

**nhow**  
MILANO

*nhow Milano*  
*fashion, art, design*





Welcome to nhow Milano, a place where nothing ever stands still: not the design, not the atmosphere, not the way you will experience the city.

Here, industrial design meets hospitality, edge collides with attitude, trends merge with counter-trends and every contrast becomes a source of inspiration. It's a dynamic fusion of energy and style, an ever-evolving mix that sparks curiosity from the very first step inside. Once a General Electric building, today a living artistic laboratory, nhow Milano is chameleonic: spaces transform, moods shift and the ordinary is constantly reimaged into the unexpected.

More than a hotel—it's a creative ecosystem, a stage, a gallery, a playground for ideas. Every corner tells a visual story. Every floor unveils a new chapter. Every stay becomes part of an ongoing narrative.

Right in the heart of Milan's iconic design and fashion district, nhow Milano is where the city's creative pulse beats loudest. A place to spot and be spotted, to get inspired, to live experiences that are surprising, immersive and impossible to forget.

nhow Milano: not just a stay, a spark that keeps reinventing itself.



# location

Set in the heart of Milan's vibrant Design District, just steps away from the iconic Navigli, nhow Milano stands on Via Tortona 35 as a bold symbol of creativity and contemporary style

## Airport

Malpensa Airport: 50 km / 30 min  
Linate Airport: 12 km / 20 min

## Train Station

Milano Centrale: 6 km / 20 min by underground  
(M2 Line - Porta Genova)

## Public Transport

Tram line 14  
Tram Line 9

# 244 unique rooms

Welcome to nhow Milano rooms  
Every room is a canvas and every stay is a masterpiece. Spread across four vibrant floors, our 244 rooms are not simply places to sleep; they are immersive experiences.

Each of our four different room color palettes is a bold expression of modular creativity, playful design and comfort with an artistic twist. Think furniture that adapts to your mood, lighting designed to enhance your vibe and Matteo Thun armchairs that welcome you with unmistakable style.

Our beds? Cloud-level comfort.

Our bathrooms? An experience of pure design.  
Our amenities? Curated with an eye for contemporary living.

This is not just a stay. It is an urban gallery, a design playground, a Milano state of mind.



“sleep loud  
dream bold”





# restaurant

This isn't just a space—it's a curated experience where bold creative setups meet everyday comfort. Every element has a purpose, every detail makes a statement. Tables and chairs designed by Matteo Thun for Poltrona Frau define the rhythm of the space, while iconic pieces from Knoll and Moroso add a touch of sophisticated attitude.

Look up and prepare to be amazed. Oversized steel chandeliers by Cattellani & Smith dominate the scene with their industrial drama, set in a striking dialogue with luminous creations by Jacopo Foggini. Contrasts don't clash here—they converse, transforming the act of dining into a visual journey through the icons of Italian design.

This is a place where every glance reveals something new and every moment feels like art. Not just a restaurant, but a visual feast, a design playground, a culinary rebellion.

Eat bold. Drink loud. Live now.



# bar

A space where design doesn't whisper—it shouts.

At the nhow Milano bar, a color storm introduces you to the visionary touch of Karim Rashid, one of Europe's most iconic designers.

Curves, colors and chaos are perfectly choreographed to create a space that feels global, expressive and impossible to forget. Every chair makes a statement, every lamp sets the tone and every cocktail is a liquid work of art. It is more than just a place to drink—it is a place to be seen, be loud and be legendary. From morning espresso rituals to late-night DJ-driven sessions, the vibes keep shifting, the lights keep moving and the energy never fades.

That is Milan's creative soul—bottled and served with a twist.





# vertigo

cocktails and pool

Some places don't wait to be discovered—they pull you upward. Vertigo is a unique planet within the nhow Milano universe.

Not just a rooftop but a place to disconnect without leaving the city, to lose track of time, to forget what is beyond the walls and focus on what is happening right now.

An iconic round bar, circular pool and a suspended infinity pool guaranteed to give you butterflies—all framed by stunning, ultra-Instagrammable settings.

Are you looking for an oasis in Milan to survive the hot summer days? Vertigo. Are you searching for a place to organize your incredible party? Vertigo.

Do you want to try something new and unexpected? Vertigo.

Are you thinking of a solution to amaze clients and friends? Vertigo.



# meetings & events

nhow Milano features a modern conference center with 12 versatile meeting rooms, equipped with advanced technology and flexible layouts. The largest space can host up to 600 guests, making it ideal for large-scale presentations, fashion shows, concerts and corporate events.

Thanks to its modular configurations, natural daylight in many rooms and high-speed Wi-Fi, the venue adapts effortlessly to any format—from academic conferences to design exhibitions during Salone del Mobile. On-site technical support and state-of-the-art AV equipment ensure a seamless experience for every occasion.

The spaces are so flexible and creatively engineered that they can host podcast stages, release parties, catwalks and other cutting-edge industry gatherings, making nhow Milano a dynamic hub for both business and entertainment.



# penthouse

The Penthouse by Matteo Thun is a striking two-level suite where unconventional design continues to surprise. Set on the fourth floor with 280 sqm of loft-style space, it blends Milan's industrial character with contemporary style—perfect for exclusive stays and standout events.

Floor-to-ceiling windows showcase the city's skyline, while a glass-bottom bathtub becomes an eye-catching focal point.

Original iron beams, vaulted ceilings and vibrant accents create the ideal setting for photo shoots, creative meetings and VIP gatherings.

More than a suite, the Penthouse is Milan's ultimate stage for unforgettable moments.



# nhow loft

The nhow loft is the coolest creative gem of nhow Milano—a private, stylish space designed for unconventional meetings and exclusive parties. Cozy like home, yet offering all the perks of a fully equipped venue, it transforms into a creative, versatile hub that adapts to any concept.

Its flexible layout, enhanced by customizable lighting that adjusts to any mood or experience, makes it ideal for everything from intimate dinners and small-scale conferences to collective cinema nights and podcast sessions, becoming the perfect hideaway for those who think outside the box.



# t35

The T35 is a space where atmosphere and creativity come together.

More than just a venue, it is a multi-level event space that channels the vibrant spirit of Milan into moments that come to life.

Set across two dynamic floors, T35 includes a panoramic terrace, a private entrance on Via Tortona and a fully equipped independent kitchen.

The space also features large windows that can open onto the wave tunnel screen—a fully customizable visual surface tailored to each event.

Designed for high-energy events, the space features a built-in stage, DJ-ready setup and a flexible layout that adapts seamlessly to parties, product launches and creative showcases.

With its urban soul and bold identity, T35 is where music, style, and Milanese flair converge—a place where ideas take shape and every event leaves a lasting impression.



# the tunnel

A unique entrance space combining urban design with advanced digital technology. The video mapping installation creates a constantly shifting light sculpture, while the fully customizable layout makes it suitable for a wide range of event concepts and creative setups.



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