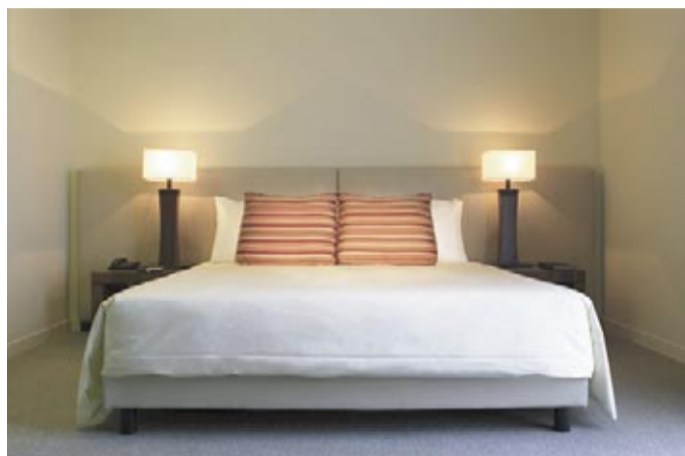


INTERNA CONTRACT FURNISHES THE CHEDI MILAN

THE CHEDI MILAN IS THE FIRST GHM HOTEL TO OPEN IN EUROPE



Interna Contract announces its latest prestigious work: the realization of the entire furnishing project for *The Chedi Milan*, the first hotel in the GHM chain to open in Europe, inaugurated in April this year. The furnishing project is characterised by the fusion of Asian style and culture, from China, Indonesia and India, with contemporary Western taste, and marries the Eastern pursuit of inner, spiritual well-being with the comfort, luxury and high technological and quality standards typical of Western lifestyles.

For the project, which follows an exclusive design from Indonesian designer Jaya Pratomo Ibrahim of Jaya & Associates, Interna Contract has created all fixed and loose furniture, interior and exterior lighting, all draperies and dimming systems, both manual and mechanical, for the hotel's 220 rooms, 38 suites and all public areas such as the lobby, executive lounge, bar, restaurants (including a unique tailor-made wine-cellar wall), meeting rooms, spa and relaxation areas. The 38 bedrooms and two suites which make up *The Virtus Club*, the most exclusive area of the hotel, were also created by Interna on a turnkey basis and to the exclusive design. Each single piece was tailor-made with an extreme attention detail and an excellent final result.

Particular care was devoted to the choice of **materials and finishes**: "the wood essence we used most was American walnut, which has a naturally refined look and which is, at the same time, very strong", says Fabio Ceroi, Interna's Project Manager, "all metal parts are characterised by an exclusive bronzed finish with a special 'aged' effect, which we specially created from an idea from the designer, and which involved a painstaking procedure of manually paint-brushing every single piece". Precious marbles - travertine and antik brown - were used for the tops of all coffee tables, and jointed in a special way to create a final effect of smart solidity.

What really stands out in the **lighting** created by Interna Contract is the amazing onyx and coloured-glass used in the restaurant. The lampshades in the bar, also in onyx, and all other lighting used in the hotel have been positioned according to the indications of a renowned Australian lighting consultant to create a very special atmosphere: a clear example of this is the light created for the bookshelves in the presidential suites.

This project has allowed Interna Contract to work for the first time in full **synergy** with the other companies in the Interna Group: Interna Collection and Logica. A large number of the loose pieces of furniture were selected by the designer from the three lines of Interna Collection, in particular the Transitional and Contemporary lines, and finishes and materials were personalised according to the designer's taste and the needs of the project. Finally, all meeting rooms and the 'back of the house' of the hotel, the management and operational offices, were furnished with pieces from the Logica office line.

