



Enjoy the Dolce Vita.

The iconic Kreos Motorhome comes to Milan Design Week

San Casciano in Val di Pesa, April 2024

- *Laika will take part in the “A Casa Ovunque (At Home Everywhere) ‘24- Human Technology” event with the new Kreos H 5109*
- *The project is being organised by Sfera MediaGroup, Style Piccoli and The Playful Living*
- *The event will take visitors on a comprehensive visual and experiential journey*

You are “At Home Everywhere” with the Kreos Motorhome. Even at Milan Design Week.

Laika Caravans is taking part in the “A Casa Ovunque ‘24” project by Sfera MediaGroup, part of RCS MediaGroup’s children’s division, alongside Style Piccoli and The Playful Living. This year, the spotlight is on “Human Technology”. The event, now in its third year, will take place from April 15th to 21st at Via Savona 35, in Milan’s Tortona district.

Laika has decided to participate within a visual and experiential context by bringing the best combination of design and technology it can offer, sharing its vision of the world and everything around it. It embraces the typically Italian style of enjoying life to the fullest.

The “A Casa Ovunque ‘24 - Human Technology” project

The project’s concept revolves around a distinct shift in perspective: “A Casa Ovunque ‘24” is rooted in a return to human needs, emphasising emotions and the importance of feeling at home wherever you are.

From this viewpoint, technology aims to enhance living standards by creating comfortable environments and streamlining daily tasks, all without becoming an end in itself.



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Laika fully embraces this vision, which is why the interiors of the Kreos have been designed to cherish the best moments of the journey. All the on-board details, starting with the shades of the upholstery and furniture, aim to create a relaxing environment within a concept of innovative space.

“Human Technology”, therefore, will be a hybrid event, incorporating both physical and digital elements, aiming to showcase the benefits of technology while keeping the spotlight on human interaction.

The event will unfold as a visual and experiential narrative, blending real and digital worlds, weaving together intimate domestic settings with indoor and outdoor simulations, typical of constantly evolving hybrid spaces.

The Kreos will be present in the “On The Road” space

“A Casa Ovunque ‘24” aims to redefine everyday life, with a focus on sustainability and technology while at the same time prioritising people and relationships. Five settings have been selected to delve deeper into these themes: Charme Hotel, Open Square, Cultural Business Lounge, Kids Space and On the Road.

Laika will be represented by the Kreos H 5109 in the “On The Road” setting, which aims to *narrate the essence of travel as both a cultural and relational journey, exploring the world through art and photography, all within the comfort of a motorhome.*

The Kreos Motorhome embodies the perfect backdrop for blending the concepts of cutting-edge technology and expressive design, serving as a common ground where the camper becomes the place to express oneself and get excited in a completely natural way.

The spaces of “A Casa Ovunque ‘24 - Human Technology” will also be filled with a wealth of talks, workshops, creative laboratories and cooking shows for adults and children, aperitifs and tastings.

The programme, which is being continuously updated, is available at www.theplayfulliving.com/acasaovunque24.



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You can download the images here: <https://www.laika.it/wp-content/uploads/2024/03/Laika-A-Casa-Ovunque-Pictures.zip>

LAIKA, WITH YOU ON YOUR TRAVELS SINCE 1964

60 years have passed since, in 1964, Giovanbattista Moscardini founded LAIKA, calling it after the first dog launched into space. Fascinated by the space adventures and the new horizons that were opening up, Moscardini laid the foundations for what is now an avant-garde company, which stands out for its production of design and excellent construction technique. Laika Caravans belongs to the Erwin Hymer Group and manufactures vehicles designed with excellent construction techniques, made to last and suitable for any climatic situation. Customer satisfaction is Laika's main goal. Thanks to its team with extensive competence and experience, it creates vehicles with attention paid to the smallest details. www.laika.it/en/

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