***FOR ALL*: THE “HOSPITALITY” PROJECT DEDICATED TO ACCESSIBLE HOSPITALITY AT THE FUORISALONE**

**Three interactive installations at the nhow Milano, in the Tortona District, showcasing ideas and suggestions for designing hospitality within the matrix of Universal Design.**

**FOR ALL**, the project dedicated to **accessible hospitality** by [Hospitality-Il Salone dell’Accoglienza](https://hospitalityriva.it/it), Italy's leading international exhibition dedicated to the hospitality industry and organised by Riva del Garda Fierecongressi, comes to **Milan for the Fuorisalone 2024**.

**From 15 to 20 April,** the project conceived and developed by **Hospitality** with two exceptional partners – **Village for All - V4A,** the first Italian network dedicated to accessible hospitality, and **Lombardini22**, a leading group in the Italian architecture and engineering sector with a business unit specialised in universal design – will be on display at the nhow hotel in Milan, in the Tortona District, with **three interactive installations** showcasing ideas and suggestions on **designing hospitality within the matrix of Universal Design**.

The focus is thus on beautiful spaces available for all, as **Alessandra Albarelli, General Manager of Riva del Garda Fierecongressi**, points out. “With FOR ALL, our aim is to showcase inclusive design principles to both the hotel and non-hotel industry, presenting ideas, solutions and real-life examples to support hospitality businesses and professionals in the transition towards meeting the needs of all. Guaranteeing accessible, sustainable, inclusive and high-quality experiences is a challenge and imperative commitment for hospitality operators, while also creating a competitive advantage in the medium to long term.”

In the Madrid Room **of the nhow hotel on Via Tortona in Milan**, through three **interactive installations** showcasing a reception area designed around the concept of inclusivity, **FOR ALL** creates the opportunity to **see darkness, move space, listen to silence**, giving visitors an insight into the needs of people with disabilities, fostering a deeper understanding of the importance and potential of accessibility.

“Bringing ‘Reception for All’ from the Hospitality exhibition in Riva del Garda to Design Week in Milan is an act of great generosity, I believe. It means raising awareness about the needs of people with disabilities and drawing attention to the corresponding opportunities. All this to the benefit of a community that meets in Milan for the most important event of the year, a global touchstone for the design industry,” states **Cristian Catania, head architect of Universal Design at Lombardini22**.

**Roberto Vitali, CEO of Village for all - V4A**, adds “There is not one perfect project that can be replicated everywhere. Born accessible is perhaps the most important indication we receive from universal design. Because accessibility is an added value that must be beautiful, giving everybody the chance to reach, understand, independently and safely use. This is why good design is so important, supported by a highly expert team capable of identifying innovative solutions and strategies, as well as effective communication skills to ensure information is accurately conveyed. The strength of the Hospitality exhibition lies in its ability to address the needs of tomorrow. Together, we show entrepreneurs where we are headed, how the future should look and how to get there.”

The project will be explained and presented on Wednesday, 17 April at 10.30 a.m.

FOR ALL by Hospitality – Il Salone dell’Accoglienza: nhow Milan, Via Tortona, 35 – from 15 to 20 April, from 11 a.m. to 8 p.m.

FOR ALL at Fuorisalone is hosted by nhow Milano. The project is supported by Triumph Group International and WMF-We Make Future together with technical partners Aquafil, Biemme Borolo, Delta Ceramica, Fas Italia, GoGreen, Iiriti, Neon Trento, Performa, Sinergie Contract.

Milano-Riva del Garda (TN), 28 March 2024

**Information on:**

[**Hospitality – Il Salone dell’Accoglienza**](https://hospitalityriva.it/it)Organised by Riva del Garda Fierecongressi, Hospitality is the leading international exhibition in Italy dedicated to Ho.Re.Ca. operators. Covering an exhibition area of more than 40,000 square metres, the event stands as the most comprehensive in Italy, boasting an extensive training program and drawing a diverse audience of companies and professionals in the Contract&Wellness, Renovation&Tech, Food&Equipment and Beverage areas and the special Solobirra, Riva Pianeta Mixology and Winescape areas. Ample space for the open-air offering in the Outdoor Boom hall.

The 49th edition will be held in Riva del Garda, from 3 to 6 February 2025.

[www.hospitalityriva.it](http://www.hospitalityriva.it) @HospitalityRiva

[**Village for all - V4A®**](https://www.villageforall.net/it/) specialises in Accessible Hospitality, supported by 16 years of national and international experience. It works with private companies, public bodies, DMOs, consortia and foundations.   
Since 2008, V4A® has been the first Accessible Hospitality network in Italy, with a very clear mission: “People with accessibility needs who travel are tourists too. To each their own holiday!"

[**Lombardini22**](https://www.lombardini22.com/), a leading group in the Italian architecture and engineering sector, has pioneered a multi-disciplinary and multi-author approach involving pre-project strategic analysis and consulting, developed by highly specialised professionals across various fields including architecture, engineering, marketing and digital.

[**nhow Milan**](https://www.nhow-hotels.com/it/nhow-milan), part of nhow Hotels & Resorts, the lifestyle and unconventional brand owned by Minor Hotels, is a renowned international operator, owner and investor with more than 540 hotels worldwide. Located at 35 Via Tortona, the hotel has 244 rooms and suites, along with the rooftop vertigo Milano by Purobeach, situated within a multifunctional art, design and fashion hub in the former General Electric industrial building.

[**Triumph Group International**](https://www.triumphgroupinternational.com/): emotions on stage for memorable events.

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Our art lies in creating emotions, our creativity puts them on stage.

[**WMF - We Make Future**](https://www.wemakefuture.it/), the International Fair and Festival on Digital, AI and Tech Innovation, is scheduled from 13 to 15 June at BolognaFiere. Organised by Search On Media Group, WMF is a meeting platform for AI experts, social innovators, start-ups, investors and institutions from all over the world.

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