

HOTELLERIE  
ICONS

Quark

Quark Hotel  
Milano

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“The hotel business is a dynamic world where every component is unique, being deeply connected to the environment where it lives and fits in.

In this brand new instalment of our Icons series we’re telling a story that is exciting because it is still being made.

Its main characters are the Quark Hotel, with its undoubtedly important architectural volumes and great potential, and a Milan area currently undergoing an urban regeneration rich with future developments.

Reinventing this building, transforming it into a hub offering a wealth of functions, services and opportunities for a heterogeneous audience means creating a new, stimulating pole of attraction.

In ever-evolving Milan, where boundaries are constantly changing and expanding, the Quark Hotel is the forerunner of a polycentric and connected vision of the city.”

**Giulia Longo**

COO Colliers Global Investors Italy SGR







## THE VISION

Two distinguished opinions on hotellerie and the Quark Hotel

## THE IDEA

The vitality of an innovative hub

## THE LANDSCAPE

Places of urban regeneration, culture and lifestyle

## THE CONVERSATIONS

A design and a creative challenge, as told by its main players

## THE EXPERIENCES

Through colour, design, good food, business and relaxation



**"THE QUARK HOTEL HAS A SIGNIFICANT HISTORY IN THE CONFERENCE INDUSTRY, WHICH HAS MADE IT A MAJOR REFERENCE POINT FOR MILAN. BECAUSE OF THE HUGE SIZE, ITS FULL REQUALIFICATION WAS A GREAT CHALLENGE FOR US. BY INVOLVING THE BEST PROFESSIONALS AND SKILLS, WE AIMED AT ENHANCING THE CAPACITY OF THE HOTEL, WHICH HAS NOW AN EVEN RICHER AND MORE DEFINED IDENTITY, SUITABLE FOR MANY DIFFERENT TYPES OF VISITORS. THIS PROJECT IS ALSO FULLY IN TUNE WITH OUR VALUES, AS IT EMBODIES OUR CONTRIBUTION TO ACTIVATING CHANGE IN A CITY AREA THAT THE QUARK HOTEL INVITES YOU TO REDISCOVER, EXPERIENCE AND LIVE IN".**

**Alberto Oliveti**

President, Enpam

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#### **FONDAZIONE ENPAM**

Established in 1937, Fondazione Enpam (acronym for Ente Nazionale di Previdenza e Assistenza Medici) is the social security and assistance entity for physicians and odontologists, providing its services to its members and their relatives and survivors. A non-profit foundation under private law, it is self-administered and sustainable and headquartered in Rome, Italy.





“WHAT REALLY MAKES A DIFFERENCE FOR US IN THE HOTEL BUSINESS IS OUR INTERACTION WITH THE LOCAL AREA AND OUR ABILITY TO ADD VALUE TO IT. THE SPACES OF THE QUARK HOTEL ALLOW YOU TO BREATHE THE ESSENCE OF THE MILAN LIFESTYLE, WHICH IS DYNAMIC, LIVELY, CAPABLE OF SURPRISING BOTH AN ITALIAN AND INTERNATIONAL AUDIENCE. FROM THE CONTEMPORARY AND COSY INTERIOR DESIGN, TO THE ORIGINAL AND METICULOUSLY PREPARED CATERING SERVICES, UP TO THE SCENIC, MODULAR AND TECHNOLOGICALLY ADVANCED CONFERENCE ROOMS. AN INCLUSIVE PLACE WHERE ONE CAN RELAX, WORK, BUILD RELATIONSHIPS AND ENJOY A MOST EXCELLENT HOSPITALITY. A HOTEL THAT REFLECTS THE SOUL OF MILAN AND, FOR THIS VERY REASON, CONTRIBUTES TO FOLLOWING THROUGH THE REBIRTH OF A CITY AREA CURRENTLY GOING THROUGH MAJOR CHANGES.”

**Ofer Arbib**

CEO Colliers Global Investors Italy SGR

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**COLLIERS GLOBAL INVESTORS ITALY SGR**

Colliers Global Investors (CGI) is a leading investment management company with a focus on quality real estate assets across Europe. It has offices in the UK, France, Belgium and Italy.

Colliers Global Investors is part of Colliers' international network.



# UN HUB ECLETTICO DA VIVERE IN LIBERTÀ

AN ECLECTIC HUB TO EXPERIENCE AT YOUR OWN PACE

**COSY AND INFORMAL, ELEGANT AND FUNCTIONAL. RICH IN POSSIBILITIES AND SERVICES FOR A HOLIDAY STAY, A BUSINESS MEETING, A CONFERENCE, THE QUARK HOTEL OFFERS A MULTIFACETED AND CONTEMPORARY FORM OF HOSPITALITY.**

\* \* \*

Tourists, managers, students, freelancers, families... Everyone finds their own time and space at the Quark Hotel.

A major conference centre equipped with advanced conference rooms of all sizes. An urban refuge surrounded by greenery where you can relax, work, meet people. The perfect starting point for exploring the city, also thanks to an agile hotel-provided connection service.

Refined and functional, the interior design pays great attention to detail, playing with colours and geometries to create environments that are beautiful to live in and pleasant to enjoy. It's the case with the rooms, where chromatic vibrations create an enveloping and comfortable atmosphere. Or with the hall, a large multifunctional square where you can chat, meet for an informal business appointment, sip a coffee or an aperitif.

Staying at the Quark also means discovering the pleasure of a cuisine where ingredients and preparations really matter, ideal for the most diverse occasions, from a light and tasty business lunch to a convivial atmospheric dinner or an intimate and elegant lunch.

With its uniquely vast architecture and the variety of its interiors, the Quark Hotel invites you to immerse yourself in an atmosphere of great freedom, where you can breathe the liveliness and style of Milan.









# NUOVE CONNESSIONI CON LA CITTÀ DI OGGI E DEL FUTURO

NEW CONNECTIONS TO THE CITY OF TODAY AND TOMORROW

**A PART OF THE CITY THAT IS GROWING, EVOLVING AND FULL OF POTENTIAL. EXCELLENTLY CONNECTED TO THE HISTORICAL DISTRICTS OF PORTA ROMANA AND NAVIGLI, WHERE CULTURE AND DESIGN, ENTERTAINMENT AND LIFESTYLE INTERTWINE.**

\* \* \*

Surrounded by greenery and located in a rapidly growing area, the Quark is immersed in the present and projected into the future. The hotel is closely connected to the city's pulsating centres and the nearby Porta Romana and Navigli districts and also offers guests a scooter and electric bicycle service. Nearby is the Bocconi University, with its students from all over the world, an interesting contemporary architecture and the lively surroundings rich with clubs, restaurants, cultural centres, theatres, co-working spaces and bookshops.

Also within easy reach are cultural venues attracting an international audience such as Fondazione Prada, the cutting edge space for art exhibitions in Milan, as well as the Armani/Silos and the Mudec museum. And a short distance away is also another area of major interest for the future city development: the Scalo Parco Romana, a new green space that will house the 2026 Olympic Village.

## **IN THE MILAN NIGHTLIFE**

Within easy reach are Navigli and Porta Romana, the iconic nightlife districts where you can have an aperitif or spend an evening out.











# UN HOTEL DI CARATTERE, UN DISTRETTO CHE RINASCE

A HOTEL WITH CHARACTER, A DISTRICT BEING REBORN

**WITH ITS RECEPTIVE POTENTIAL AND ITS MAJOR CONFERENCE VOCATION, THE QUARK IS A PROPELLER OF MOTION, FLOWS OF PEOPLE, EVENTS, ALL ACTIVELY PARTICIPATING IN THE URBAN REGENERATION OF A MILAN AREA CURRENTLY EXPERIENCING REBIRTH. IT ALL STARTS WITH BUILDING A NEW IDENTITY. THE MANAGERS AT COLLIERS GLOBAL INVESTORS ITALY SGR, VINCENZO SCERBO, SENIOR FUND MANAGER & HEAD OF ASSET MANAGEMENT, AND VITO VERNAVÀ, SENIOR ASSET MANAGER, EXPLAIN THE CHALLENGE.**

\* \* \*

*What were your goals when redeveloping the hotel?*

**V. Scerbo:** the Quark has been significantly conference-oriented since the 1970s, with multiple spaces including the two largest conference rooms in Milan at the time. We could have followed a conservative strategy, but chose to rise up to the challenge of change and give the building a brand new, strong and contemporary identity. We have literally transformed it

into a hub, enhancing its conference side with functions, but complementing it with a wealth of palatable features for a heterogeneous audience. Because of these changes, the hotel is now effectively contributing to revitalising the Vigentino district, an area where CGI is also working with other funds to redevelop complexes, formerly offices, that will be made into residential housing. The Quark overlooks via Lampedusa which is now back to its livelihood, with a virtuous effect on the entire district, which is also becoming attractive to other investors.

*How did you actually work on change?*

**V. Vernavà:** the change was design-led by architect Chiara Caberlon, who had already worked with the manager and knew the complex well. The design project, based on colours, has made the spaces much more welcoming and personal, as it is the case with the 283 rooms, a key element in attracting a leisure public, alongside the swimming pool and a completely renovated restaurant. The layout of the kitchens has been optimised to speed up service, while the show cooking area

adds a modern touch. The conference rooms have also been completely updated in terms of finishes and technology, creating versatile environments that can be modulated for events of different sizes, both corporate and private.

*In its new contemporary hub configuration, which types of audience does the hotel address?*

**V. Scerbo:** the conference orientation is still very important, not least because of the variety of rooms and the size of the complex, which is unique in town. But our audience is heterogenous. The generously-sized rooms are also perfect for families and tourists who love to visit Milan, which has long since become not only a business capital but a city of many attractions, including food, culture, sports and events such as the Design Week. And we'll also have professionals travelling on business and visiting professors, with the Bocconi University a short distance from the hotel, for whom the more informal rooms on the fifth floor (where a coworking space is also available) are meant.

*What role did the manager play in defining the new Quark?*

**V. Vernavà:** the manager joined all the construction site meetings, in an ongoing mutual exchange, giving precise indications based on a profound knowledge of the dynamics of the hotellerie industry and collaborating to mould the project since its early stages. It's the case with the configuration of the hall, the fulcrum of the Quark, which has become a dynamic square with many different functions. The reception has been moved to the side, so as to better manage the flow of people even in the case of large events, thus adding room to the lounge area, the bar and the Grab 'n Go installation.

#### ITALIAN HOTELLERIE ICONS

3,380 rooms, four Italian regions (Lombardy, Lazio, Valle d'Aosta and Sardinia), six managers. These are the hotellerie numbers of Colliers Global Investors Italy SGR, extremely

diversified by type of accommodation, from a large resort on the Mediterranean to urban resorts, business hotels and a boutique hotel in the city centre.

# UNA SFIDA DI 50.000 METRI QUADRI

A 50,000 M<sup>2</sup> CHALLENGE

**FRANCESCO COLOMBO, PROJECT MANAGER AT COLLIERS ITALIA, DETAILS THE TEAMWORK BEHIND GIVING BACK TO THE CITY A HOTEL AS LARGE AS THE QUARK.**

\* \* \*

*In tackling such a large project, what was the most exciting aspect?*

With a total area of around 50,000 m<sup>2</sup>, the Quark has always been a landmark in Milan for conference activities and accommodation and today it totals 283 rooms. Making the hotel available in its entirety while meeting the budget and timing requirements was the result of a complex and very challenging process. The goal was to complete the project by the 2023 Milan Design Week, which we were very happily able to achieve.

*What were the key points of the redevelopment?*

In general, we aimed at modernising the building with contemporary needs in mind, focusing on the conference halls, the main hall and the rooms. Equally important was the work on the catering area, which has been totally redesigned in terms of attractiveness and functionality. On the ground floor, the restaurant welcomes visitors in an engaging way with a show cooking area. The basement hosts the spaces for the basic processing of food, which is then sent to the restaurant using a freight elevator to be finalized and served. On the -1 floor are the storerooms for raw materials. Our goal was to facilitate and speed up the flow of supplies and preparations.

*What were the most complex works during the redevelopment?*

Particularly challenging was the upgrade of the lift systems, 19 in total, which were all modernised and made perfectly efficient. We also did a lot of work on plant engineering. The centralised management of air conditioning and lighting systems makes it possible to monitor and optimise consumption.









**SURROUNDED BY GREENERY**

A lush garden surrounds  
the hotel, overlooked by the dehors  
of the lounge bar.







# UN MICROCOSMO URBANO DI COLORE, GRAFICA E DESIGN

AN URBAN MICROCOSM OF COLOUR, GRAPHICS AND DESIGN

**COLOUR BLOCKING AND GRAPHIC PATTERNS MARK OUT EXTREMELY VAST SPACES. THEY CREATE ATMOSPHERES, TRACE FUNCTIONS, ENCOURAGE ENCOUNTERS AND RELATIONSHIPS. ARCHITECT CHIARA CABERLON TELLS US ABOUT THE DESIGN GENESIS OF THIS MICROCOSM WITH A MILAN ESPRIT. A HOTEL WITH MULTIPLE FACETS, CONCEIVED AS A VERSATILE HUB.**

\* \* \*

*What are the key elements of the project?*

As an inspiration for the hotel, we worked on the concept of an eclectic and inclusive hub. Its soul is immediately felt in the lobby, conceived and arranged as a contemporary 'agora'. Impressive in its height and vastness, it brings together and introduces all the

functions and services available to guests. From the large circular opening you can see the floor below where the conference area is located. Next to the reception is the bar where you can stop and have a drink, while the Grab 'n Go installation is where you can help yourself to a snack at any time. The lounge area, alongside a mosaic of detached nooks, is perfect for relaxing or for an informal business meeting. We have created a 'piazza' in its own right, to be visited and fully experienced. A place of aggregation and connection where the dynamism of Milan pulsates.

*How did you enhance the different types of space?*

The Quark is a hotel with very large surfaces, so we were able to play with colour a lot, treating it as a material that draws and shapes the interiors. An in-depth study of colours and a graphic pattern recurring in the common areas and private spaces give



*Heterogeneity*



#### **HALL/LOUNGE**

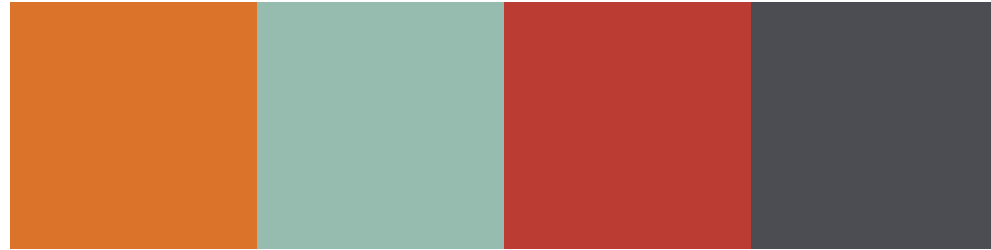
/versatility  
/connection  
/relaxation

*Rhythm  
and movement*





# Color blocking



## SUITES

/Space  
/Light  
/Functionality  
/Character

Colour  
direction



consistency to the project. We enhanced the big size of the rooms, a rarity in Milan, by focusing on gradients of reds and pinks, very warm and atmospheric. Large backgrounds on the walls add depth. By contrast, geometric inserts on wood with a black core, where the TV set can be rotated at will, create a cosy lounge separated from the sleeping area. For the fifth and top floor some different colour choices were made: an attic where the rooms become mini-lofts dressed in an amplifying and brightening yellow, alongside a touch of light wood. The restaurant echoes the greenery surrounding the Quark. Tones of petrol green are dominant here, while the backdrop of the open kitchen picks up on the geometric motif that is also used for the tables. Colour, in shades of red and blue, also identifies the conference rooms, guiding the walking routes and thus also acting as signage.

*What is the relationship between comfort and design?*

Everything at the Quark Hotel conveys the versatility of its spaces, rich in functions and opportunities that the sophisticated

yet fresh and usable design facilitates and enhances. From the large table on the fifth floor, complete with a communal kitchen, to the different configuration options of the restaurant, capable of hosting events of all sizes. All the way to the outdoors with the swimming pool, the pool bar and a protected children's area, and to the highly impressive and multifaceted conference area. The design ensures that, paradoxically, very large rooms always convey a feeling of intimacy, characterised by a cosy and personal atmosphere. This highlights the fact that the Quark Hotel is a microcosm where everything is at hand.

#### **INDUSTRIAL INSPIRATIONS AND REINVENTED OBJECTS**

In the rooms, the expanded metal sheets and coloured glass, typical materials of workshops and offices, recall the former industrial area where the hotel is located.

The metal cupboards in the lofts on the fifth floor are inspired by gym lockers, reinvented as design objects.

# L'ECCELLENZA DI UN'ESPERIENZA TRASFORMATIVA

THE EXCELLENCE OF A TRANSFORMATIVE EXPERIENCE

**RECOUNTING THE DYNAMIC AND SERVICE-RICH HOSPITALITY OF THE QUARK HOTEL IS RANIERO AMATI, CHIEF SALES & MARKETING OFFICER OF ARIES GROUP, THE HOTEL GROUP THAT MADE THIS BUILDING A NEW LANDMARK IN MILAN.**

\* \* \*

*What makes the Quark unique?*

Definitely, the mix of its conference vocation and leisure destination and the combination of a typically Italian hospitality and a drive for innovation, with a strong emphasis on guest well-being. Everything at the Quark is designed to offer a transformative experience to different types of visitors, while being immersed in the Milan lifestyle. The hotel is a dynamic place, where design enhances the multifunctional spaces, making each room distinctive and welcoming. Our guests are business travellers looking

for a functional yet comfortable location for their city commitments, people attending conferences and events, and tourists attracted by the cultural and shopping opportunities that Milan offers. We have quality, tailor-made services for each of these categories, ensuring that everyone finds what they're looking for.

*How were the catering services designed?*

The food offering is also versatile and conceived to adapt to both working and relaxing moments, for an ever-authentic and memorable experience. The heart of our proposal is the Morbido, a casual dining restaurant that stands out for its carefully prepared and healthy cuisine inspired by local traditions. It is paired with the Tónico Lounge Bar, where you can enjoy a cocktail or a light lunch in a relaxed and informal atmosphere. Breakfast is served at the Veranda, which goes beyond the traditional buffet concept in terms of abundance and



variety. Equally well-finished is the food proposal for events. Whether it is a banquet, a conference, a corporate meeting or a small business appointment we offer creative solutions, with great flexibility when it comes to customising menus and arrangements so that they're fully consistent with the client's style and preferences.

#### *How is the conference component laid out?*

Our conference and corporate meeting facilities are unique in town in terms of capacity and flexibility. Our 38 meeting rooms of different sizes and spread over 3 floors are designed to be modular and ensure an advanced technological support. A dedicated team is always ready to find solutions and customise the premises, combining efficiency, speed, vision and professionalism, qualities that are crucial for success in the M.I.C.E. (Meetings, Incentives, Conferences and Exhibitions) sector.

#### *What are the functions of the outdoor area?*

Our goal is to offer an urban oasis surrounded by greenery, complete with a swimming pool, a pool bar and several relaxation corners. In the warmer months, the swimming pools become the heart of the hotel, where one can chill out when back from a tour of the city centre, at the end of a meeting or for a full day's break. A dimension of natural tranquillity, with plenty of greenery, well-maintained facilities and dedicated services, for families, business travellers, couples on a trip to Milan, sports enthusiasts or guests simply willing to relax. The outdoor space can also be transformed into a refined location for poolside events, with a capacity of up to about 200 people.

#### **'GOOD KM' DISHES**

At Morbido you can savour our 'good km' cuisine, a genuine and authentic evolution of the 'zero km' concept, with raw materials from local farms and growers.



# VIVERE IL RITMO DI UNA PIAZZA ECLETTICA E INCLUSIVA

EXPERIENCING THE PULSE OF AN ECLECTIC AND INCLUSIVE SQUARE

QK





# L'OSPITALITÀ DINAMICA DI UN'AGORÀ CONTEMPORANEA

THE DYNAMIC HOSPITALITY OF A CONTEMPORARY 'AGORA'

**AN URBAN AND WELCOMING SPIRIT FOR THE LOBBY, DESIGNED AS A PLACE TO BE EXPERIENCED AND WALKED OVER. WITH MANY DIFFERENT FUNCTIONS CONVEYING THE OPEN, CONTEMPORARY CHARACTER OF AN INNOVATIVE HOTEL SUCH AS THE QUARK.**

\* \* \*

The centrepiece of the Quark Hotel, the newly-conceived lobby is designed as a scenic 'piazza'. A living, ever-moving space where people arrive, meet, wait for friends to leave for an exhibition or shop together, meet up with fellow workers before a conference or an exchange of ideas, or simply relax while reading a book.

The high ceilings provide much breathing space. The vast, articulated surfaces take shape in ever-changing angles and zones. Sofas and armchairs combine saturated colours, creating motley geometric islands as in a Mondrian work. Equally colourful is the Grab 'n Go corner, perfect for a quick snack whenever you want. Alternatively, the Tónico Lounge Bar can provide an aperitif or coffee, perhaps after checking in at the reception desk, as it is purposely placed in a discreet location to leave as much room as possible for all guest functions.

## FIRST RECEPTION

An essential and refined design for the reception area, strategically located to facilitate the flow and check-in operations of guests.







**AN INVITATION TO RELAXATION**

Poufs, bergères and a soft rug  
for an informal and cosy lounge area.











#### ISLANDS OF COLOUR

Velvety fabrics, full and warm colours and comfortable seatings make up lounges and lounge areas.

Freestyle working















REAL FRESH PURE TASTE TO GO







#### THE GRAB 'N GO CORNER

Fresh daily produce from the Quark kitchen for those in a hurry but not willing to give up on quality.

A delightful installation



# UNA REINTERPRETAZIONE DEL CONCETTO DI STREET FOOD

A NEW TAKE ON THE STREET FOOD CONCEPT



IL PIACERE DI UNA PICCOLA PAUSA  
IN OGNI MOMENTO DELLA GIORNATA

THE PLEASURE OF A LITTLE BREAK AT ANY TIME OF THE DAY

QK







#### FROM COFFEE TO GOURMET PIZZA

The Tonico Lounge Bar is the perfect place for a quick breakfast, a light lunch, a relaxing after-dinner cocktail, an aperitif or an evening pizza.

The art of the cocktail























RESTAURANT  
BREAKFAST  
ROOM  
FOYER  
SALA EXPO









Tantalising moments



ASSAPORARE  
UN'ATMOSFERA ELEGANTE E INTIMA

SAVOURING AN ELEGANT AND INTIMATE ATMOSPHERE

QK







# L'ARTE RAFFINATA DI UNA CUCINA TUTTA ITALIANA

THE FINE ART OF AN ALL-ITALIAN CUISINE

**FROM BREAKFAST TO DINNER, THE QUARK'S FOOD CULTURE MODULATES  
THE DIFFERENT MOMENTS OF THE DAY WITH CREATIVITY AND FRESHNESS.**

\* \* \*

Detached nooks, refined yet essential design, soothing colours and soft lighting. A cosy and elegant allure for Morbido, a restaurant with a carefully prepared, light menu inspired by traditions. The perfect place for a lunch or dinner to be calmly savoured, discovering the flavours of the local area.

The pleasure starts in the morning with breakfast, chosen in your preferred formula and served at the Veranda. Energetic and light, sweet, savoury, fast or slow. Always with fresh and mostly home-made products, excellent ingredients and an Italian-style cafeteria. To complete the buffet, vegetarian and gluten free offerings and the show cooking area with freshly prepared dishes to give you the right boost.

## **PLEASANT CONFIDENTIALITY**

Cosy and comfortable niches  
for a lunch or dinner for couples,  
friends or business partners.





























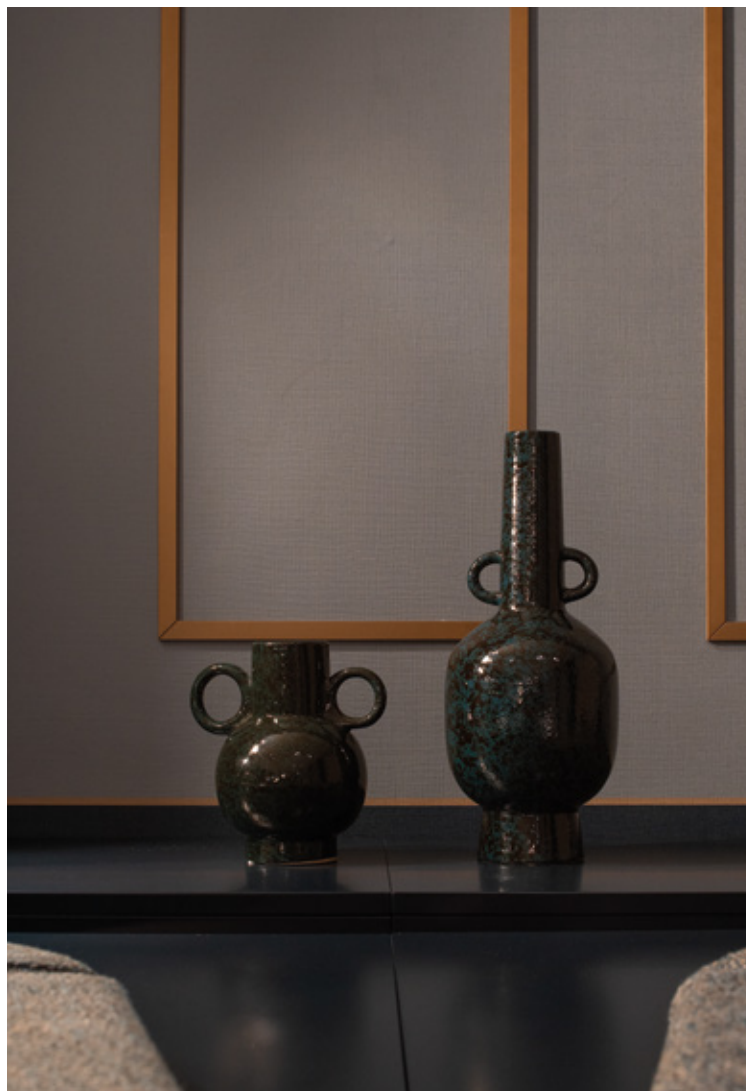




## INTERIORS WITH AN ITALIAN WARMTH

At Morbido, time slows down  
and moments are always special,  
back from a tour of the city,  
in-between meetings or for a special  
occasion to celebrate.

Master-grade dishes



# IL GUSTO DEI DETTAGLI PER UN CONVIVIO RAFFINATO

A TASTE FOR DETAILS IN A REFINED BANQUET

# SAPORI DA SCOPRIRE IN UNA VERANDA DI DESIGN

FLAVOURS TO BE DISCOVERED IN A DESIGNER VERANDA

QK



































# LA FRESCHEZZA DI UN BUONGIORNO IRRESISTIBILE

THE FRESHNESS OF AN IRRESISTIBLE START OF THE NEW DAY



# UNA DIMENSIONE RISERVATA DI EQUILIBRIO E ARMONIA

A RESERVED DIMENSION OF BALANCE AND HARMONY

QK







Intimate elegance









# LASCIARSI AVVOLGERE DA CROMIE VIBRANTI E LUMINOSE

LETTING YOURSELF BE WRAPPED IN VIBRANT AND BRIGHT COLOURS

QK







# SOGGIORNARE IN UNO SPAZIO DISEGNATO DAL COLORE

STAYING IN A SPACE DESIGNED BY COLOUR

**283 ROOMS, ALL LARGE IN SIZE, WHERE COLOURS AND FURNISHINGS ARE COMBINED WITH CONTEMPORARY TASTE. DIFFERENT TYPES OF COSY INTERIORS FOR EVERY STAY REQUIREMENT. THE COMMON THREADS HERE ARE DESIGN, COMFORT AND PRIVACY.**

\* \* \*

Each room at the Quark Hotel is a habitat designed to envelop guests in a cosy, light-filled atmosphere. Warm, vibrant tones on the walls enhance the large volumes, in a pleasant contrast to the essential and almost graphic furnishings. Layouts from 30 to 70 m<sup>2</sup>, private balconies for all accommodation types, from single rooms to family suites, and a smart design approach combining functionality and beauty.

Both colours and the interior design conjure up ever-changing solutions, with the Studios on the fifth and top floor, a hybrid sharing space. Here, rooms and attic mini-lofts are perfect for extended stays and are integrated with common areas where you can work, chill out, eat together. With a co-working area, laundry room, relaxing sofas and a large convivial table.

## A STYLE WITH CHARACTER

Carefully chosen colours, decorations and objects convey the feeling of a personal environment, where it's natural to feel at ease.

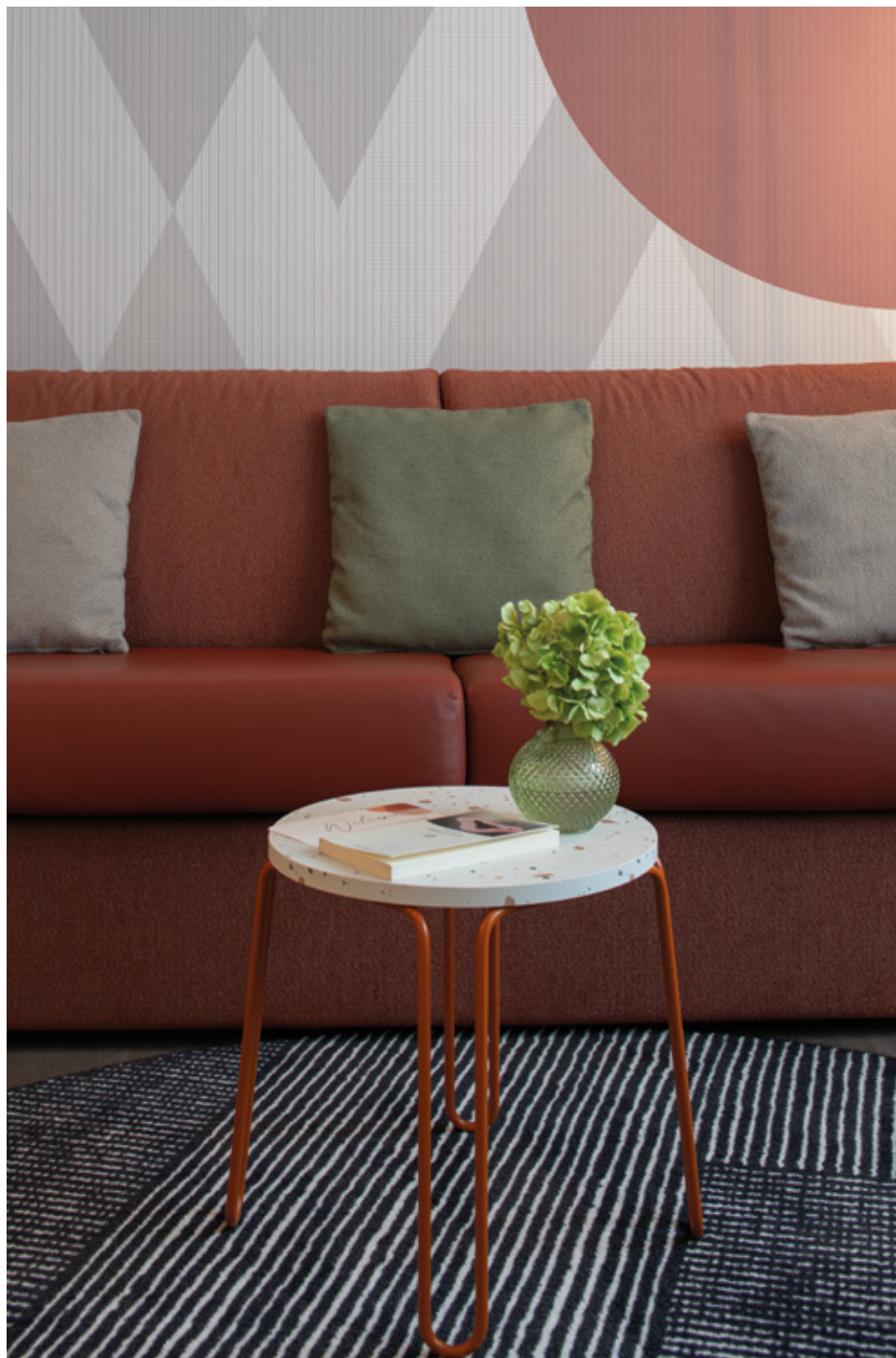
The shapes of light













## JUST LIKE HOME

A living room, a dining or breakfast corner, a studio area. The interior design organises the spaces into different functions, all to be experienced.



# LE SUITE IL RESPIRO DI SPAZI GENEROSI, L'INTELLIGENZA DEL DESIGN

THE SUITES, THE BREATH OF ABUNDANT SPACES, THE INTELLIGENCE OF DESIGN















**SMALL LUXURIES**

King-size beds for a perfect sleep  
and the pleasure of enjoying  
breakfast in full tranquillity.













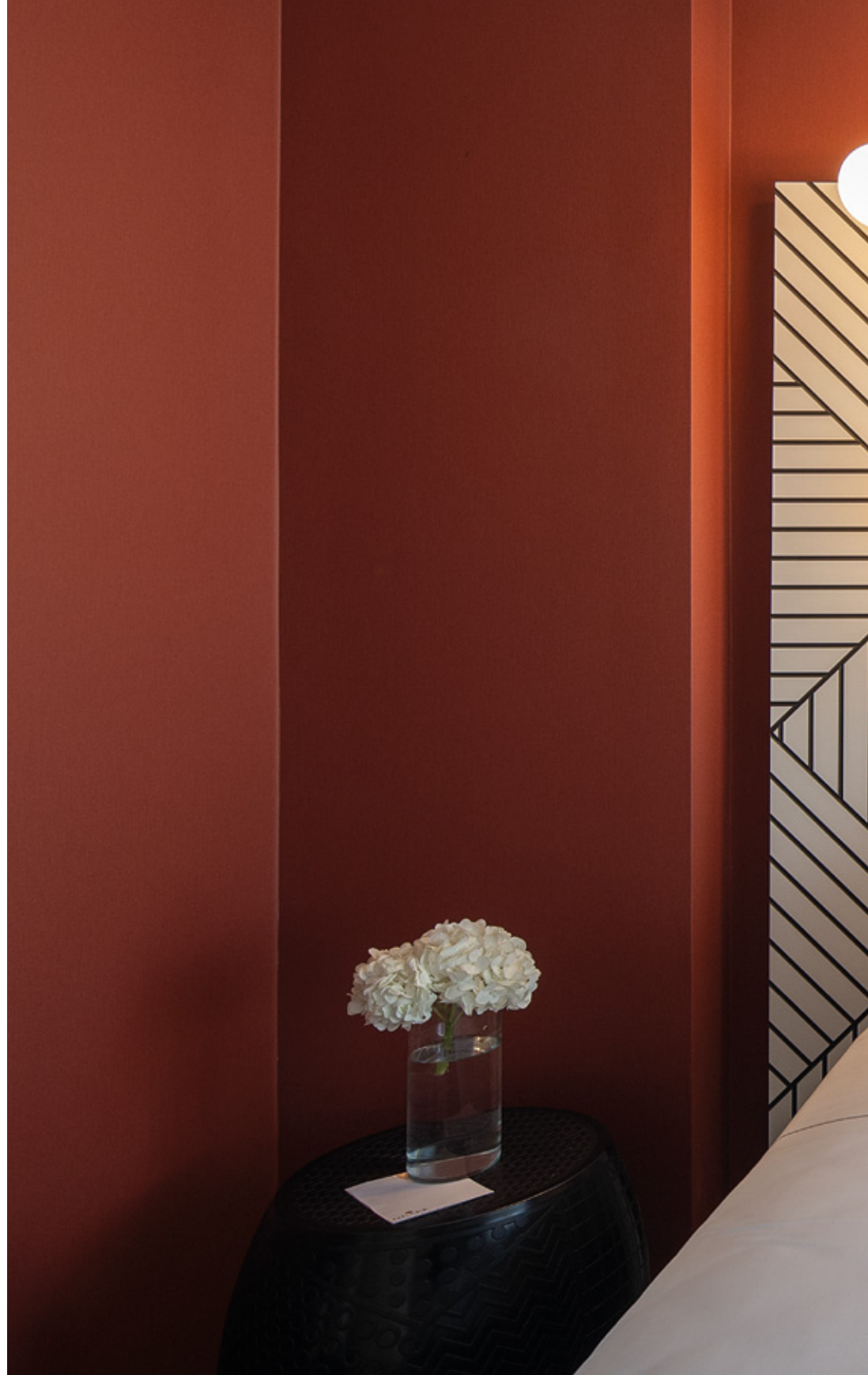


# UN'ACCOGLIENZA SEMPRE UNICA

ALWAYS A UNIQUE WELCOME

## A NEST OF GRAPHICS AND COLOUR

Warm red adds depth, graphic patterns  
in shades of black and white convey  
motion and liveliness.









# ACCOSTAMENTI NATURALI, PARTICOLARI D'ATMOSFERA

NATURAL PAIRINGS, DETAILS OF ATMOSPHERE









## A REGENERATING BATHROOM

Lightplays and mirrors,  
a walk-in shower and all  
the necessary amenities  
in a space of utter comfort.

A relaxation break



# UN'OASI DI BELLEZZA E BENESSERE

AN OASIS OF BEAUTY AND WELL-BEING

# MINILOFT DA ABITARE, SPAZI DA CONDIVIDERE

MINI-LOFTS TO LIVE IN, SPACES TO SHARE



















# LO STUDIOS' FLOOR STILE FRESCO E INFORMALE

THE STUDIOS' FLOOR A FRESH AND INFORMAL STYLE



## INNOVATIVE HOSPITALITY

Each room is like a small attic penthouse. The three Studio versions M, L and XL are great for all your needs, including extended stays.

**STUDY, WORK, RELAX**

Light and bright colours, a study corner, essential and contemporary furnishings and, on the same floor, chill-out and work spaces.







ENTRARE IN UN MONDO  
DOVE OGNI EVENTO È POSSIBILE

ENTERING A WORLD WHERE EVERY EVENT IS POSSIBLE

QK









# INCONTRARSI A TAVOLA CON STILE

MEETING AT THE TABLE IN STYLE

## THE FOYER

Large spaces can be set up for gala dinners, catering services and lunches as a complement to conventions and meetings with specially designed proposals.



















**SCENIC EFFECTS**

The alternating columns  
and the sinuous staircase create  
surprising spaces.



# ELEGANTI MOVIMENTI ARCHITETTONICI

ELEGANT ARCHITECTURAL MOVEMENTS





# SCENOGRAFIE VERSATILI PER EVENTI MEMORABILI

A VERSATILE SETTING FOR MEMORABLE EVENTS

**ONE-OF-A-KIND IN MILAN IN TERMS OF SIZE AND VARIETY OF CONFIGURATIONS INSIDE A HOTEL, THE QUARK CONGRESS CENTRE CAN ACCOMMODATE EVENTS OF ALL SIZES. WITH A 6,200 M<sup>2</sup> TOTAL AREA, INCLUDING PLENARY ROOMS FOR UP TO 1,500 SEATS, ALONGSIDE ROOMS OF ALL SIZES.**

\* \* \*

Large-scale conventions, but also private parties and events, conferences, workshops, small meetings and sensitive confidential meet-ups. Everything becomes possible at the Quark Hotel.

The 35 rooms of all sizes, including three plenary rooms with 400, 800 and 1,500 seats, are distributed over three floors (0, -1, -2) and provide the comfort of natural lighting alongside state-of-the-art audio and video equipment. An internationally renowned conference centre revealing peculiar and unexpected spaces, such as the huge circular hall where spectacular projections and events can be staged.

## CIRCULAR ARCHITECTURE

The Skorpio hall, located on the ground floor, offers a visually impressive space enveloping participants with its circularity.

Striking direction

















### A SPECTACULAR GRANDEUR

With 1,450 m<sup>2</sup> of floor space and a capacity of 1,500 people, the Expo plenary hall is the largest in the entire conference centre, and flooded in natural light like every other hotel hall.

Pole of attraction









# TAVOLE TECNICHE

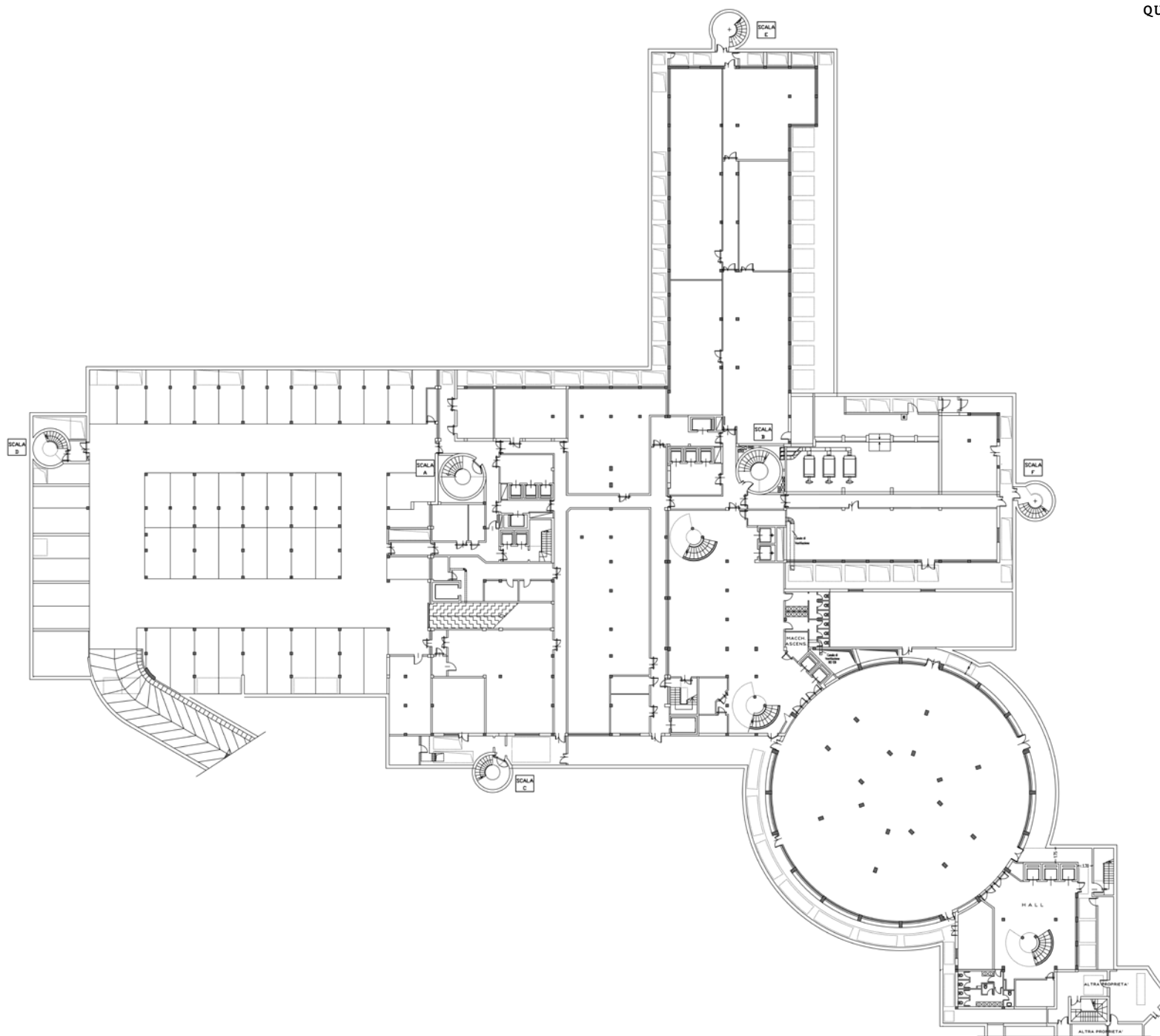
TECHNICAL DRAWINGS

QK



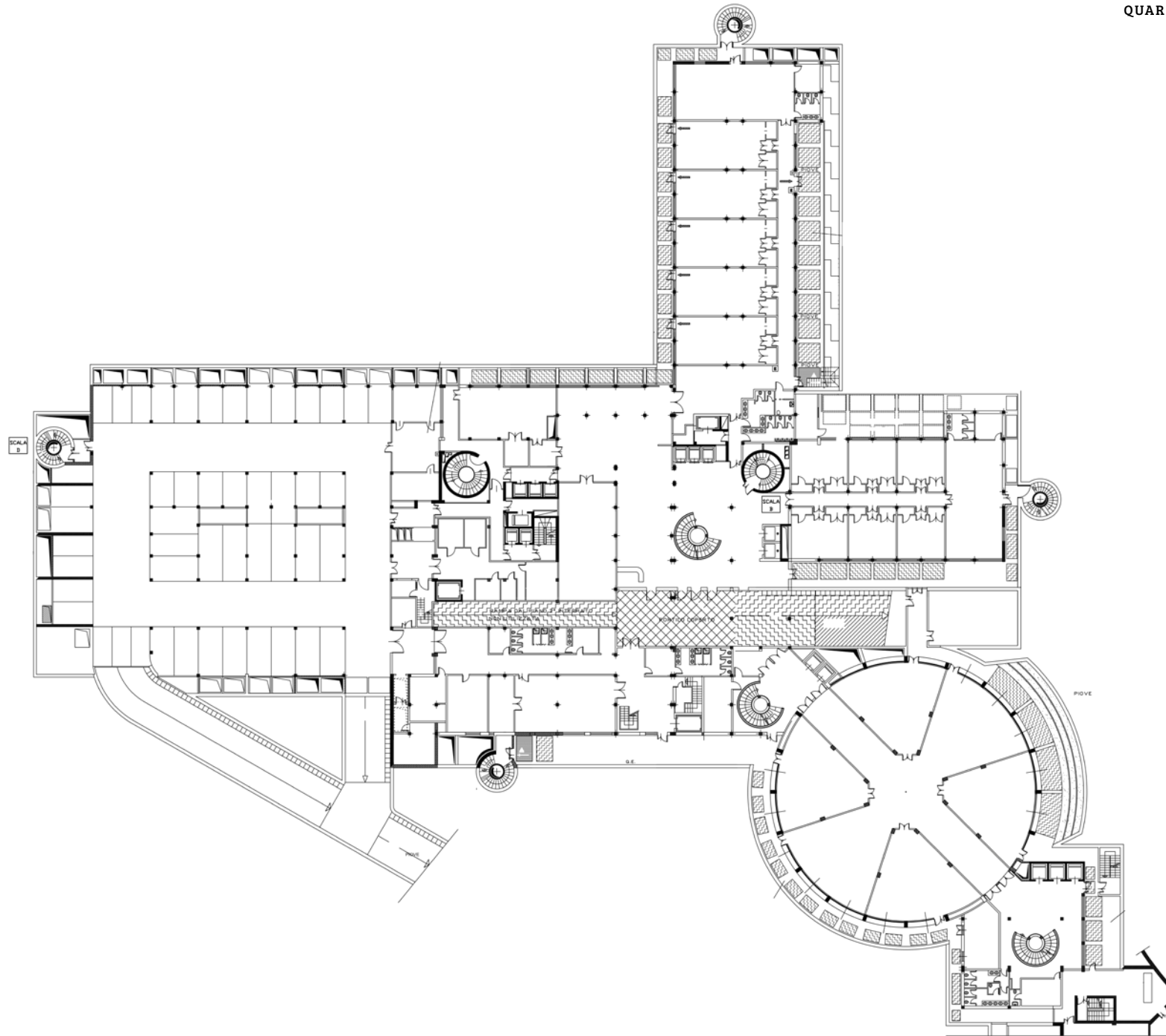
# QUARK HOTEL FLOORPLAN

Second basement



QUARK HOTEL FLOORPLAN

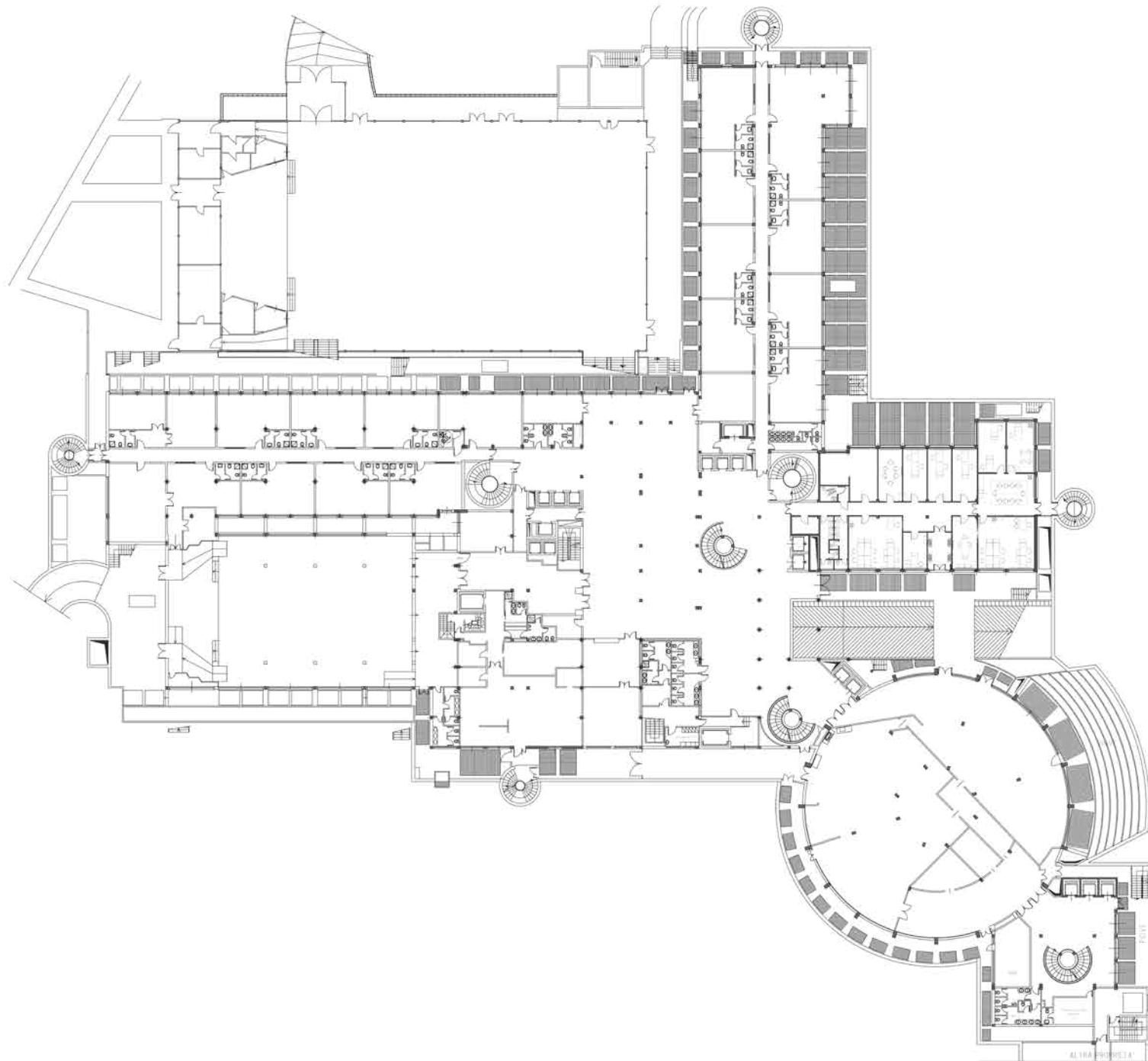
First basement

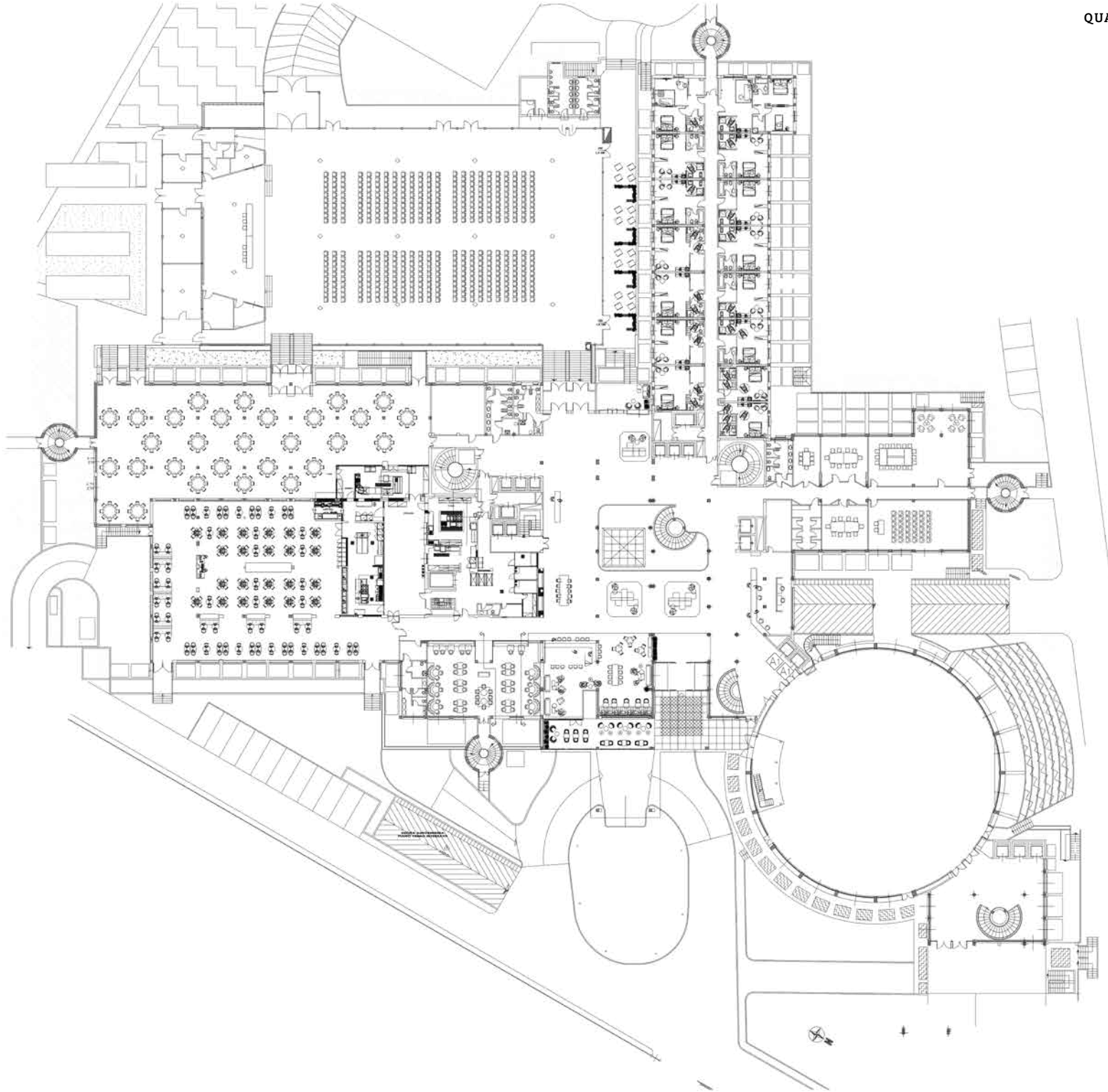




# QUARK HOTEL FLOORPLAN

Basement





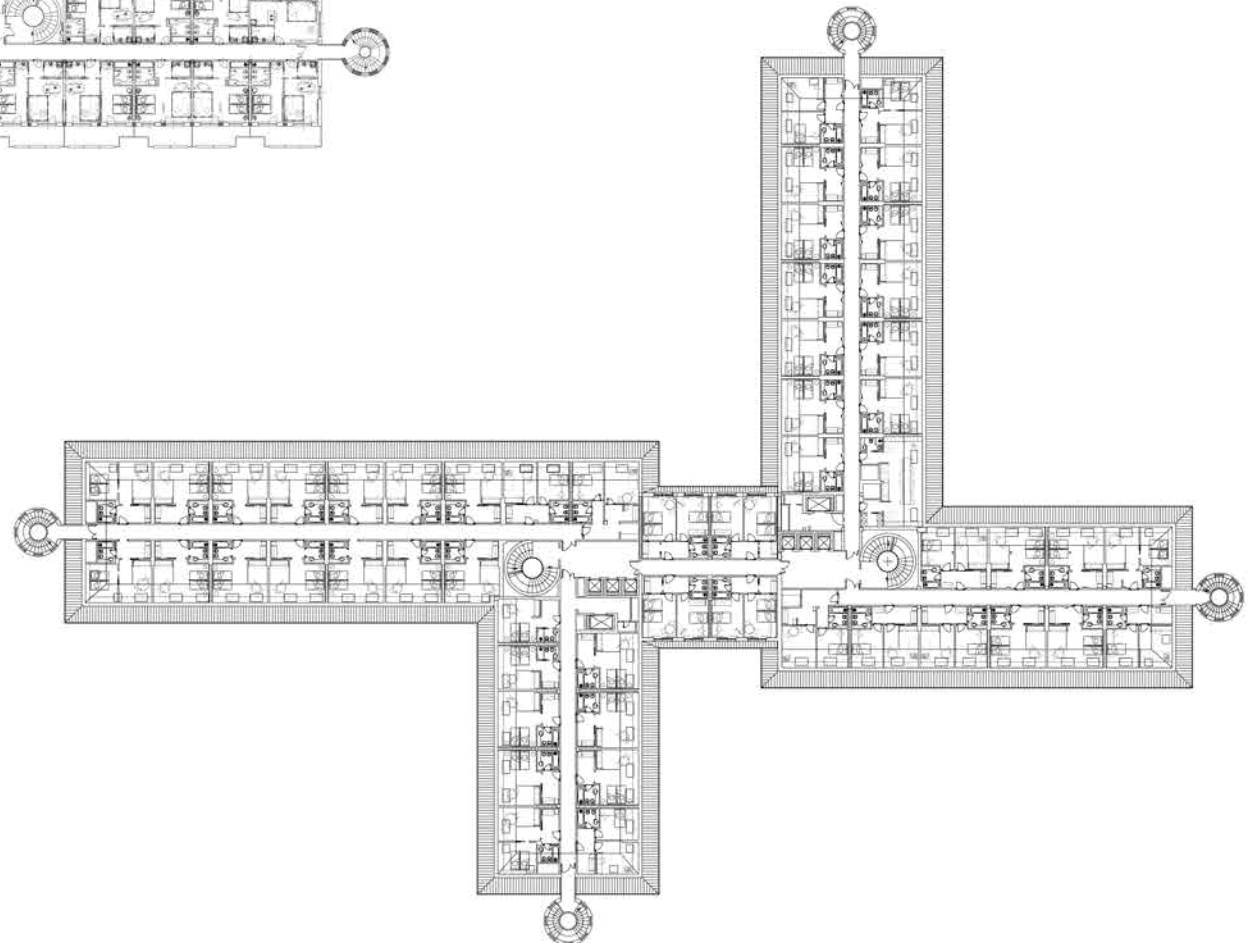
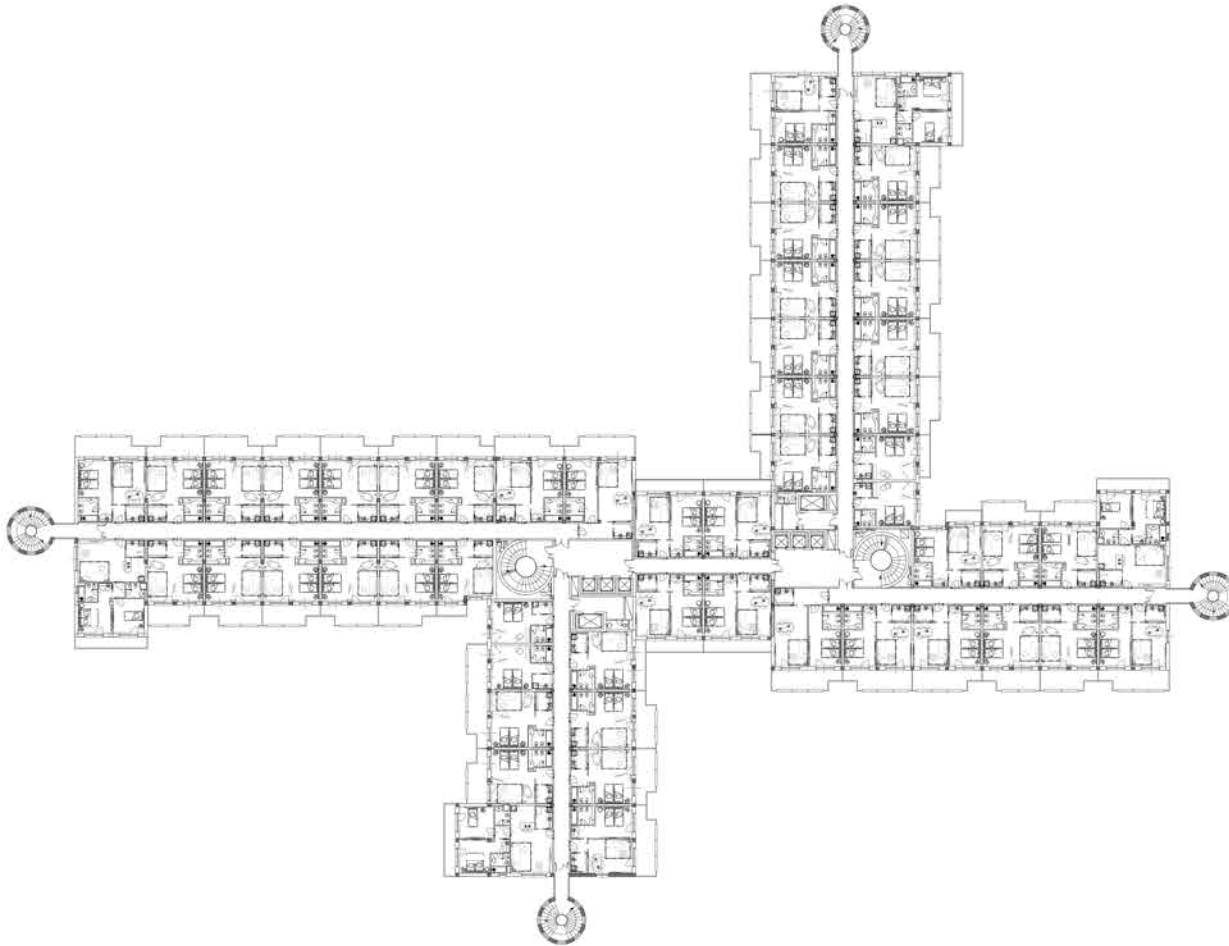
QUARK HOTEL FLOORPLAN

Mezzanine floor



# QUARK HOTEL FLOORPLANS

First, second, third and fourth floor  
Fifth floor



# RINGRAZIAMENTI

ACKNOWLEDGEMENTS

## **ARIES GROUP**

\* \* \*

Aries Group is an independent Italian hotel group with hotels, resorts and apartment complexes for congress tourism, events (MICE), leisure and business travel in all major art and business Italian cities. Committed to developing a new hospitality project since 2020, the group places customer and stakeholder care at its core. It offers people and companies extensive facilities and tailor-made services, in which innovation and a typically Italian style of hospitality are the distinguishing features. Thanks to its founding partners' significant experience in the hospitality sector, the group adds value and preserves its managed assets and makes them profitable over time.

## **STUDIO CHIARA CABERLON**

\* \* \*

Since its foundation, Studio Chiara Caberlon has been strongly focusing on the hotel and hospitality sector. It has managed more than 200 projects in Italy and worldwide, including branded hotels and independent brands. The firm carries out consultancy and interior design services, with a dedicated department for the development of storytelling and brand identity for hotellerie. In addition to the design of upper and upper scale hotels, great attention is paid to researching into new hospitality concepts, where modern technologies play a key role, such as lofthotels, aparthotels and co-housings. These are multifaceted projects, where private and public spaces such as gyms, clubhouses, gardens and equipped areas coexist.



#### **COLLIERS ITALIA**

\* \* \*

Colliers Italia (NASDAQ, TSX: CIGI) is a leading professional services and investment management company in the real estate industry. With operations in 70 countries, over 23,000 professionals work to provide clients with specialised investment and real estate advice.

#### **EDILTECNO RESTAURI**

\* \* \*

Ediltecno Restauri has been nurturing a passion for construction since 1976. Composed of a staff of young, dynamic and highly motivated collaborators, it builds from the quality and avant-garde nature of its products. The art and technique of construction, the preservation of craftsmanship skills, the mastery of the most advanced technologies and a constant upgrade allow the firm to achieve high quality goals in a wide range of works in the construction and redevelopment fields all over the country.

#### **FVR INGEGNERIA SRL**

\* \* \*

An architecture and engineering firm based in Padua and Milan, offering services ranging from coordinated comprehensive design to works management and fire prevention. FVR follows principles of mutual trust and close collaboration with its clients, in order to understand their specific needs and successfully meet the most challenging goals, by leveraging more than 30 years of experience in major projects.

# GLOSSARIO

## GLOSSARY

### **BANQUETING**

Service for the preparation of events, whether private or business, including menu and set-up. From gala dinners and business lunches to banquets for parties and celebrations.

### **BUFFET**

It consists of various serving plates from which guests can choose for themselves. A hotel can offer a breakfast or dinner buffet, for example.

### **CONCIERGE**

Since the Middle Ages, this term of French origin has referred to the person who received guests in palaces and castles. Today it is used for the ambassador of a hotel, who's in charge of customer reception with empathy, efficiency and kindness, but also of fulfilling the most diverse requests, from booking services to suggestions on local attractions.

### **CONGRESS CENTRE**

The hotel area dedicated to business meetings, conventions, training sessions.

### **HOTEL MANAGER**

The manager of the hotel and staff. Their role is fundamental in giving the hotel its character and distinctive elements.

### **KING-SIZE BED**

The largest double bed, usually found in suites and more luxurious rooms.

### **LOBBY**

Area shared by all guests as a common meeting place, located on the ground floor near the reception.

### **LOUNGE**

A space intended for guest leisure and relaxation, furnished with sofas, armchairs, tables and a bathroom

### **LOUNGE BAR**

It is characterised by an informal and relaxed atmosphere. Ideal for drinks and quick meals.

### **MAÎTRE**

The person responsible for waiter services in catering areas.

### **MEETING ROOM**

Part of the Congress Centre, which generally includes several meeting rooms. It is the space dedicated to meetings and business events.

### **PLENARY HALL**

The main hall of the Congress Centre, with the largest capacity and the equipment for major meetings. It requires a careful planning of entrances and exits, darkening and soundproofing.

### **RECEPTION**

The place where incoming guests and visitors are greeted at the hotel. It is a hotel's business card, essential for giving a positive first impression.

### **SUITE**

A luxury flat consisting of two or more rooms, plus a sleeping area. It may also include a bar area and a dining area.

### **VERANDA**

A shared space that can be used for bar, dining and relaxation.



**Owner**  
FONDAZIONE ENPAM  
FONDO ANTIRION GLOBAL COMPARTO HOTEL

**Tenant**  
ARIES GROUP

**Developer**  
COLLIERS GLOBAL INVESTORS ITALY SGR

**Advisor and project management**  
COLLIERS ITALIA

**Concept refurbishment hotel design,  
interior design & space planning, art direction**  
STUDIO CHIARA CABERLON

**Concept, art direction and graphic design**  
Valérie Rusconi per Zoh Studio

**Photographs and multimedia**  
Andrea Artoni

**Content management and texts**  
Valeria Cristofani

**Print**  
Unigrafica





