10 watt location

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Milan | Italy

10 watt location

where is 10 watt?

10 Watt is located in a flourishing area of Milan, close to the well known Navigli district, via Tortona and the Romolo and Porta Genova underground and railway stations. The event venue is situated in via Giacomo Watt 10.

what is 10 watt?

The Venue unifies its industrial past with contemporary design: the building is the result of the restoration of an headquartered of *Luxcinematographic* that later became a bolt factory. It now features six spaces over 1000m2: Lounge, Light, Color, Acqua & Gym, Yori Studio and Purple House, all of which are furnished with award winning design complements of great visual impact.

who created 10 watt?

We never cease to evolve, as it expresses the creativity of the art director and photographer Antonio Schiavano and the food photographer Renato Marcialis who conceived the space to be adaptable to all situations with a meticulous attention to detail.

how does 10 watt work?

An average of 200 event days a year during the last 15 years guarantees our experience and know how in any situation.

We collaborate to create unique and tailor-made events in our spaces, but most of all, to transform them into memorable experiences for the guests.

We also directly produce and manage events for company's.

All basic services are included, no surprises. All possible extras are indicated.

We accept all external services or arrange our trustful partners such as catering, transport, security...

We also can provide a partner Hotel and Parking within 50 meter of the location.

Passion is the engine that drives us to do what we do every day!

We manage the space with flexibility, positivity and great smiles.

You will be assisted by a passionate staff gifted with meticulous attention to detail and ability to offer creativity and professionalism, on top the most reliable and suited equipment according to the event needs.

We speak English, Spanish, German and, of course, Italian.

10 Watt is easy to discover but impossible to forget.

six spaces one solution

CORPORATE EVENTS
MEETINGS
CONFERENCE
PRODUCT LAUNCH

AUTOMOTIVE EVENTS
PRESS DAY
SHOWROOM
FASHION SHOW

EXHIBITIONS
GALAS
PHOTOGRAPHIC STUDIO
FILM STUDIO



10 watt location

outdoor area

The outdoor area is our private entrance for the venue which guides the guests to the lobby.
The strength of the outdoor area is the combination of color LED light to reinforce the color scheme, our two illuminated mirror showcases for graphics & our TV showcase using videos or digital images.
To make 10 watt your venue, you can also cover our two giant PVC banners.
This will immerse the attendees into the events ambient even before they entered.
This courtyard is decorated with potted plants and designer seating it also features an umbrella rack and smoking area.
It is also our loading and unloading area available for all suppliers and with direct ground level access to all our spaces.
The width of the outdoor area allows the direct access of cars into the venue for automotive events.

10 watt location

specs

two Illuminated mirror boxes for graphics
one TV mirror box for branding
three color LED bars
bistro tables and seats
wi-fi (1gb fibre)
customizable Banner (540 x 292 cm)
customizable Banner (580 x 186 cm)
planters on wheels 1,84 x 2,39 m

outdoor area

10 watt location











lounge space

The Lounge space is the lobby of 10 Watt venue. The wow effect that surprises every guest, is given by the design American bar, the designer accreditation guest, the contemporary cloakroom and the suspended staircase which features a designer lighting system normally used as a set of video and photo shootings.
This space warmly welcomes guests in a harmonic and elegant lounge also thanks to its piped music system. The cement counter can be set to offer welcome drinks. In addition, there is an accreditation desk, an equipped cloakroom and a Smart TV for branding. The Lounge space is easily personalizable by selecting a specific color lighting, or by positioning company's self standing structures and gadgets. Hostess service on request.

10 watt location

specs
main entrance/lobby (ground floor)
accreditation desk
wardrobe/cloakroom
american bar for welcome coffee/drinks
60" Smart TV
audio system & led ilumination
air conditioning and heating system
design decoration

lounge space

















light space

Light is an extremely versatile and functional space for stylish professionals to work, meet and relax. Its ability to transform so easily makes it ideal space where to host a large range of events.
During the day there is a big quantity of light coming through the wide skylight, it can be partially or totally darkened electrically, exalting the total white walls and the translucent features around the venue. The point of strength of this space is its technology, essential element for who wants to create an innovative brand experience of a strong visual impact. Our multi-media technical equipment includes a state-of-the-art audio, video and light system
From the control room, positioned on the mezzanine, it's possible to manage the audio and video contents and send the information to all screens and speakers of the venue.

10 watt location

specs

design decoration
up to 140 Moroso chairs
light control & led control system
full natural light control (black-out 5 sec.)
panasonic 6500 projector (1920 x 1080)
motorized 5,50x4m screen
2 x 46' smart tv's
full professional audio system
mackie audio mixer 2
wireless microphone (Sennheiser)
professional control room
speaker screen
wifi & ethernet (1GB)

light space



























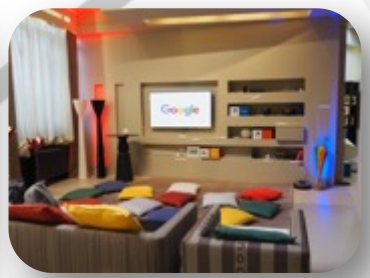
color space

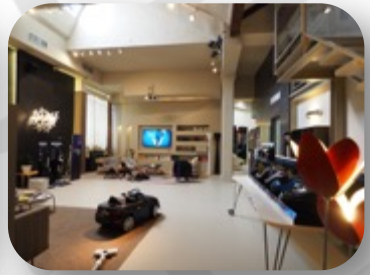
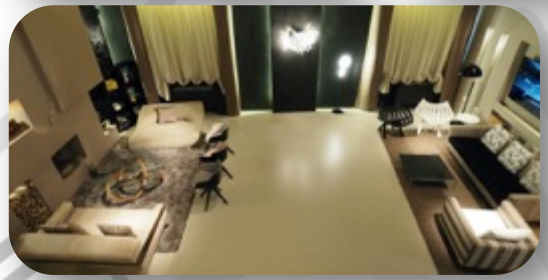
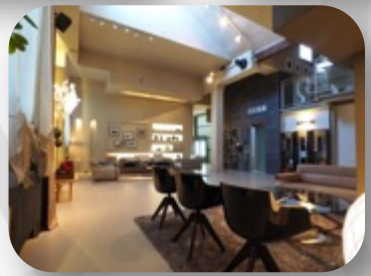
This is our sleek, stylish and spacious loft called Color. It happens to be the place where the contrast between the industrial past of the venue and the modern design introduced during the refurbishment, is definitely evident and make this space.
Color is a versatile and refined space with light beige resin floor, inspired by the loft concept. It features a sensational double living room. It also has a stylish kitchen which can be set into a cocktail bar.
Color is is perfect to host corporate events, such as formal and informal meetings, press conferences, product launches, team building, seminars and showrooms. Color lends itself to accommodate intimate seated dinners, imperial table and roundtable about, as well as light lunch buffets with informal seating, and coffee or cocktail stations.

10 watt location

specs
1 extra meeting room (8pax)
1 extra meeting space (4pax)
kitchen (for catering)
Back-office for catering
light control & led control system
benQ 5000 projector
motorized 3,30x3,30m screen
1 x 65' smart TV
full professional audio system (HK Lucas)
audio mixer
wireless microphone (Sennheiser)
connected to the control room
WIFI & Ethernet (1GB)

color space






yori space

10 watt location

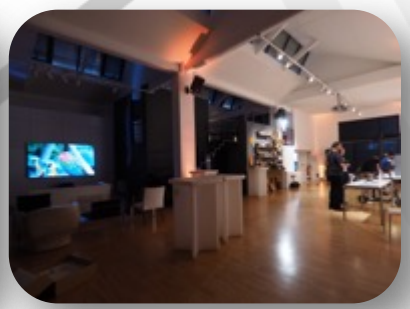
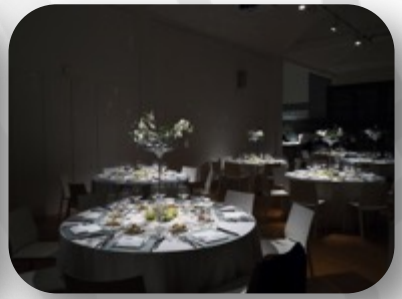
This loft is characterised by a contemporary style throughout.
Arranged for each event to the right set up the Yori Studio, as it is equipped with a back area which it is usually at exclusive use of the catering service can work as an operational and functional area or simply for the deposit of material.
It is so flexible that has been used as a technological showroom just by setting screens and video games consoles, meeting and seminar space, dining hall and art exhibition space.

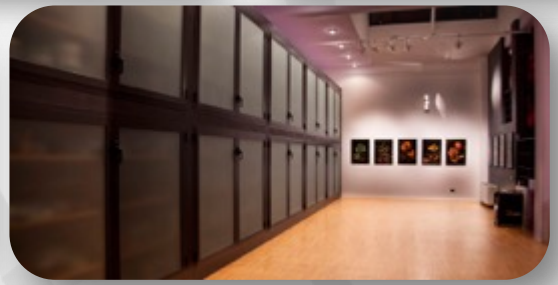
specs

kitchen (for catering)
Back-office for catering
light control & led control system
epson fullHD 6000 AL projector
self-supporting screen 4 x 3 m
self-supporting TV 50"
full professional audio system
audio mixer
wireless microphone (Sennheiser)
connected to the control room
wifi & ethernet (1GB)

yori space

10 watt location





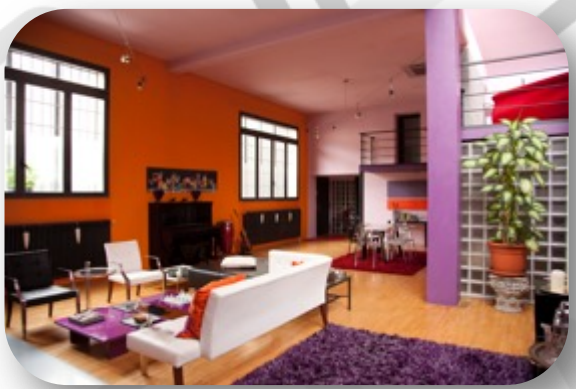

purple house

10 watt location

A unique, eclectic and fully furnished loft in Milan, which features a bedroom, a kitchen, a black Bisazza design bathroom and a spacious colorful living room. The seating, the libraries, the objects displayed can be moved around to personalize the space.
In this open plan and funky loft, the protagonist is color. Purple and orange walls, with the most exquisite design furniture, make it perfect to organize unusual events.
This is the king of small but impactful meetings.

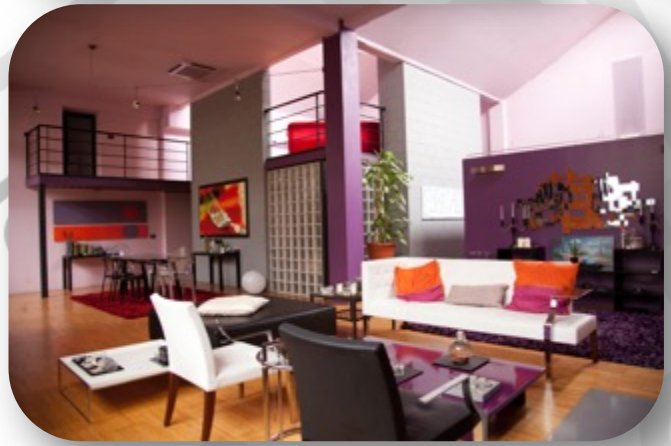
specs
daylight partially or total black out
catering area
working equipped kitchen
black Bisazza designer bathroom
fireplace
designer furniture
wifi (1GB Fibre)
Self-standing 50" TV

purple house

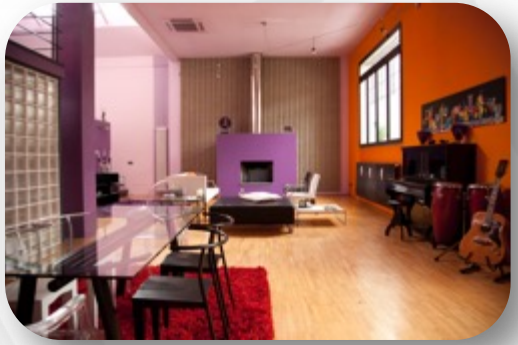










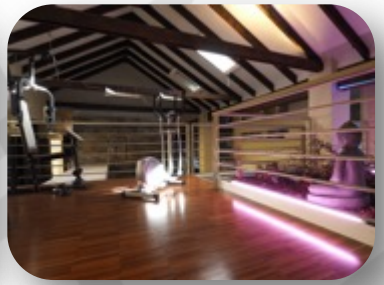


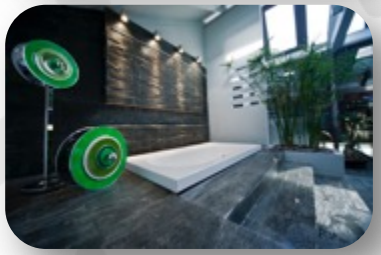
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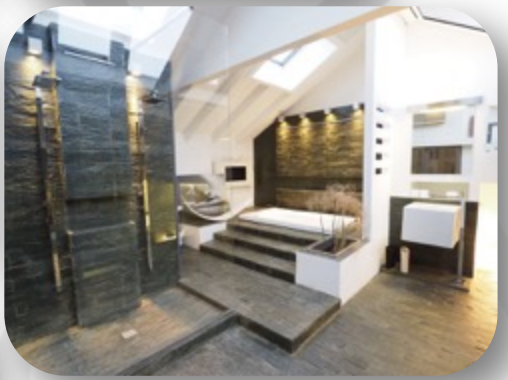
aqua & gym

A boutique-style and exclusive bathroom gifted with great visual impact. Entirely decorated in serpentine stone, features a Kos tub, Gessi bathroom fittings and chromotherapy.
During sunny days, light filters through the skylights making the atmosphere of the space even more fascinating, whilst by darkening the area, the spotlight is on the amazing effects of chromotherapy.
his area is dedicated to personal well-being. Here, on the mezzanine, after walking on a glass corridor, which overlooks the Color space, it's possible to reach the petite gym with its equipment.
This space, not only is an elegant set where to hold photo shoots and film videos but paired up with the use of Color, can become a showroom for brands linked to the water and fitness world.











spaces layout



10 watt location

hire quotes

10 watt location

spaces

Lounge + Light	€ 2.000,00
Lounge + Color	€ 2.500,00
Lounge + Light + Color	€ 3.500,00
Purple House	€ 2.000,00
Yori Studio	€ 1.600,00
Lounge + Color + Acqua & Gym	€ 4.000,00
Lounge + Light + Color + Acqua & Gym	€ 4.500,00
Lounge + Light + Color +Yori Studio	€ 5.100,00

These prices don't include the 22% VAT applicable.
These rates are for the use during the normal opening time:
from **8:00 to 19:00**
For longer duration of the event or evening/night events other quotes apply. On request.

extras

NEC 8000 FullHD Projector for main screen	200,00€
3 EPSON 4800 FullHD side projectors	300,00€
Profesional Video Mixer	150,00€
Up to 6 Sennheiser microphones	90,00€
External showcases and TV	300,00€
Stage	300,00€
Audio/Video Tecnician	350,00€
Flip chart	20,00€
Laptop PC	50,00€

These prices are per day and unit.
No taxes applicable on the extras.

SPACE	M2	theatre	U-shape	Class room	Cabaret	Cocktail buffet
LIGHT	230	120	33/36	48	100	120
LOUNGE	75	25	-	-	-	50
YORI STUDIO	220	50/80	33/36	48	110	120
COLOR	270	40	24	24	50	60
PURPLE HOUSE	200	30	24	18	30	30

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