

Interna launches five new hotel room concepts

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During Milan design week Interna presented 'Bedroom Stories', a series of guestrooms designed and created by five international design studios specifically for the luxury contract and hospitality sectors.

Decorators Jacques Garcia of Paris, Tonychi and Associates of New York, FG Stijl of Amsterdam, Hirsch Bedner Associates of Los Angeles, and Bilkey Lilinas Design of Hong Kong, each designed a room with a mandate to "satisfy and surprise the most demanding contemporary global traveller".

Each is unique and tells a story whilst being part of a concrete project aimed at the leading figures of the hospitality world.

The project also includes the possibility of the furnishing solutions for each single room interacting harmoniously with the concept of the other rooms, thus creating a highly individual personal ambience while completely satisfying each and everybody's cultural genius loci.

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One of Interna's five new hotel room concepts

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