partner**

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### **Associazione Italiana Maggiordoni**

The Italian Association of Butlers promotes the butler who is spreading everywhere, in private homes, events, ships, hotels or as a free lance.

c/o Seven Stars Galleria

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Simone Micheli founded the architectural studio having his name in 1990 and the Design Company named “Simone Micheli Architectural Hero” in 2003. He is professor at the Polidesign in Milan, at the Scuola Politecnica di Design in Milan. The planning company Simone Micheli Architectural Hero based in Florence and Milan provides contract and residence related services in different fields: architecture, interior design, design, visual design e communication. All the works by Architect Simone Micheli are unique and feature a strong personality in addition to being sustainable, environmental friendly. He plays a crucial role in the planning field in Europe, in fact he developed a number of plans for public administration and for prestigious customers related to the community and to the residence field. He exhibited his works at the Venice Biennale, in the architectural sector. He works as editor of the theme exhibition named “contract” as well of the major international exhibitions in this field.

Here follow some of the awards he recently received: “Interior Designer of the Year” at International Design Award 2008, Los Angeles - USA; he won with Atomic Spa Suisse “Best of Year 2010” (Beauty, Spa e Fitness Category) for Interior design Magazine, New York - USA and International Media Prize (Category Annual Club Space) for Modern Decoration, Shenzhen – China; “Contemporary Spa Award 2011”, in the category “Best Future Spa” with the project “Marina Verde Wellness Resort”.

Among the last works we remember: interior design of the bigger wellness centre in Europe “Aquagranda Livigno Wellness Park” for Aquagranda; interior design of “Arezzo Park Hotel” for Alliaa Bronner Group; interior design of “i-SUITE hotel” in Rimini for Ambienthotels, interior design of the Wellness centre of Exedra Nice Hotel in Nice and “Atomic Spa Suisse” inside of Exedra Milan Hotel in Milan for Boscolo Hotels; interior design of franchising “Fit Express” for Swim Planet; interior design for the franchising urban Hotel “Town@house street” for Alessandro Rosso; interior design of “L’Archivolto Events” gallery in Milan for Edizioni L’Archivolto.

A number of monographs and international magazines focused on his works are available.

If you wish to see all the works please visit the website **[www.simonemicheli.com](http://www.simonemicheli.com)**



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