



## **ENTERPRISE HOTEL. A NICE PLACE TO STAY.**

**From a derelict property to a luxury design Hotel, a multifunctional space, a art gallery in a friendly environment.**

**Milan, February 2006** – To give an historical area back to the city of Milan, to provide an open and versatile venue not only for tourists, but also for its local citizens; with this spirit , in March 2002, the Enterprise Hotel , the result of a scheme to redevelop derelict property in Corso Sempione, was opened to the public. After thirty years of total neglect, the property, first built for the *Allocchio Bachini* plant- an important radio factory – and later used as the printing works for *La Settimana Enigmistica* – a long established Italian weekly – was totally refurbished and rebuilt.

Today Milan can boast an innovative hotel equipped with avant-garde technology, and with a huge visual impact, minimalist and linear and at the same time warm and comfortable. Enterprise Hotel has become part of the hotel scene as Milan's "new exclusive salon" - a venue for business and leisure appointments to travellers and citizens.

The "Enterprise" offers all the comforts and services of a luxury hotel. Built with high quality materials and furnishings that blend harmoniously into the atmosphere created by designers FLOS AND CASSINA .

(Together with the refined "cuisine" of Sophia's Restaurant, the fascinating intimacy of the elegant Wine and Whisky Bar with its golden dome, the avantguard Congress Centre and the scenographic Event Plaza, the Enterprise Hotel is the ideal meeting place for Milanese business life and relaxation.)

Enterprise Hotel with its recent addition of exclusive suites and loft apartments has explored a new way of hotel "living." Adding to the elegant and polished style typical of Enterprise Hotel, these rooms are designed to create a romantic and sensual atmosphere.

"When Enterprise Hotel was born I wanted it to become an icon of efficiency and creativity in Milan " said Sofia Gioia Vedani, Managing director of the Enterprise Hotel "I'm glad to say that just one year after its opening Enterprise Hotel has become a meeting point for citizens, business men and tourists. It's gratifying to enter the Hotel and see it functioning exactly the way I expect of a first class hotel.

During its first year of activity Enterprise Hotel's services have been appreciated by a growing number of business and private customers.

Many corporations such as Alcatel, Bmw, Coca cola, Estèe Lauder, Hugo Boss, Lancaster, KLM chose Enterprise Hotel congress Centre for conventions, press conferences, presentations and locations for "photo shooting."

The Event Plaza, thanks to its particular style and structure has become the perfect space for fashion shows, events and art exhibitions becoming an art gallery for such celebrities as Aldo Rota and Caroline Dechamby.

The Lounge Bar, during the summer presented the "Kama Karana", a special Enterprise Hotel aperitif combined with massages and wellness therapies. "Kama Karana" in the Indian language means "moment of relax" and it was the first aperitif format with a liason of drinks, massages and henna tattoos.

## **ENTERPRISE HOTEL: THE PHILOSOPHY OF HOSPITALITY**

### **A Hotel “to live in” A once derelict zone is reanimated.**

It was no impromptu thinking by Sofia Gioia Vedani – designer and Managing director of Enterprise Hotel when she decided to redevelop a derelict industrial property and create her hotel, a work of restoration, rather than building a new structure from scratch.

Indeed, Miss Vedani’s work has given the city back a space that has been standing unused for over thirty years, redeveloping an area of Corso Sempione that was once a symbol of the productivity and industriousness of Milan.

The venue also has the merit of having integrated a new structure into the surrounding urban fabric, respecting its traditional image and typically industrial outlook. In fact, it was decided that the former architecture of the factory should be preserved and made a feature of the hotel: the large windows lighting the restaurant, the supporting pillars, the height of the ceilings, the inner courtyards in which gardens have been created.....everything contributed to making the Enterprise Hotel an environment with a strong and well-defined personality, a functional structure, but at the same time warm and welcoming for the guests.

Indeed, Sofia Gioia Vedani’s main motivation was hospitality: Enterprise Hotel aims, first and foremost, to be a space “to live in”, open not only for guests, but to all citizens, and far different from the typical image of a large international hotel; comfortable and elegant, but so often anonymous and formal.

“My father and my family always welcomed everyone with whom they shared an interpersonal relationship into our home” says Sofia Gioia Vedani. “Influenced by my life at home, I wanted to make the Enterprise Hotel a hospitable environment that encourages people to meet and communicate, a place to relax in without renouncing class and elegance.”

This new hotel has found its place in the variety of Milan’s hotel scene as “the exclusive new salon of a cosmopolitan city”. Its services and versatile spaces, can satisfy every need of the client.

Enterprise Hotel is not only an ideal place to stay in Milan but is also a comfortable and refined setting for Milan business and private meetings..

### **THE SERVICES: A FRIENDLY YET FUNCTIONAL ENVIRONMENT**

The Enterprise hotel is a refined and elegant structure, at the same time functional, offering all the services the client might need during his stay in a warm, friendly and efficient environment.

#### **The alcove Bar and the Restaurant**

**The Wine and Whisky Bar** and **Sophia's Restaurant** demonstrate Sofia Gioia Vedani's passion for hospitality and friendliness and her talent for combining beauty and elegance to the comfort of her guests..

Having their own independent entrances, these locations can be enjoyed by both the guests of the Enterprise Hotel and outsiders who are welcome to enjoy a choice of the best whiskies in a cosy corner of the hotel like the Alcove Bar, or from the restaurant, sample one of the refined dishes created by the Chef 's team.

**The wine and Whisky Bar** is a secluded and refined place – with his glided dome, onyx bar counter and crocodile-effect leather sofas – and is well suited to the high class client who, while seeking elegance, desires a warm and welcoming atmosphere.

A staircase - made in damask red marble and glass – leads directly to **Sophia's Restaurant**, which is one of the newest haunts in the city. The restaurant - located in a large loft, has preserved the style of the pre-existing industrial architecture and is furnished with designer items – giving a refined environment with a strong personality, unique for the beauty of its space and for the choice of furnishings. It is suitable for major events, and also for more private occasions.

The large dining room – which seats up 220 people – can in fact ensure great privacy and discretion by means of a system of transparent curtains and mobile wooden partitions, which divide up the various areas of the restaurant.

The kitchen is a surprising combination of taste and creativity. The team of young Chefs present a cuisine in which Italian tradition is expertly and innovatively blended with influences from other countries. This results in light and elegant dishes, the presentation of which is particularly well prepared and creative. Our Chef's team produce different menus for every occasion with a fantasy to meet even the most particular tastes of the clientele. Thus, “the vegetarian menu” was invented to satisfy those who prefer this kind of alimentation, “the fruit and flower menu,” was also invented for the appreciation of products from the warm Italian season and “the light menu” serves for those who prefer a less-fat diet..

Free parking in the garage is available to customers

Booking by telephone: +39 02 31 81 88 55 fax: +39 02 31 81 88 11

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## **The rooms**

Enterprise Hotel has 120 rooms including 2 suites, 6 junior suites and 7 apartments, designed for guests staying for longer periods in the hotel.

The furnishing is modern and elegant with luxury fabrics and refined quality materials. Indeed, even the rooms with parquet floor reflect the philosophy that inspired the creation of the whole hotel, that is, an attempt to blend the refinement of the environment with the need for a cosy and friendly

atmosphere. The whole is designed to offer the greatest comfort, without losing sight of “Milan style”: quality and design, creativity and efficiency.

All rooms have air conditioning, safe, a mini-bar, a tea and coffee maker, sound-proofing, a wingcard lock, digital and pay TV, plus telephone and fax. Furthermore, Enterprise hotel has installed the new Genesis Quadriga platform-a digital-on-demand system via satellite- which increases the range of multimedia facilities usually provided in hotels. Guests may use this multi-language system to view a constantly updated selection of films not yet available on domestic channels or may listen to music, choosing from a repertory of over 1500 pieces which are also constantly adapted to the guests’ preferences. Guests who have a portable computer fitted with an Ethernet card can also make use of a broad band connection to surf the internet. The system additionally permits guests to obtain information on the services offered by the hotel, see what is on the menu of the restaurant, check their bill at the reception, see how much they have spent on telephone calls or book tickets for museums in Milan.

Enterprise Hotel also offers guests the possibility of connecting up to the internet using the modem in to their rooms. In this case too, the switchboard is constructed to ensure very easy access, using the hotel’s own access provider.

The cost of rooms goes from 200 Euro for the single standard room to 550 Euro for the double or single suite.

### **Suites and Apartments**

The Suites - located at the 6<sup>th</sup> floor - are divided in a “day area” and a “night area”. They are designed to influence the client’s fantasy letting the guests feel as if he were in a different environment and time. Such is suite number 603 which, with its oriental elegance recalls the glories of the Far East.

The Apartments planned for longer stays are the result of restoration of the old factory and are characterized by their two entrances: the main one being from the garage to the apartment, and the other, a hidden entrance leading from the old palace behind the hotel. The guest can experience the contrast between the bright inner modernity of his apartment and the romantic sight of hidden Milan, an harmonious contrast that enriches the fascination of this structure.

### **The conference Centre**

The conference Centre covers an area of 1000 square meters and is a key venue in the city for organizing events of all kinds due to its up-to-date technology and the large amount of available space. Being close to the city center, the location is easy to reach and has a convenient car park. The Centre has 8 modular rooms, adaptable for both small groups and large conventions with up to 600 participants. The rooms can be separated thanks to a mobile wall system “Estfeller”, which guarantees perfect sound proofing. All the rooms are lit by natural lighting from above that can be darkened if required. They are sound proofed and equipped with 10Mb connections to the Internet via Fastweb. The Center also has a lighting system specially designed for photographic requirements, a control room, a simultaneous translation cabin, a fully equipped day office and two

inner courtyards. The larger rooms are fitted with videoconference equipment and a control board expressly devised to offer the best technological support to all those who need it. The broad band videoconference system offers the possibility of conducting meetings with people in remote locations and organizing long distance training sessions.

In the Enterprise Hotel's Conference Centre a reception service, wardrobe, and refreshment buffet prepared by the staff of Sophia's Restaurant are all available.

Because of the high quality service offered by Enterprise Hotel many Firms(Apple, Estée Lauder, Mitsubishi, Pepsi Cola) decided to organize events, products, presentations and meetings in its Conference Centre.

### **The Business lounge**

The Enterprise Hotel media Lounge – located in the foyer, next to the reception – provides guests with a plasma TV screen displaying stock exchange prices, two internet access points with unlimited access, connected to a remote network printer enabling guests to print documents with the maximum privacy, and the international press. The mirrors used in the lounge contrast with the large windows overlooking the patio garden, a true oasis of peace.

### **The Event Plaza, the Garden Bar and the Patio Garden**

The Event Plaza is a large lounge running the whole length of the garden and is a “flexible” area where it is possible to drop in for a drink at the Garden Bar or watch an event.

The area is in fact carefully equipped and fitted with a system of adjustable spot lights, and walls prepared for exhibiting paintings, sculptures, tapestries etc.

In the Patio Garden during the summer months, Enterprise Hotel organized the “Kama Karana” an Aperitif presented in ethnical style for inducing moments of relax and pleasant sensations. The possibility of personalizing spaces to the client's needs is the key point of the hotel. Guests can adapt the hotel areas for their business or personal meetings.

The Event Plaza – near the Patio Garden – thanks to its structure and dimension is a perfect place for fashion shows and art galleries. Hugo Boss and Aldo Rota respectively chose the Event Plaza to present their fashion and art collections.

## **THE HISTORY: FROM A DERELICT AREA TO A LUXURY HOTEL**

The building , with a long history, is now a modern and elegant structure that has retained the fascination of its old industrial past; a distinguished hotel located in a young and dynamic neighbourhood.....that's Enterprise Hotel.

Thanks to the Designer Sofia Gioia Vedani the abandoned area of Corso Sempione where the Enterprise Hotel is now situated has been completely restored and given back to the city and its inhabitants: the Enterprise Hotel wants to be a key venue for both tourists and local people, offering a variety of services.

In 1997 Sofia Gioia Vedani – Designer and Managing director of Enterprise Hotel – decided to enter the Milan hotel scene. She began looking for a building which could be transformed into a hotel. The derelict area – 13000 sq meters including laboratories and houses with balconies – immediately fascinated this young architect : this area – even if in decay – revealed the energy and activity of a zone which was once the center of city industry. The project was a challenge to Sofia Gioia Vedani not only because of merging the city space with the characteristics of a luxury hotel, but also in how to give back Milan an important area of the city which had been the symbol of its creativity and professionalism.

The building in Corso Sempione had been the seat of Allocchio Bachini – an important radio factory –that later became the printing works for “La Settimana Enigmistica” – a long established Italian weekly – : an industrial sight which the Designer Sofia Gioia Vedani decided to maintain by enhancing the characteristics of the original structure.

Enterprise hotel – though a luxury hotel, constructed with precious materials and equipped with avant-garde technological services – is perfectly integrated into the surrounding environment of old tradition. The Hotel has been an important project for the retraining of this area of Milan: today the quarter is considered “fashion” because of its close proximity to the business center – Enterprise Hotel is near the Milan fair – and because of the many old factories and warehouses that have been renovated into shops, “trendy”places and night spots which are the coolest clubs in town.

## **DESIGN AND PERSONALITY**

For Sofia Gioia Vedani – Designer and Managing Director of the hotel – and for her Team, the restoration of the Enterprise Hotel was a challenge. On the one hand, they had to reconcile the unusual style of the building with the need for elegance and style worthy of a modern luxury hotel, without canceling the traces of its industrial past. On the other hand, they wanted to create a hotel of refined design that at the same time would render a warm and hospital atmosphere without the sensation of coldness often found in large international hotels.

The space on which the hotel rose presented various large square industrial buildings with huge windows standing in the area between Corso Sempione and via Ruggero di Lauria. Restoration of the complex took into account the original design of these edifices and the result has been a series of modern blocks, different one from another, but harmoniously linked together; large spaces, severe shapes with many straight lines, and an abundance of natural light in all the rooms.

While the building shows its industrial past (preserved and underlined in the new design), the work of the two designers – the architect Cristina De Carlo and the Designer Christopher Redfern – was directed towards a careful search for the right materials and ideas for combining a new and modern aspect. This characteristic, with the absolute attention to detail, makes the Enterprise Hotel an important presence in the panorama of Milan's hotel scene

A choice of furnishings in traditional oriental design and art treasures has contributed in giving personality to the hotel and creating a warm and hospital environment.

### **The facade**

Making a strong mark on the surrounding urban landscape, the hotel's façade is of dark red marble. The severe geometric lines are underlined by the square shape of the large windows and the gate to the garage, a square of brushed steel almost resembling a sculpture.

### **The revolving door**

The revolving glass door at the entrance has been specially designed and is unique in Italy. For the first time a cylinder entirely made of glass has been used. It measures 2.6 meters in height and has a motor sunk into the floor (made by firms Ponzi and Booneam).

## **The foyer**

In the 400 square meters of the large foyer, the most noticeable points are the monumental height of the ceiling (5 meters) and the spaciousness and amount of natural light from the huge windows. The flooring is in Pakistani green marble and African beige marble, which form a chequered pattern. The reception desk, the operating center of the hotel, is made of mahogany with polished steel inserts and leather top, specially designed for the hotel.

The balcony on the mezzanine floor permits hotel guests to enter the restaurant without going through the foyer.

The niches in the walls display works of art that make the environment more pleasant.

The waiting lounge is furnished with leather and Alcantara armchairs in geometric shapes alongside antique ethnic oriental-style furniture.

## **The Event Plaza, the Garden Bar and the patio garden**

The Event Plaza is a large lounge running the length of the garden. It is characterized by three large ring-shaped lamps (2 meters in diameter) suspended on slender steel cables (made to a design by Christopher Redfern from Flos Contract) which visibly change the height of the ceiling.

At the end of the lounge a bar counter in wood and steel stands beneath a painting of large dimensions (3m x 4m) that while being used to conceal the service facilities gives a spectacular effect.

The garden is paved in sand-coloured rough-cut Tibetan stone; and is lit by lanterns hanging from irregular beams which contribute to its romantic atmosphere.

## **The alcove Bar and the Restaurant**

Due to its separate entrance, even local Milanese can enjoy this special corner of the hotel: the wine and whisky bar. It is a cosy yet elegant place, suited to the high-class customer. The most obvious characteristic is its soft lightning which illuminates the dome's facade of golden leaves and enhances the transparency of the green onyx bar counter. The counter itself is embedded in a rosewood totem that conceals the service facilities. The sofas and poufs are in crocodile-effect leather (made by Cassina contract).

A damask red marble staircase that appears to be hewn from a single block (an effect enhanced by the glass parapet anchored directly to the marble) leads to Sophia's Restaurant. This eating place is one of the newest restaurants in the city. It is also open to customers who are not hotel guests and offers free parking in the hotel garage.

A restaurant full of atmosphere: the shed-type ceiling, typical of industrial buildings, lights the room from above and contrasts with the chequered parquet flooring. Large pillars which have been

transformed into lamps reveal walls of decorative enamel paint and wood paneling and alcoves with green leather sofas. (made by Cassina to drawings) The customer's attention is also drawn to the modern fireplace in black slate inserted into the wall of yellow Siena marble. Semi-transparent curtains divide the large space (seating 220 people) into secluded areas.

Access to the toilet facilities for the restaurant is through an atrium in black Port Laurent marble veined with gold giving a theatrical effect. A copper door leads to the ladies' area designed in dark pink with Spanish Alhambra red marble flooring while a golden door leads to the gentleman's area coloured in green tints and Chinese green ming marble. The wash-basin units are made in white marble and the mirrors to a special design.

### **The rooms**

The lifts in the foyer lead to the five floors above. The corridors have coral pink walls and the doors of the rooms are in walnut. Soft lighting accompanies marble floors in Venetian-style "seminato". The rooms are in either green or red tints, depending on the colour of the large square headboards of the beds, while the flooring is in parquet. The furniture – all of it specially designed for the hotel – is in walnut and coloured briar with polished steel and leather trimmings: amongst these items are a television unit and a wardrobe with an incorporate luggage stand. The lightning is by Flos. The bathrooms are decorated with marble and glass mosaic with an iridescent finish. The design features are fitted to the most modern comfort: each room having air-conditioning, a safe, mini-bar, soundproofing, digital and pay TV, telephone, fax and modem lines with connection to the Internet.

### **The Suites**

Every Suite in Enterprise Hotel is enriched by furnishings, tapestries and refined accessories due to a careful research all over the world. Each item has been integrated with the others so as to create an eclectic and original environment rich with contrasts: lamps and abat-jour in liberty style accompany Indonesian tables, large mirrors from the '800s and headboards dating from the '30s are matched to modern leather sofas and Chinese trunks.

Making an even sharper contrast are the bathrooms, expressing freshness and cleanness. Here also one finds elegance in the ceramics – exhibited at the Noma of New York – and the precious mosaics enriched with yellow iridescent particles which create a bright golden effect when illuminated.

The dominant colours in the suites are the Bordeaux/gold and green/gold of their tapestries and the brown of the parquet, set off by the pastelle shades of the walls, the whole creating a sensual and relaxing environment.

## **The apartments**

The structure of the rooms is in the style of New York lofts often used as locations for movie films: high ceilings, large windows and white walls light the environment giving the guest a sensation of order and freedom. Elegance is created by the black and white and grey prints on the walls in tone with the modern furniture with its clear-cut lines. Parquet floors contribute to a warm and comfortable environment. The apartments - as the suites – have individual design making each room unique. The big black and white prints which represent New York transport the guest into the modernity of the Big Apple, in a fashionable world advancing towards the future. In other apartments sinuous female figures and sensual naked bodies are delicately portrayed creating a soft and seductive atmosphere.

## **A FEMALE PROJECT: SOFIA GIOIA VEDANI TELLS ABOUT HER...**

Sofia Gioia Vedani became an Architect at the age of 23. She received a degree in the “Politecnico di Milano” one of the most important Engineering and Architectural Universities in Europe. Sofia Gioia Vedani began her activity in her family’s business, but in the 90s she decided to develop something of her own by transforming a building near the Central Station of Milan into an elegant high-target Residence – “La Residenza Delle Citta” which after a month from its opening has become one of the most successful Residences in Milan. From this positive experience grew her desire to enter the hotel business which resulted in the creation of the Enterprise Hotel and the acquiring of the Savoia Majestic Hotel and Savoia Continental Hotel in Genoa.

To Sofia Gioia Vedani – Designer and Managing Director of the Hotel – its realization was a real challenge: in 1997 she decided to enter the Milan hotel scene and started searching for a suitable sight. She found a property in Corso Sempione neglected from 1970 and decided immediately to locate her first hotel in this area.

In June ‘99 – after many vicissitudes due to problems in the area - the first brick was posed and the work finally began.

The first phase of restoration took 8 months. Then, by March 2000 the construction began and the desire to transform this derelict property into a luxury and elegant hotel for visitors and citizens became a reality.

Combining her managerial abilities acquired through her family’s business (Vedani Metalli has been established for over 100 years in the transformation of aluminium) to her knowledge of architecture Sofia Gioia Vedani decided to head the project herself with the support of a professional team while she considered every detail in order to give to the structure a strong and personal characterization.

On the 28<sup>th</sup> November 2002 Enterprise Hotel - already opened in March 2002 even if it was not completely finished - was officially inaugurated.

## **A FEW WORDS WITH SOFIA GIOIA VEDANI....**

### **The desire to stake one's all: what it means to take risks and accept a challenge**

My choice has been to diversify and enlarge the activity of my family's business – established for years in the metal industry and with a long tradition as entrepreneurs. This was not a "round table" decision, but the direct result of the way I was brought up by my family, and of the atmosphere at home. My family transmitted to me what I like to call "the culture of hospitality": in fact, the door is always open for all our friends, and the house has always been a place for cultivating relationships. Building a hotel was a little like "making a home" for the habits that I have built up over the years, creating a warm and cosy place where I can meet the people I get on well with and who share my same ideas and tastes. Rather than a sudden decision, it was an opportunity to express the way I am.

There were risks, of course, but I consider them part of my life: I could not embark upon a project without thinking in these terms. When I accept a challenge – such as Enterprise Hotel has been for me – the project becomes like a child to me, and I dedicate heart and soul to its completion. My enthusiasm helps me overcome the difficulties and cope with any unexpected problems that unavoidably crop up along the way. Experience and a good understanding with the team I work with take care of the rest..

My family have been a kind of "good luck charm" for me, and my roots have always given me great strength. I have received much in – love, approval, moral and professional support – I absorbed a "business mentality", I was taught how to "do business", and I have my father to thank for that. My mother, on the other hand, contributed to the choice in details, and her advice was invaluable in providing warmth and color for the hotel. What's more, as I have already mentioned, the whole project has been strongly influenced by the experience of my family's friendly and welcoming attitude.

### **Business experience and female sensitivity: balance is possible**

I do not believe that entrepreneurship is more suited to one or other of the sexes: on the contrary I see it as a vocation resulting from the desire to achieve an objective, an aim. This is all the more so when referring to the hotel sector since women have a gift for hospitality – the mainstay of the hotel trade. For this reason, hotel "patrons" do not necessarily need to be men. Women have always been queens of hearth and home, and therefore of warmth. Hotels are like large houses and, because of this concept, they must be able to welcome guests and offer warmth and tranquility, typical female attributes.

### **Sacrifices: essential for great satisfactions.**

Sacrifices? Like motherhood: it takes huge effort, but eventually, only the good things remain. To obtain a smooth running, in this case, took four years, but now there are a great many satisfactions. One of these is certainly that I have given a property that was once a vital part of the city of Milan

back to its people, the structure which for years was a source of work for so many Milanese citizens, first as the Allocchio Bacchini factory than as the Settimana Enigmistica printing works.

### **Enterprise Hotel: the origin of a passion**

When I first saw the site where the Enterprise Hotel now stands, I had a sudden inspiration, it really was a fatal attraction: I said to myself :”this is where my hotel will be”. The place had such energy that I was instantly struck by it: you could still feel the power of the factory, of a city like Milan, traditionally hard-working, of a region that had always distinguished itself for its industriousness and for the zeal it had shown in the professional area.

I immediately became enthusiastic about the notion of building a hotel in such a dynamic and lively district, I was fascinated by the idea of being able to look out of the large windows – left as they were – to a scene of houses with balconies running the width of each floor that are so typical of old Milan and to bicycles left outside as viewed from the conference hall windows. Lastly I wanted the building to be warm and friendly and to retain its history.

The typical character of the place instantly aroused my creativity, and made me want to try my hand at a project that was complex but full of potential. This was why I was absolutely against losing the industrial character of the area: it would have been like removing the typical Milanese quality and atmosphere. Indeed, I wanted to “clothe” this property with that character.

The second challenge was the attempt to create a location which would be, on the one hand, structurally functional, while on the other warm and friendly to the guests.

The area I am most fond of is certainly the restaurant: the place where Sophia’s Restaurant now stands was the scene, in 1999 of the Enterprise’s first beginnings. It was originally the factory’s heart, housing the rotary presses and inks for the printing works. Now, the machinery has been replaced by the kitchens: which have become the heart of the hotel’s business. It is a place that I love very much and I feel very close to, so much so that my team decided to call the restaurant after me.

### **Enterprise Hotel: the salon of Milan**

We wanted to give this definition because it is the right expression to represent the project of the Enterprise Hotel. We wanted to create an elegant and, at the same time, cosy and comfortable place, where guests and outsiders could cultivate relationships. During its first year of activity we noticed that guests used Enterprise Hotel for many different reasons. They initially appreciated the hotel for business reasons but soon discovered that it was an ideal place to spend relaxing moments with their friends. So Enterprise Hotel has become known not only to tourists and business men but also to Milanese citizens who choose its facilities because of the warm and friendly reception they receive.....They feel at home here. That’s why I can definitely say Enterprise hotel is “the salon of Milan” just what guests want to find on entering Enterprise Hotel.

## **A PLANETARIA HOTEL**

Planetaria Hotels is the commercial name that unites some prestigious structures in Milan, Genoa and Florence that share the same philosophy of hospitality. Their peculiarity is the personalization of the services offered and their flexibility towards customers.

Structures bearing the mark “Planetaria Hotel” have a sole proprietor and while having their own personality and individuality, are unified in organization and working methods, focusing on the interests of the guest.

Planetaria Hotel is part of the Vedani Group, which measures its hundred years of tradition in industrial enterprise in a new field in which it is firmly convinced.

Planetaria Hotel’ structures are:

### **In Milan:**

ENTERPRISE HOTEL  
Corso Sempione, 91  
20154 Milano  
Tel. +39 02 318181  
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### **In Genoa and Florence:**

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