

where
architecture
meets
infinity

be
up

luxury
mountain
resort
by
**simone
micheli**

7-17 Aprile 2025
FuoriSalone 2025
Milano Design Week 2025
Università degli Studi di Milano
Via Festa del Perdono 7

07-13.04 > h. 10-24
14-16.04 > h. 10-22
17.04 > h.10-18

07 April > h. 14
Opening . Press Conference
Aula Magna

8 April > h. 18.30
Be Up Inauguration
Cortile d'Onore

9 April > h.14 - 18
**Academy Meets Industry
changes & presentations**
Aula del Senato

10 April > h. 15.30 – 16.30
Hotel Social Areas
Light up your project by BWH Hotels
Be Up . Cortile d'Onore

designed by
Simone Micheli

visual design
Roberta Colla

organized by
Simone Micheli Architectural



INTERNI

Cre-Action

main partners

Cromatica
Marcegaglia Steel
WorldHotels

partners

Area 3D
AIP porte
Artis Rubinetterie
Ave
Avola stonedesign
Cordivari Design
DMP
Elekta - Gruppo Gani
Florian
iGuzzini illuminazione
Jansen
Las Mobili
Royal Mosa
Novellini
Oliver B.
Piscine Wellness
Profil Export
RBM More
Rossi di Albizzate
Sandrini Metalli
Settef - Viero Decoratives
Simas
Smeg
Turri
Visma Contract
WoodN Greenwood

technical partners

Digital Design / Mille997
Dte Italia
Giara Image
Propagatio
Vent Moto
Vivai Capitanio
Italian Design Institute®
<Sound Design Students>

educational partners

AC- Accademia Cappiello
Ajman University
Cindrebay School of Design
Hotel Business School
by Forte Village
Italian Design Institute®
Istituto Marangoni Dubai
NAD
Nuova Accademia del Design
NID
Nuovo Istituto Design
POLI.design
SPD
Scuola Politecnica di Design
Università degli Studi di Firenze
VRAcademi

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