

OIKOS AND HORECA

Oikos ecological decorative paint for the world of Horeca goes on stage at the “Hotel Regeneration2_second part” by Simone Micheli at Fuori Salone 2019.

Oikos, the ecological decorative paint that is 35 this year, will be the star of the “Hotel Regeneration2_second part” event designed by Simone Micheli, who in a 4,000 square metre area at Officine14 in Via Ventura in Milan will give life to an interactive exhibition that is quite wonderful, both in terms of content and mode of expression, and will focus on the regeneration of the hotel.

The allusive title makes it easy to understand the meaning of the experimental event. Oikos will present its ecological decorative paints dedicated to the world of Horeca in the vast extremely suggestive exhibition space where the visitor can see multiple cross sections of the hotel designed by architect Simone Micheli.

Oikos for Horeca, a long-lasting partnership – Oikos has always been associated with the world of Horeca, endorsing and supporting its efforts to continuously renew and elevate the parameters related to the aesthetics, functionality, habitability and sustainability of hotels, fundamental in order to compete successfully on the market. The special Oikos solutions for Horeca, both standard and tailor-made, are the result of this effort:

- **Interior Paint** - Solutions for all internal surfaces, with ecological paints that ensure the complete well-being of guests, combining quality and durability.
- **Interior Decor** - Ecological decorative solutions for internal surfaces with a vast array of textures and effects for all project needs, to provide guests with elegant, original spaces.
- **Exterior Paint** - Technical solutions for external surfaces, designed to last and provide valid innovative, quality solutions, combining ecology and sustainability.
- **Tailor Made** - Customized solutions and services for all internal and external surfaces, capable of rendering all types of interiors exclusive, comfortable and hospitable, combining quality with the well-being of guests.

Hotel Regeneration, what to see – Many prestigious Oikos decorative solutions have been chosen and used by the architect Simone Micheli to decorate the hotel’s interiors; for example, the fine marble plaster with a fabric roller and pearly wax, the fine marble plaster with a fabric roller, the blurred finishing coat with travertine and the travertine finishing coat worked with a sea sponge.

“Ever since 1984 Oikos has meant ecological decorative paint with ecological solutions and has been 100% made in Italy, formulated and produced with the well-being of those who stay in these spaces in mind and inspired by the cultural tradition of the master decorators of Italian art. Within this context, Oikos has always offered a complete range of solutions for every type of internal and external surface, to decorate and enhance the interiors of all hotels with a refined aesthetic and provide total well-being for the guests,” states **Claudio Balestri**, Oikos CEO.

