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Future Hotel Skins by WT @ HORECA Greece 2012

January 13, 2012 By [Business Guru](#) [Leave a Comment](#)



www.facebook.com Future Hotel 2011 is a new architectural project designed to change the hotel's "skin and soul" with focus on innovation in materials and technologies. A pioneering concept of regeneration through interchangeable building envelopes and new technological solutions to transform the interior and exterior of hotels and receptive structures like bars and restaurants. Thanks to next-generation technologies, the surfaces breathe, change and characterize the building. A new immaterial skin that functionally optimizes the building and represents a new frontier for architectural and hotel infrastructures. During the 7th international HORECA trade fair, Italian studio Well-Tech led by the architect Chiara Cantono will present four design solutions that completely transform the Future Hotel building, in terms of aesthetics, function, emotions and business strategy. ?? Future Hotel 2011

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