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ROOFTOP REVELRY

Hotel Viu Milan takes summer in style with exclusive pool parties

Berlin, August 17, 2017 – Since its opening in March, Hotel Viu Milan has established itself as a landmark in its own right amid the shifting landscape of cool drinking dens and historical monuments which define the city's emerging Porta Volta neighborhood. And thanks to the introduction of their exclusive rooftop pool parties every Thursday, the 124-room hotel has become a beacon for the who's who of Milanese society looking to escape the dog days of summer in the city. www.designhotels.com/hotel-viu-milan

As the only five-star hotel in Italy's fashion capital to boast a rooftop pool, Hotel Viu Milan is in a unique position to offer a suitably stylish respite from the stifling heat of the Mediterranean summer. Teak lounge furniture is set amid Mediterranean olive trees, creating an urban oasis where guests can while away halcyon hours between dips in the pool and basking in the sun's warming rays from dawn till dusk. Normally reserved for residents' use only, the hotel is flinging open the doors of the Arassociati Studio-designed terrace every Thursday evening until September 28 to host chic sundowners to the spectacular backdrop of Milan's moonlit skyline.

Taking place from 7pm until midnight, the intimate parties attract a stylish, creative crowd from the local neighborhood, as well as the community of design-loving global nomads who call the hotel home during their time in the city. A soundtrack of curated atmospheric music throughout the terrace soothes the soul of even the most frazzled of city dwellers, while Italian canapés offer more corporal enrichment. The mixology team at the terrace bar are responsible for refreshments, with cocktails such as "The Mediterranean" (gin,

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lime juice, basil syrup, barley syrup, pineapple) and "Spritz Viu" (Aperol, elderflower, pink grapefruit, Brut Spumante) ably lubricating the evenings' entertainment. Each party concludes with a plunge in the pool, or at the very least an immaculately-pedicured toe dip as befitting the stylish surroundings.



Entrance to the Hotel Viu Milan weekly pool parties is complimentary and open to both hotel residents and neighbors via guest list registration at www.natashaslater.com. For parties of up to eight people, it is possible to reserve a poolside table at the cost of EUR 350 including two bottles of Champagne, while terrace tables are available for EUR 250 for up to six people.

About Hotel Viu Milan

Located in Milan's hip Porta Volta neighborhood, this 124-room hotel is surrounded by an exquisite cross-section of Milanese culture: from centuries-old historical monuments to grand shopping boulevards and cool drinking dens. And yet it has become the area's hottest spot thanks to its stunning glass façade, lush vertical gardens, and flawless Italian design. Throw in exquisite furnishings by Molteni&C, a gourmet restaurant helmed by Michelin-starred chef Giancarlo Morelli, and a spectacular rooftop terrace and pool with panoramic views over the city, and you have the chicest new addition to Italy's capital of cool.

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