

VITRUM “THE GLASS COLLECTION”
manufactured by VDA at INTERNI DESIGN ENERGIES
with an installation by MARCO PIVA

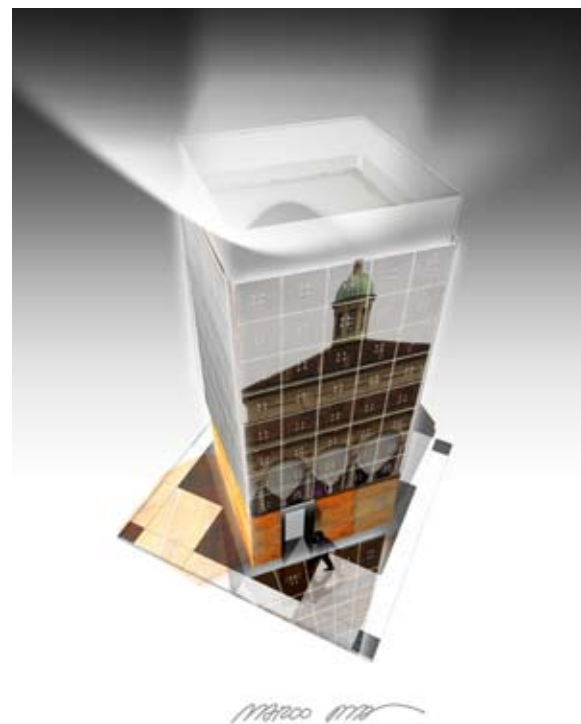
On the occasion of the event “INTERNI DESIGN ENERGIES”, the Vitrum collection will be hosted within the installation LIMITLESS COLOR TOWER, by Marco Piva, as an example of excellence in the field of design and in the conscious usage of the energetic resources. The Vitrum collection will be also presented at “La Rinascente” in the centre of Milan, on Duomo Square, proposing to the passing-by people an extraordinary project of interactivity

Milan, 20th April 2009

VDA announces its participation to the event “INTERNI DESIGN ENERGIES” (Courtyards of the University of the Studies of Milan, Ca’ Granda, from April 21st to April 30th) alongside with the designer Marco Piva. The Milanese architect will present **the installation LIMITLESS COLOR TOWER**, a tower realized in steel and polycarbonate, inside which will be displayed VITRUM “THE GLASS COLLECTION”, **the new generation of domotic devices designed by the Architect PIVA that maximize the combination of glass and light to establish new experiences of human interaction.**

The event “INTERNI DESIGN ENERGIES” is promoted by the magazine INTERNI, on the occasion of Milano Design Week (from 21st to 27th April 2009) and it is dedicated to the concept of ENERGY, both on the intellectual approach point of view and the knowledge of alternative energetic resources. The event contemplates a great experimental composition, formed by the single installations of architects and designers, and by ENERGIES ISLAND, an exhibition space equipped by the leading companies in the home field.

The VITRUM collection presented by VDA, represents the new generation of control devices for the hotel rooms and the residential buildings. It is characterized by the use of an ancient and innovative material: **the glass**. From the integration of the transparency of this material, with the light and “touch control” technology applied to domotics, VDA and Marco Piva Study,



have created **new relationships of interaction with the hotel guest, which are revolutionary and totally spontaneous at the same time.**

During the above mentioned period, the VITRUM collection will be displayed at the department store **La Rinascente on Duomo Square, Milan**, where it will be shown inside a show-window. Here, besides the presence of an evocative video, already visible inside the installation **LIMITLESS COLOR TOWER**, it will be given to the passing-by people the exceptional possibility to interact with the touch control sensitive devices, through the glass of the show-window.

Where: Courtyards of the University of the Studies of Milan
Ca' Granda - ex Maggiore Hospital (21-30 April 2009)



VDA

VDA, multinational company with a thirty-year experience in the business hospitality, is a leading group both in the building automation and the interactive television fields. The company has asserted itself on the international market, thanks to flexible and innovative technological solutions, entirely realized by the VDA Research & Development division, and equipping, in a few years, more than 1.200 hotels and more than 150.000 rooms spread out in the four continents. Among the most successful products stands out PowerTV Active 3 HD - the new generation of interactive systems for hotels, communities and cruising ships, able to deliver to sophisticated and demanding business customers, films on demand, games on demand, music on demand, Internet service, special contents, information channels. In addition to this, stands out also Micromaster, the domotic system for the hotel automation, for the overall control and management of both the hotel rooms and the common areas, from the same supervising station. Vitrum "The Glass Collection" (peripheral control devices), designed by the architect Marco Piva, has recently enriched the Micromaster system. VDA has subsidiaries controlled companies in all the main European Capitals, in Africa, in the United Arab Emirates, in China, in Thailand and Singapore. Among VDA's customers are the most prestigious names of the International hôtellerie: Ritz Hotel Paris, Carlton Hotel Baglioni Milan, Jumeirah Beach Hotel and Emirates Tower in Dubai and many other structures belonging to Hotel Chains such as: The Rocco Forte Collection, Sheraton (Starwood Chain), Hilton, Four Seasons, Kempinsky, Millennium & Copthorne, Crown Plaza (IHR), Sun International and Park Plaza.

For further information about VDA: www.vdavda.com