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# Companies, News & Markets

## PIEMME: DESIGN AND ARCHITECTURE FOR THE HOTEL SECTOR

Piemme, in partnership with the Milan-based firm of architects Well-tech, took part in Host, the trade fair for the hotel sector held at the Milan-Rho exhibition complex. The event attracted numerous international contractors, who came to take a first-hand look at the systems offered by the industry's leading companies, from interior design to the design of entire dedicated buildings. The exhibition provided the ideal showcase for presenting WT Hotel 2011, a project based on a partnership be-



tween Piemme and Well-tech, plus several other leading brands including Simas bathroom furnishing and Bocchini contract furnishing. The project takes the form of a new concept for a hotel and wellness centre, which can be executed in four different types: luxury, business, eco-energy and family.

The partners in the WT Hotel project will continue to work together at other major events already planned for Athens, London, Shanghai and Antalya, testifying to Piemme's growing attention to the world of high-level design and architecture.



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