QUARK
HOTEL MILANO
QUARK 2.0
THINK BIG
THINK FORWARD

THE PROJECT

QUARK 2.0: THE ALL-AROUND LEAP IN MICE GATHERINGS, WHERE CRAFT MEETS CUTTING-EDGE TECHNOLOGY

The restyling project of Quark Hotel Milano's Convention Center overseen by **EvaStomper** Studio marks a significant evolution of the Quark offering: a fully reimagined MICE experience driven by **innovation, technology, and immersion**.

The spaces become a **digital stage**, where dynamic video surfaces relay live events in real time and craft **bespoke atmospheres** for each hosted brand intensifying engagement and transforming hospitality into a 360° scenic experience.

The rooms are converted into neutral, highly versatile "black boxes": **modular, reconfigurable** environments featuring 360° perimeter rings for immersive projections and concentric rings dedicated to AVL technologies a functional leap into the future.

The Expo Plenary Hall will showcase a suspended **5.5 m × 3 m LED** wall as its visual centerpiece, paired with an upgraded electrical system and a calibrated lighting setup to ensure maximum stage flexibility.

Technical systems and scenography are **engineered to eliminate the superfluous** and **place content at the forefront**, fully in tune with Quark's innovative, ever-evolving spirit.

The entire convention area is underpinned by an ultra-advanced technological infrastructure, designed to deliver fully reconfigurable spaces capable of hosting corporate events, product launches, and interactive shows with **maximum audience engagement**.

Quark 2.0 transforms the hotel's convention center into a next-generation MICE ecosystem, where every element—from architecture to immersive technologies—speaks **the language of innovation** and **embodies the brand's ongoing evolution**.

SCORPIO

FLEXIBLE SPACES, 360° VISIONS

The Scorpio room's facelift is a leap into the future, turning the space into a **neutral, ultra-versatile shell** ready to host any brand or event. By removing the control-booth volume, the area opens up completely, unlocking new possibilities for technical and scenic setups.

At the heart of this transformation sits a **circular perimeter ring** on which a continuous **360° projection screen** can be hung, fully wrapping guests in an all-around **visual experience**. Three concentric rings dedicated to AVL tech ensure maximum operability and flexibility, adapting to every technical need.

A fully overhauled electrical system eliminates all constraints, granting absolute freedom in layout. Safety and code compliance remain top priorities, with emergency signage retained and upgraded.

The look is refreshed with newly painted walls, sleek and functional flooring, and blackout drapes that harmonize perfectly with the overall scheme. The integrated AVL system and 360° projection screen complete a design that makes Scorpio an **immersive, cutting-edge space ready to dazzle**.

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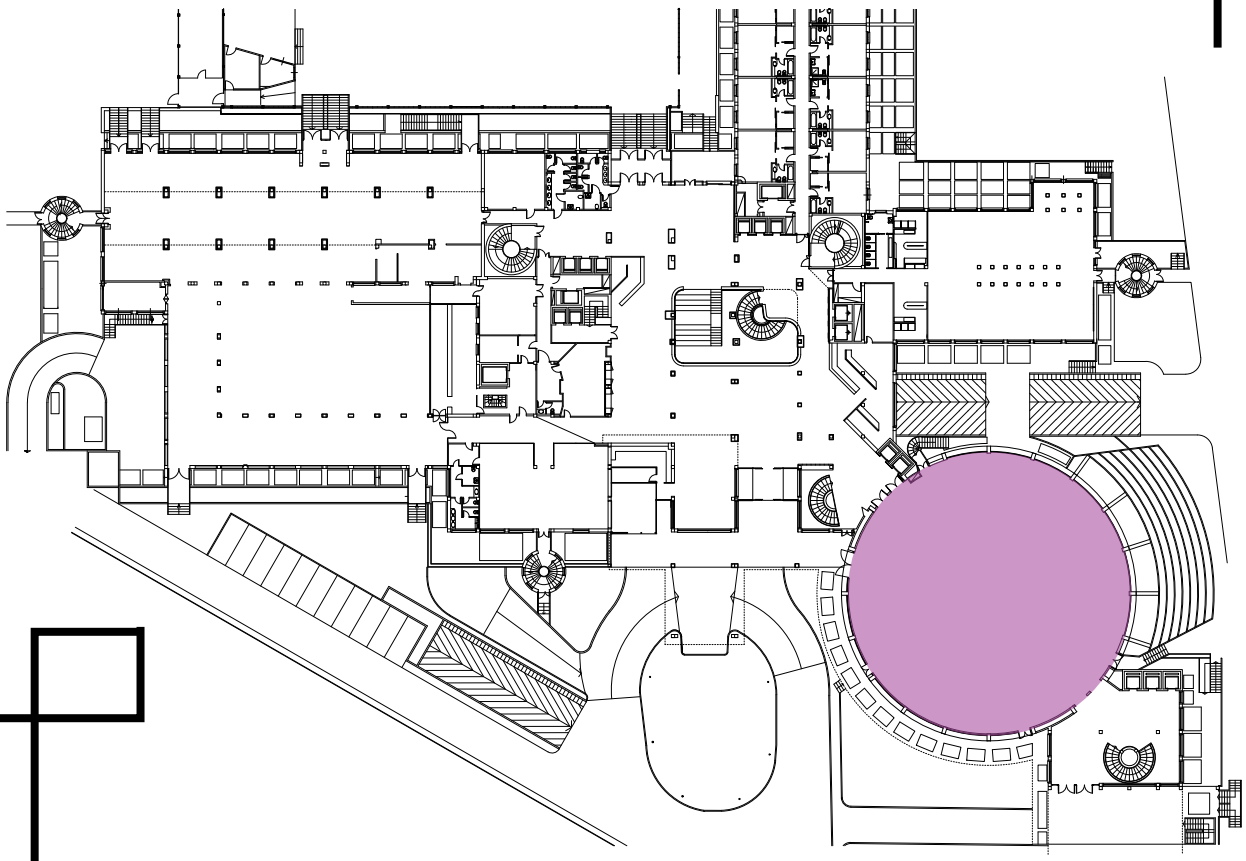
CAPACITY

560 people



AVL TECHNOLOGY

» Audio/Video/Lighting **Cabling** (AVL)
» **Unified Data Network** one network carries all signals (audio, video and lighting)
» Use of **network/system converters**: a reconfigurable, scalable system that is faster and more cost-effective
» **Fiber or network cable connections** between all areas and the Control Room

» **Dedicated VLANs** for connections between rooms (cameras, shared audio, etc.)
» The main distribution point houses the **RJ45** outlets; from there, AVL suppliers extend the signals
» **Electrical** power supplies
» 6×three-phase power feeds (63A & 32A):
- ZA1–ZF1 (63 A) in areas A–E
- ZS1 (32 A) – motors in the Scorpio Control Room
- 16 A supplies for AVL equipment + client technologies

» The ZG cables connect the motor controllers to the motors
» The **outlets** are **centralized** in designated boxes; from there, extensions are provided by the AVL suppliers

» **Rigging** (Grid Structures)
» **2 fixed trusses**
» **2 mobile trusses:** lowered to floor level for installation and maintenance
» **D8 motors** with integrated safety system
» Optional automatic **cable retraction system**
» Control via **iPad** over the network (dedicated ports in areas B-C-D-E + secure VLAN and IP addressing)

AUDIO - VIDEO - LIGHTING

Audio

» **Dante-based** audio system featuring:
- **12** active **speakers**
- Fully **customizable** parameters
- **Scalable** via distributed signal and power outlets

» **All routed** through the "Scorpio" audio switch in the **Control Room**

Video

» **20 video projectors** mounted on H trusses

» Form a **360° screen**, divisible into multiple **simultaneous content zones**

» **Video control**: **Watchout** software

» Future **support for NDI** video input over the network (cameras, players, etc.)

Lighting

System equipped for:

» Conventional fixtures

» Moving heads

» LED fixtures

» Lighting control: **Visual Productions console** (compatible with DMX, ArtNet, OSC, UDP, etc.)

» Programming and management of predefined cue sequences

RECAP

» Audio_x12

» Active audio speaker 220v

» Video_x20 projectors

» x2 Motorized trusses

» x2 Fixed trusses

» 360° projection screen, 91 linear meters by 3 meters high

» Floor power/network

» Truss power/network

Scorpio

EXPO

A STAGE FOR EVERY STORY: THE HOTEL'S NEW BLACK BOX

At the heart of our redesign, the Expo hall is reborn as a **sophisticated and highly versatile "black box"** crafted to host events of every kind with elegance and efficiency. By removing the existing stage and control booth, the space is fully opened up to allow **new scenic and technical configurations**, offering complete adaptability.

The centerpiece of this transformation is a suspended **LED wall (5.5 × 3 meters)**, designed to become the room's visual and technological focal point capturing attention and **elevating the brand and guest experience**.
An upgraded power system, paired with a carefully calibrated and harmonized lighting setup, ensures **maximum flexibility and visual consistency** throughout the space.

Attention to detail is evident in the seamless, high-durability flooring, uniform wall finishes, and refined blackout drapes all perfectly aligned with the design concept. The **integrated AVL system** and new modular stage offer robust technical support and structural reliability, ready to accommodate events of any scale or complexity.

The new Expo hall emerges as a **neutral yet dynamic space** technically advanced yet welcoming designed to meet every need with timeless elegance and boundless versatility.

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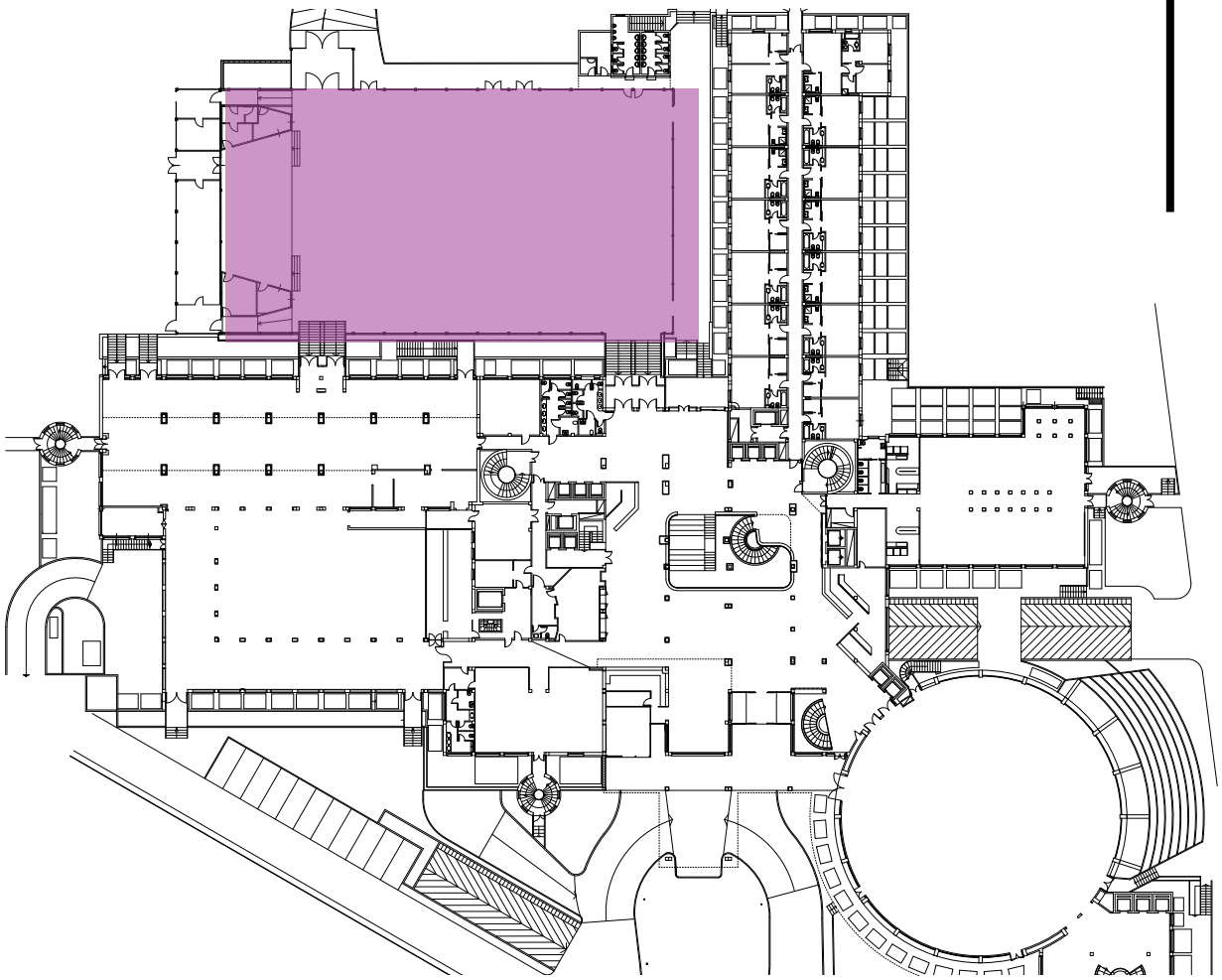
CAPACITY

1250 people



AVL TECHNOLOGY

» 1x **Videowall 5.5 m wide × 3 m high**

» **Stage x24 pieces**
system 2×1 m panels, adjustable height

» Stage Power/Network
POWER
9×16 A outlets – 3×2.5 mm² cable
NETWORK
2×RJ45 network ports (show 1/2)

» **5 available areas:** A, B, C, D, E

Each area is equipped with:

» **1×three-phase 63 A** five-pole power feed

» **8×network** cables for the video network

» **The LED screen** will be mounted on a mobile frame with wheels for rapid movement between areas.

» **Second option**: use of two separate mobile frames for greater flexibility

» Near the screen: a **mobile flight case** for power and signal distribution

EXPO Control Room

» Electrical panel

» Rack with service equipment

» Connected to the Main Control Room with 8 trunk network cables for:

» Interconnection between areas

» Remote control of video content

» Streaming and other advanced functions

QUASAR

A BLACK BOX FOR EVENTS THAT BRING CONTENT INTO FOCUS

The Quasar room's makeover begins with a clear vision: to turn it into a **neutral, pared-back "black box"** an **adaptable space that suits any brand or style**, delivering maximum scenic **flexibility** and clean lines.

By removing the control-booth volumes, the area opens up into a more streamlined, efficient layout. At the heart of the new setup sits a **resident 100" screen** solid yet unobtrusive while the existing confidence **monitors remain** in place to provide dynamic visual support as needed.

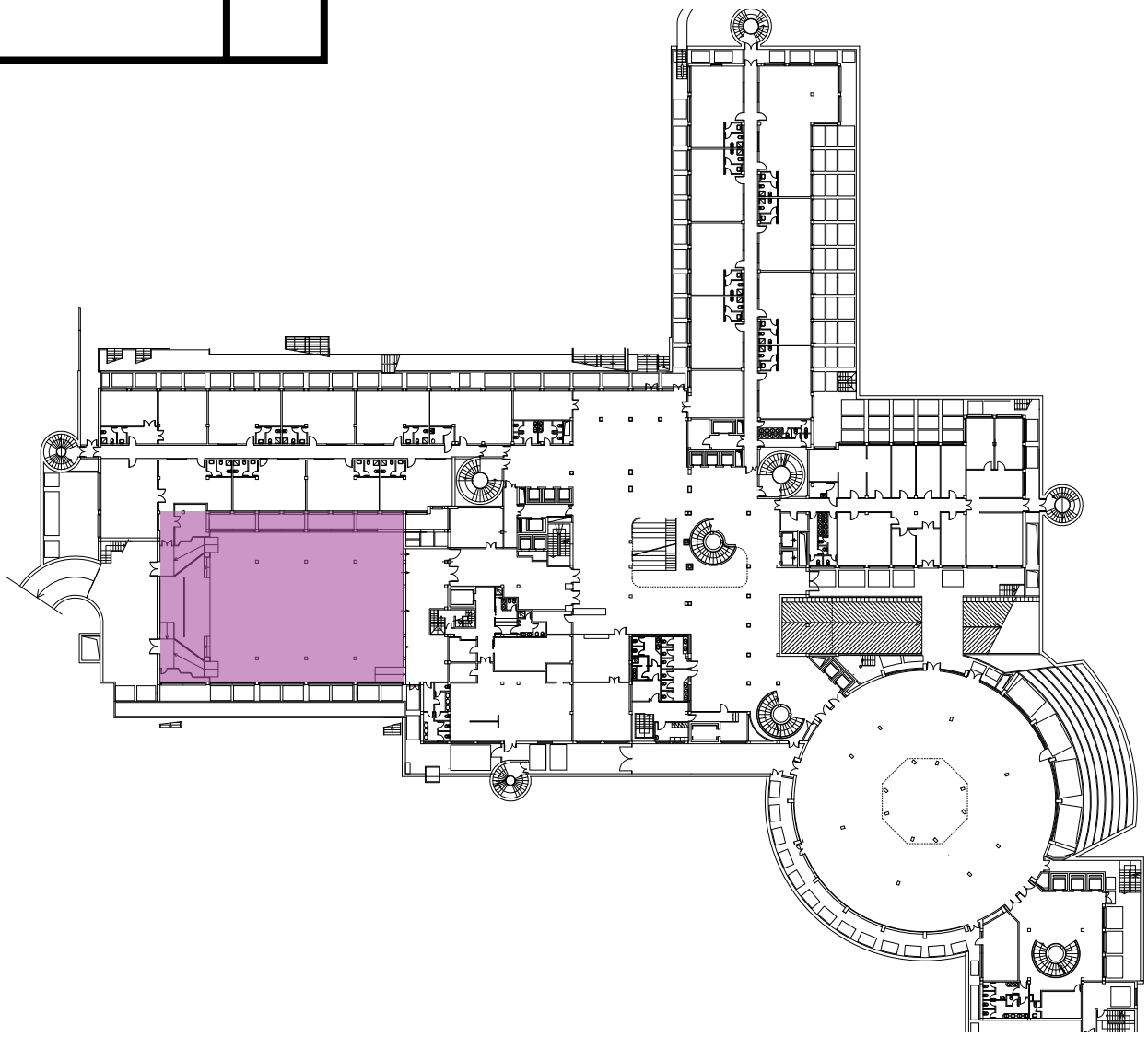
The mechanical and electrical systems stay in their current configuration, already fully up to the room's operational demands. On the lighting front, the renovation replaces the old light panels with **technical spotlights**, installed in neat rows along the grid ceiling. It's a simple but effective change that gives the space **more controlled, purposeful illumination in line with the concept**. A selection of the original panels is relocated to the entrance between the lobby and the room, creating a **stylish welcome** vignette that sets the tone for the Quasar experience.

The refurbishment is rounded out by repainting walls and window frames to unify the visual language, and laying a new technical floor chosen for durability, comfort and aesthetic continuity. Blackout drapes are swapped for new models whose tones harmonize with the refreshed scheme. Emergency signage is retained and upgraded where needed to ensure full code compliance.

The result? An **elegant, high-tech event space** designed for **corporate functions, presentations, and multimedia installations**: a room that strips away the superfluous to put the spotlight squarely on what truly matters.

CAPACITY

250 people



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MEETING ROOMS

A NEW LANGUAGE FOR MEETING ROOMS

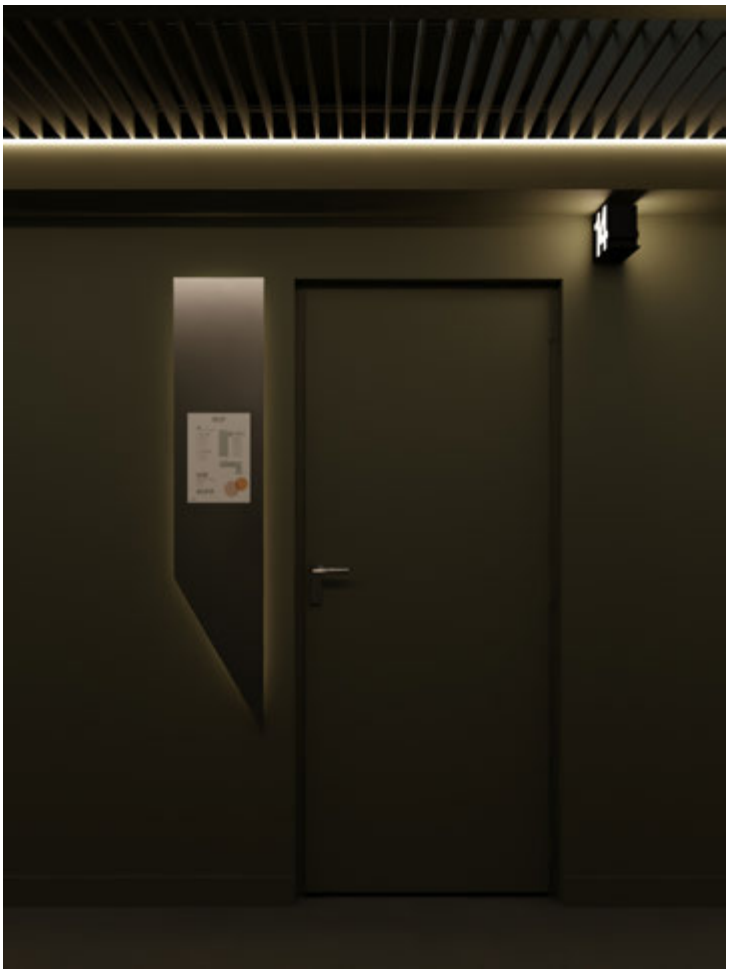
The redesign of the meeting rooms and their adjoining corridors was born from the goal of **redefining the visual identity of these strategic spaces** blending **functionality, aesthetics and a coherent narrative**. The intervention focuses on color schemes, wayfinding graphics and architectural details, striking a precise balance between technical continuity and stylistic innovation.

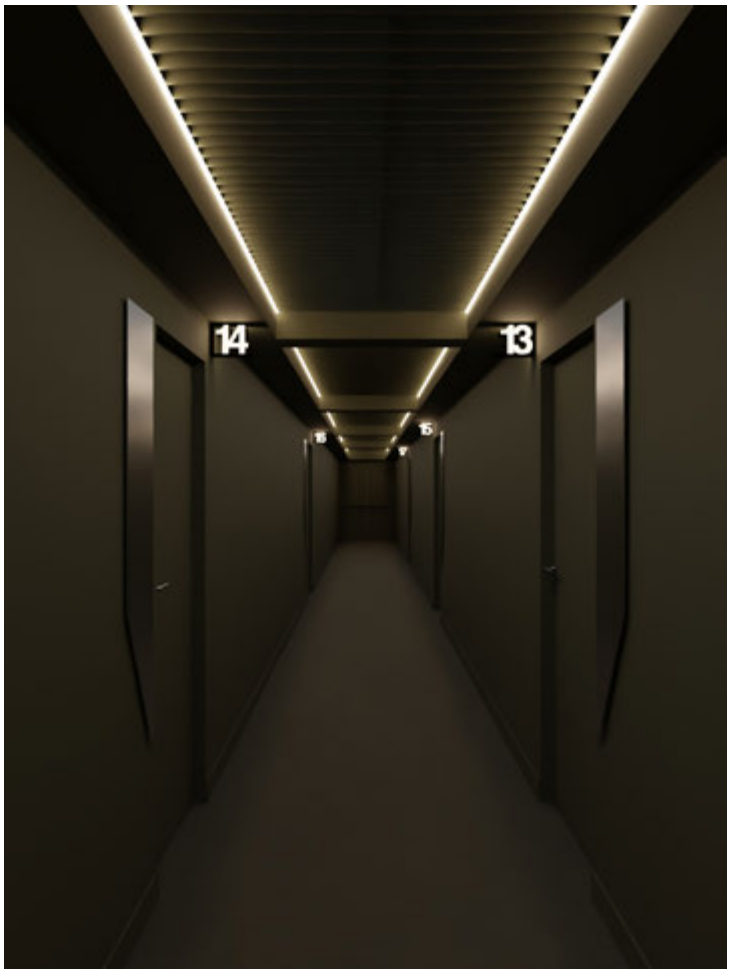
Existing systems are retained, with targeted electrical upgrades where needed to ensure full functionality and adaptability to new room layouts. Emergency signage remains in place, fully compliant with current regulations.

In the corridors, the project introduces a fresh color palette that **harmonizes wall surfaces** with the overall graphic concept. The carpeting is replaced to enhance both comfort underfoot and overall appearance. New **vertical infographics** provide clear, elegant and integrated wayfinding.

Inside each meeting room, the refresh continues with fresh wall paints and new carpeting, using the same **material and color codes** as the corridors to establish a seamless visual and sensory flow. Technical elements such as HVAC splits and fan coils are repainted to blend discreetly into the environment, maintaining an orderly, unified aesthetic. Blackout drapes are swapped for new models that align with the updated identity, while **lighting fixtures** are upgraded to deliver **more adjustable, high-quality illumination**.

In summary, this intervention is designed to elevate both operational and collaborative areas, improving the user experience through a **consistent, contemporary** and **immersive visual language**.

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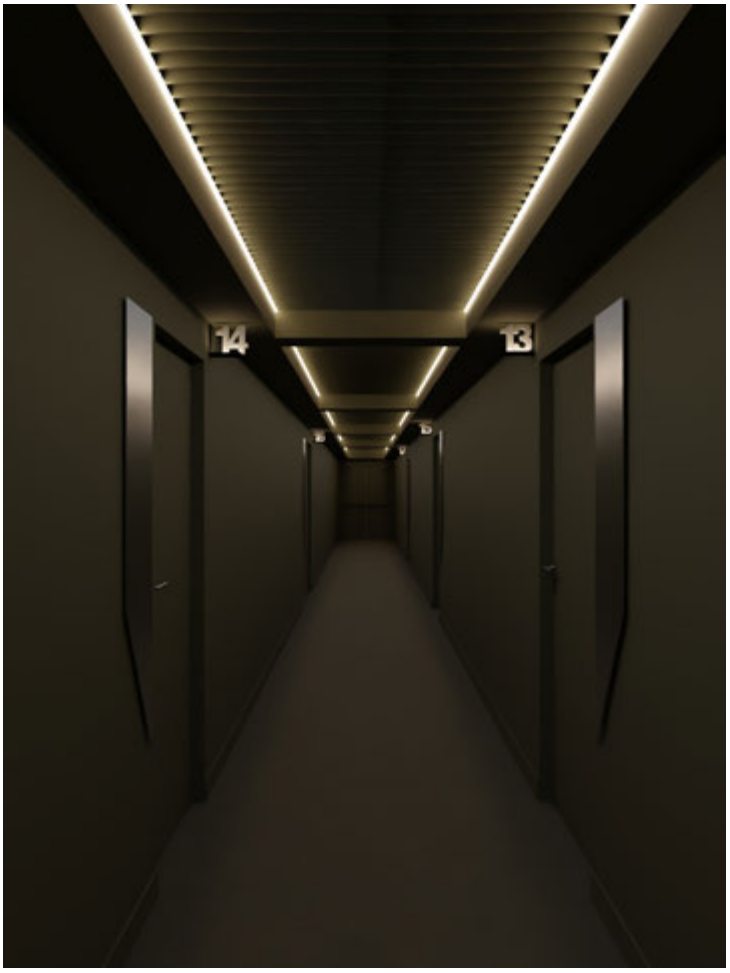
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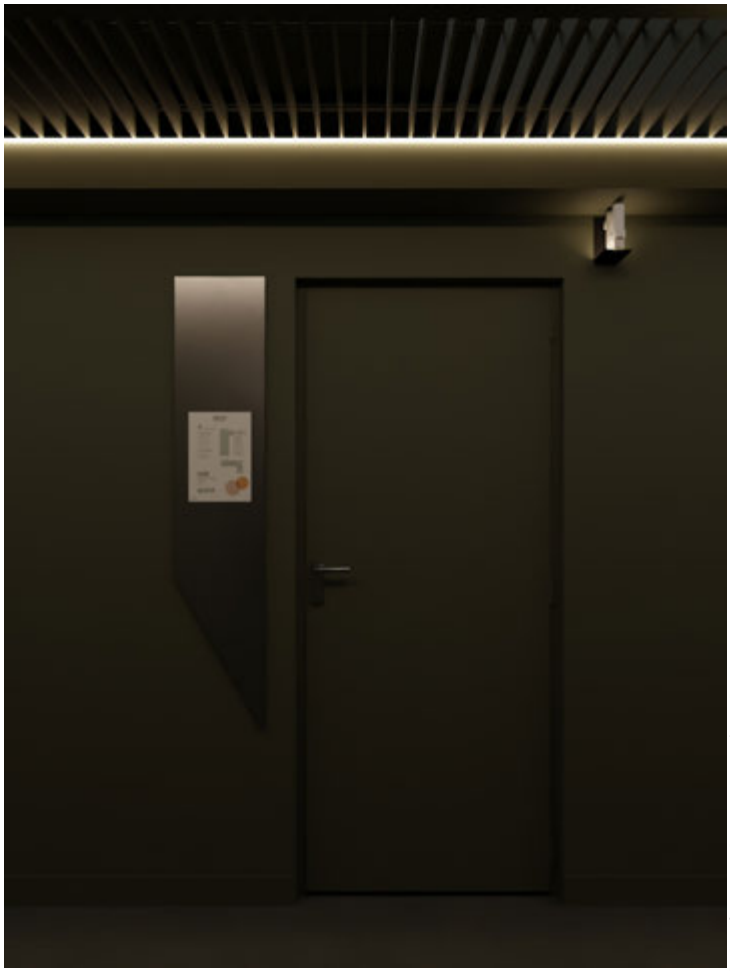
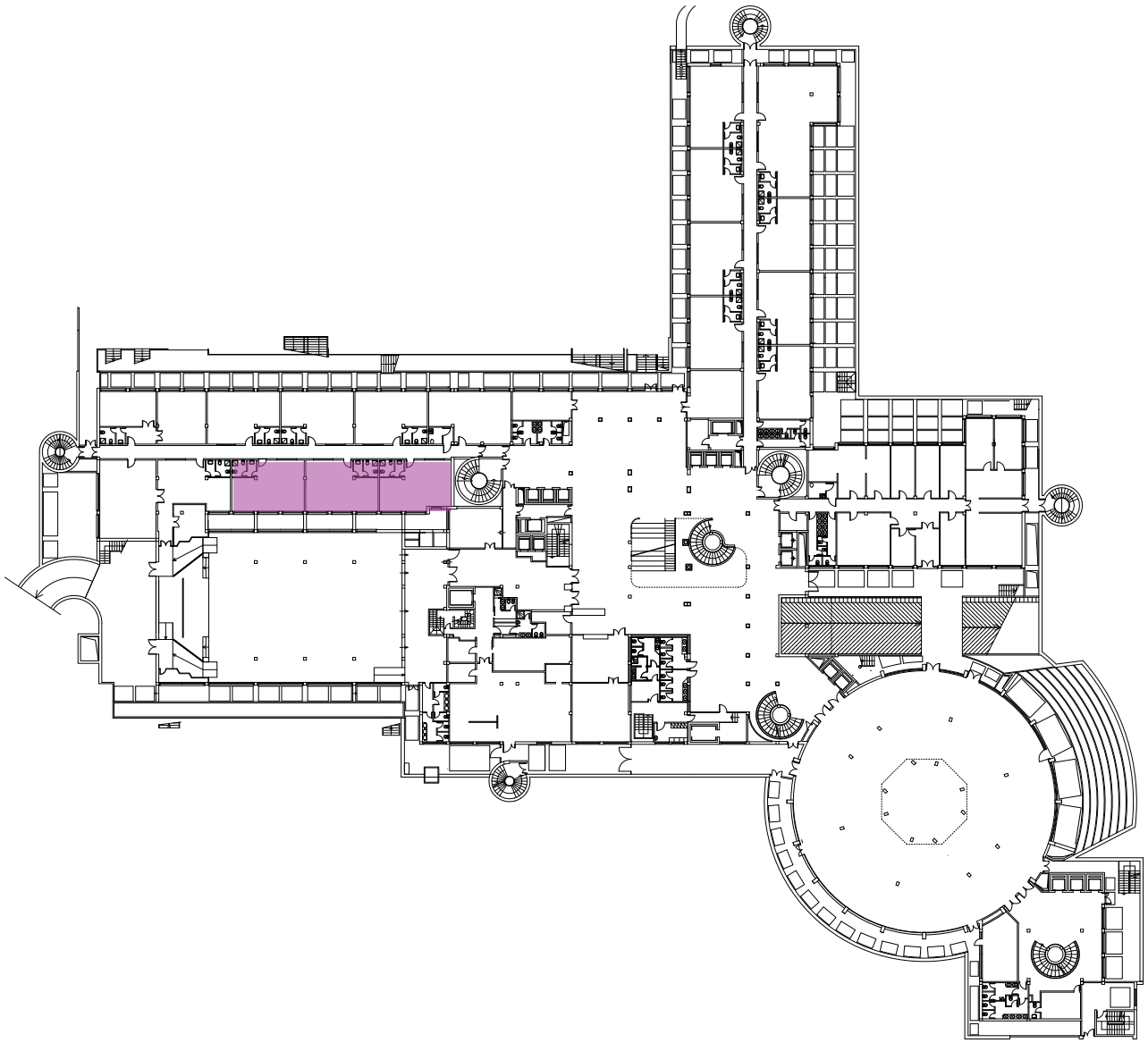


IMMERSIVE ROOMS

CAPACITY

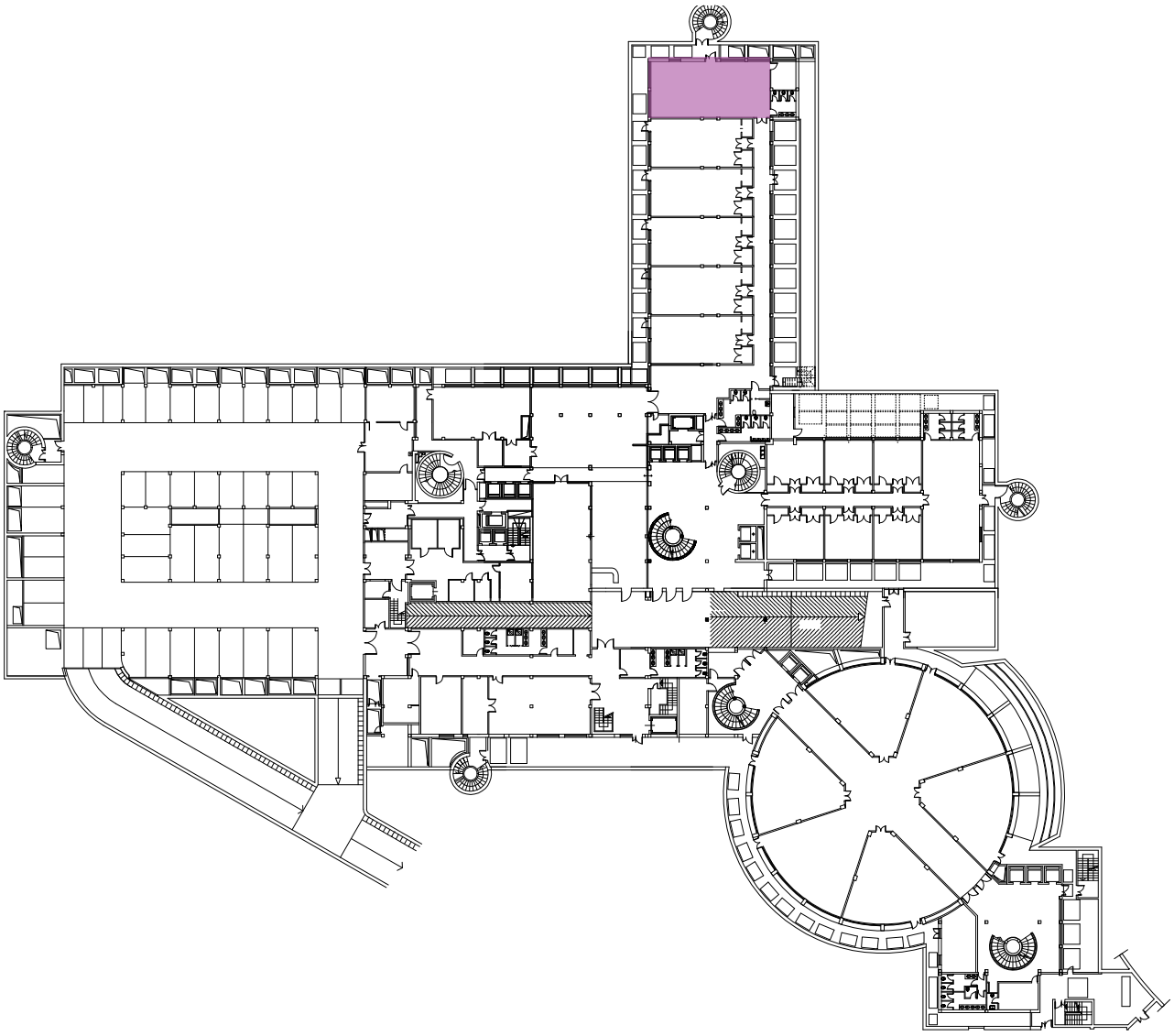
15 people per room

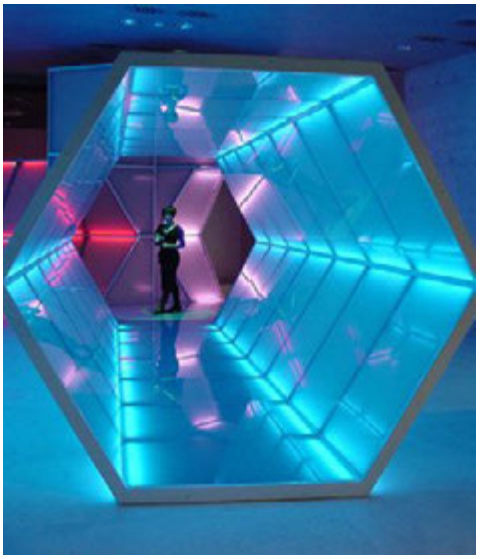


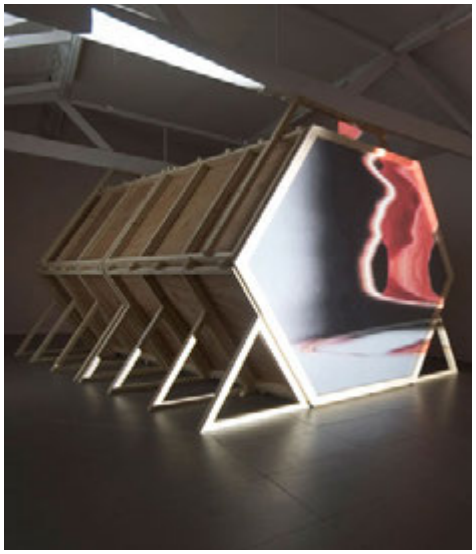
IMMERSIVE ROOMS

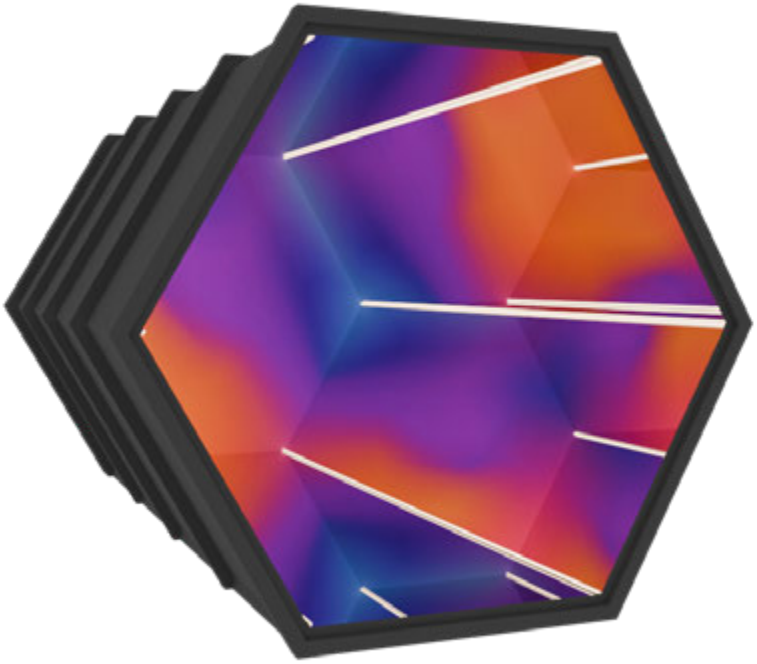
CAPACITY

70 people per room



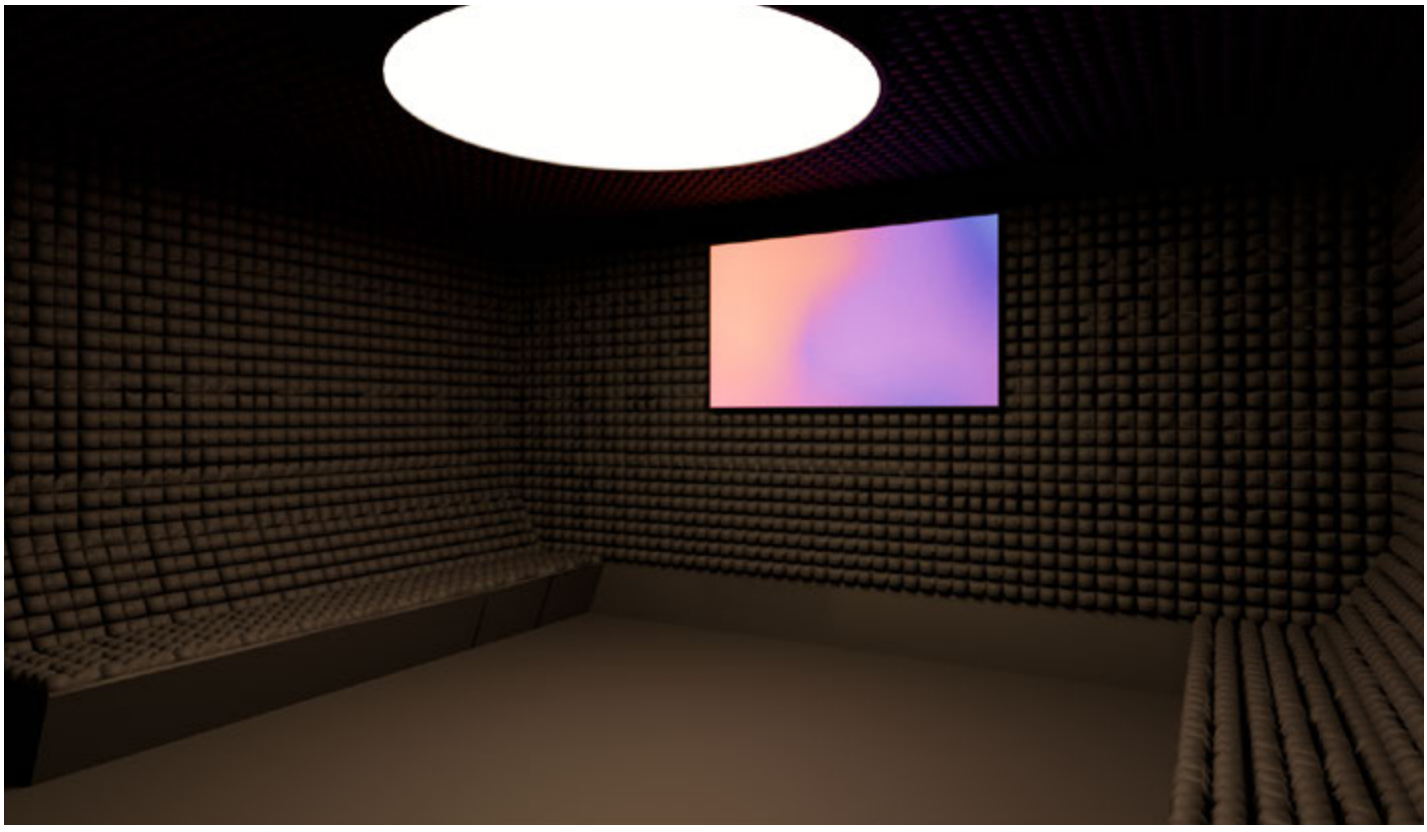


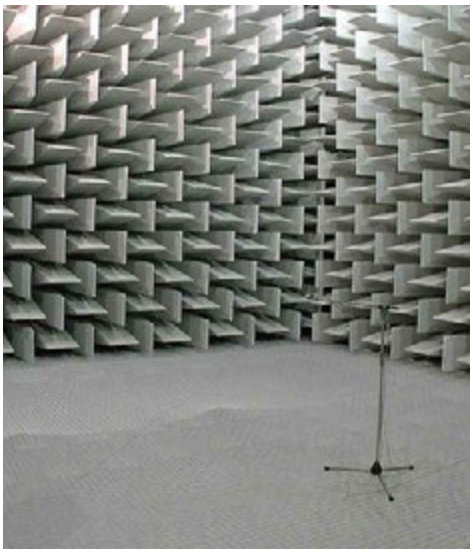
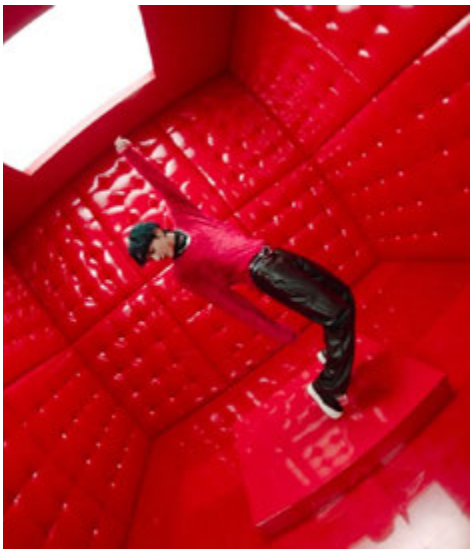


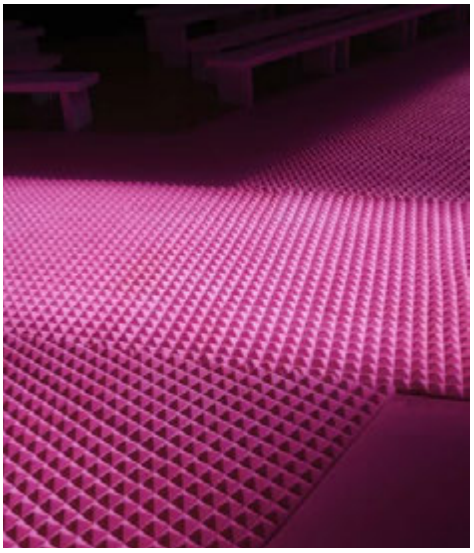


SOUND ROOM

A room lined with acoustic-absorbing material to create a fully soundproof environment, capable of hosting a range of activities from karaoke sessions and immersive sound experiences to the pure enjoyment of absolute silence.



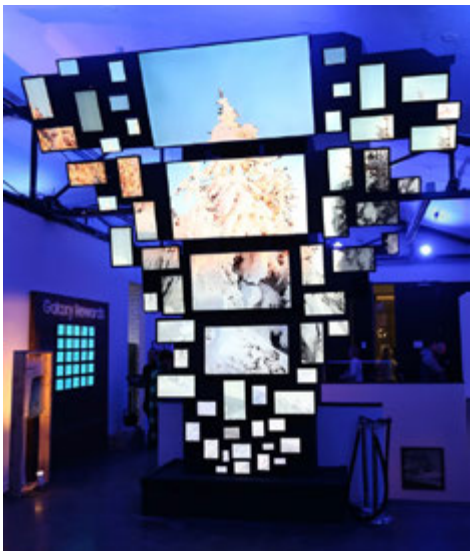


AUDEMARS PIGUE

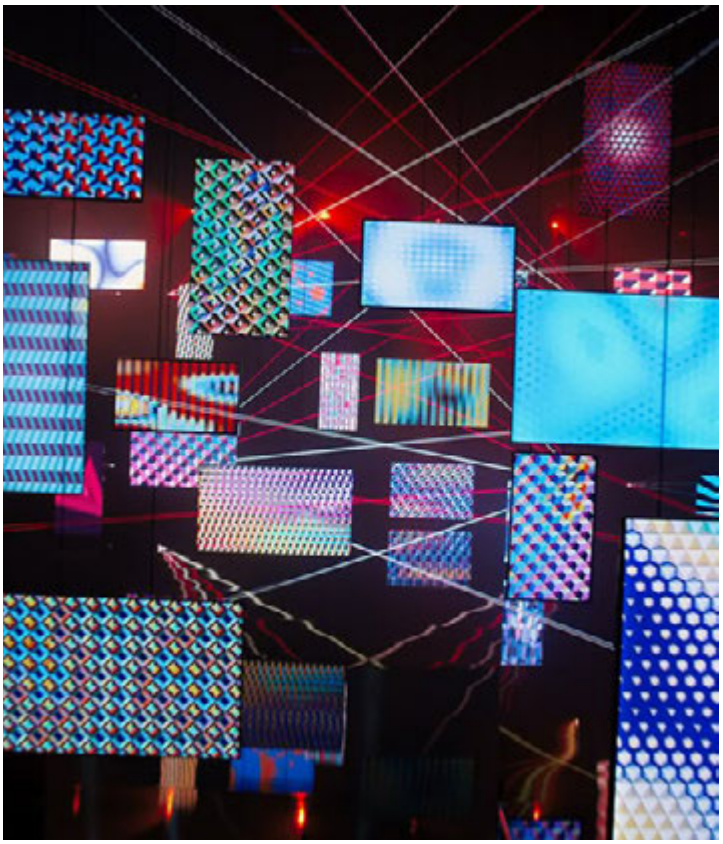
SCREEN ROOM

Play and Repeat. A rhythmic array of screens in varying sizes lines the walls, looping content in series to create a high-impact sensory environment the perfect setting for 360° gaming tournaments and live presentations.

NIKE
AIR

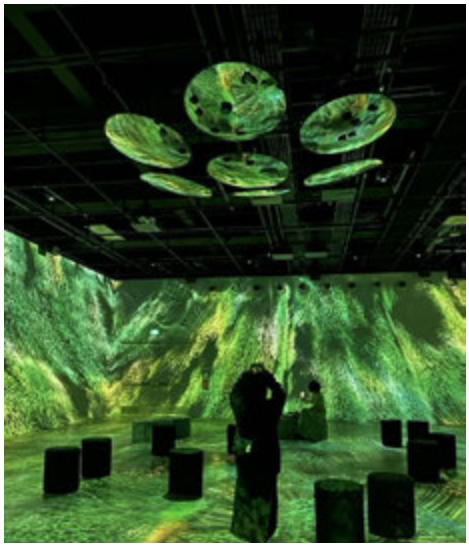


Calvin Klein

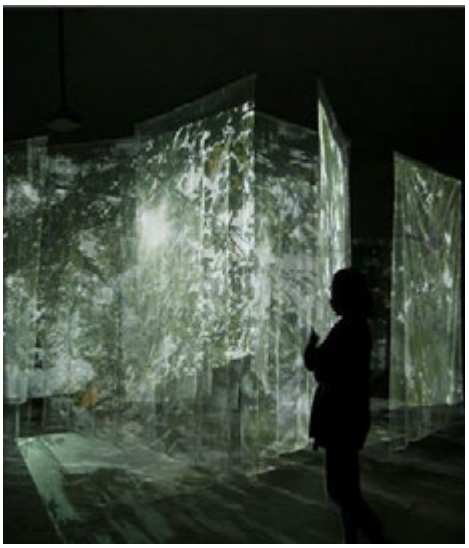


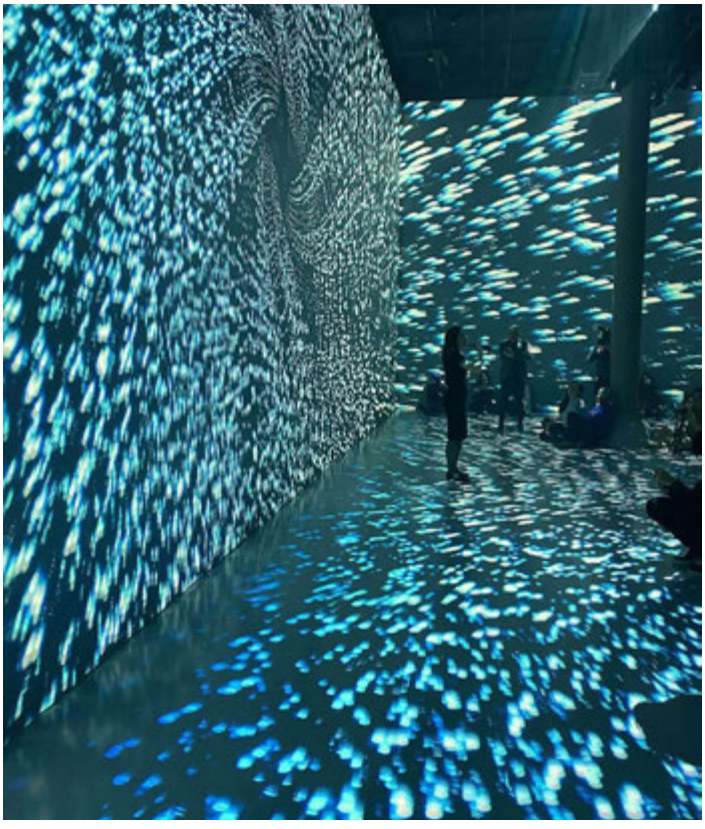
PROJECTION ROOM

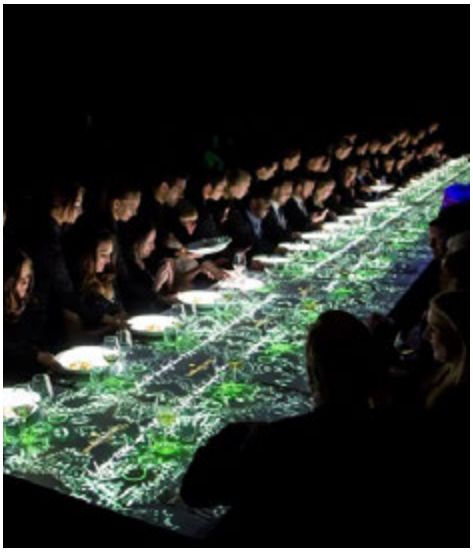
The White Canvas. A room where an all-around projection system paints ever-changing scenarios in a total-look environment. The perfect setting for themed dinners and fully immersive experiences.

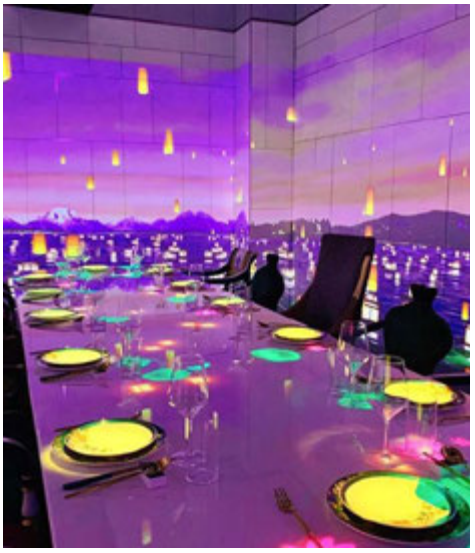


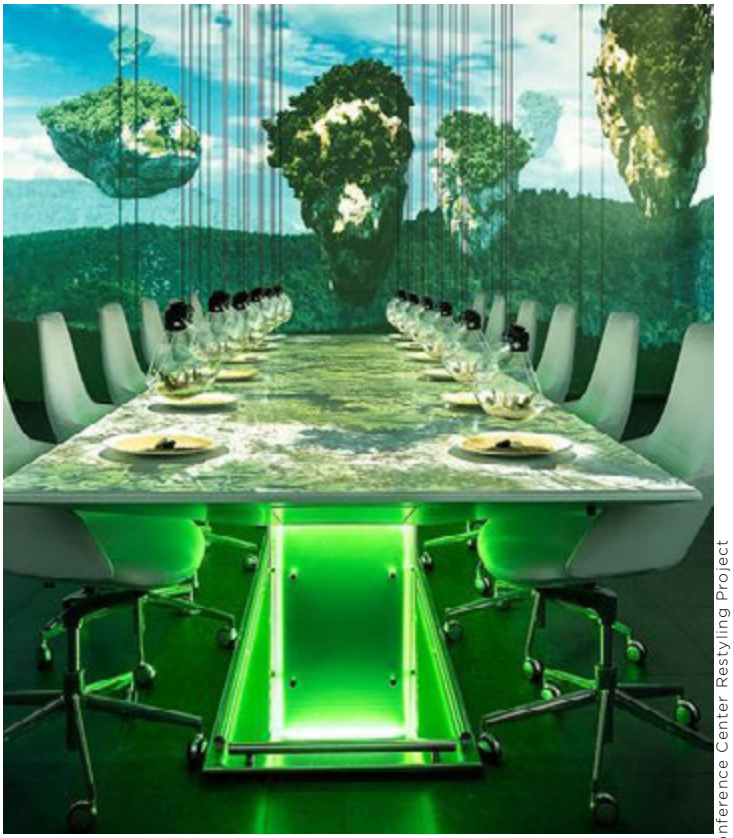
BOSE











FUTURE GOALS

GEMINI
WHAT'S NEXT

Gemini isn't just a room—it's a **stage poised for its next act**. A space with bold character, able to transform with effortless elegance while always retaining its own identity.

Permanent tiered seating defines the area, naturally creating an **audience ready for a runway show, a panel talk or a premiere**. Change the scene in an instant: add a handful of armchairs and side tables, and Gemini becomes an **intimate screening room** perfect for indie film nights or cinema-themed dinners. With fully **integrated projectors**, every piece of content springs to life with vivid impact and total immersion.

Or watch it unfold, wide open: welcome to a spacious **hall for conventions**, **presentations** and **product launches**, where every voice finds its echo.

Gemini is dual by design **technology and imagination, precision and spectacle**.

A venue built to host diverse experiences under one roof, yet driven by a single ambition: to make a lasting impression.

CATWALK

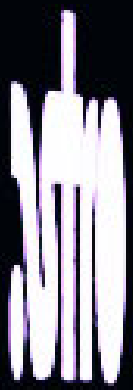
CINEMA

CONFERENCE & PROJECTIONS

QUARK

HOTEL MILANO

www.quarkhotelmilano.com
www.ariesgroup.it



ARIES
GROUP

a Project by
EVASTOMPER