

The October Edition Of InteriHotel Barcelona Focuses On Design

🕒 20/08/2018 👤 Guest Contributor 📅 Events

The upcoming edition of InteriHotel continues to be focused on design as, on one hand, the brands present their products in a showroom style, creating a hotel setting at the design stands and, on the other hand, a special area has been created for the first time for brands whose core value is their original design, setting them apart from others, comprising what will be InteriHotel's new **"Design Area"**.



On the other hand, the **Interior Designer rooms** immerse visitors in the world of original design, as these are spaces curated by interior designers with experience in contract-hospitality projects, recreating different spaces in a hotel and collaborating with the exhibiting brands.

Finally, the **Lounge Area** is a space which offers a functional atmosphere, designed to nurture professional relationships in a less formal way. The space is curated by RED-AEDE and will be where its partner brands create a joint proposal for the decoration and equipment used in this unique space.

InteriHotel Barcelona, an international event:

InteriHotel Barcelona has been granted international status, a recognition awarded by the Minister of Economy, Industry and Competitiveness. It is a leading event in the interior design of hotels in southern Europe and is the most important in Spain in this sector, welcoming visitors from 25 countries across 5 continents, and where 20% of the brands that participate are international.

On the other hand, within the setting of InteriHotel, an international mission will take place with top-class hotel groups and advisors coming from markets such as Mexico/the Caribbean, the UAE, the USA and Morocco. Among the activities included in this mission are:

- Work groups with brands interested in operating in these markets
- A programme of conferences with international advisors
- Face-to-face meetings
- Networking activities and work lunches

In addition, a **summit on contract-hospitality** will be held as part of the SENTINEL project, funded by the European Commission and led by CENFIM. The purpose of this project is to provide support to SMEs that are in the process of internationalisation in emerging markets outside of Europe, which will produce business opportunities in the medium term, making tools available to companies affiliated with the group.

3 other European clusters with interest in these markets will participate in this project: Catalan Water Partnership (water sector), OÖ Energiesparverband from Austria (renewable energies) and Fondazione Torino Wireless from Italy (IT sector).

Valuable content: conferences:

The programmed activities in the **Knowledge Area** put the spotlight on respected professionals with outstanding careers through a complete programme of conferences and discussion panels with 40 speakers participating. Across 12 sessions they will touch upon topics that are currently affecting the sector, such as hospitality positioning strategies, success stories, good practices in hotel interior design and technical sessions. Additionally, and new for this edition, InteriHotel offers a space for young talents to present their project ideas, called **Fresh Talks**.

InteriHotel hopes to be a space for connecting and interacting (brands-hotels-advisors) where design and interior design take centre stage.

The areas:

The jewel in InteriHotel's crown is its ability to offer a top-level showroom; the **Exhibition Area** – a space where brands showcase different hotel settings – bedrooms, cafés, restaurants, etc. – displaying the majority of products that must be considered when planning a hotel interior design project. At some stands, several different brands will collaborate, integrating their products in the final setting and creating complete top-end spaces for visitors. At this edition, specialist **outdoor** brands (outdoor equipment such as furniture, lighting, flooring, decking...) will have a special area where they can exhibit all of their products. Made up of large open spaces and situated in the central areas in between the aisles, this area is perfect for hosting these types of products and equipment and has great visibility.

Another area that offers advisors, hotel owners and hotel chain project managers with valuable content is the **Materials&Tech Area**. This space is reserved exclusively for manufacturers and distributors of innovative technology and materials for hotel interior design. Participating companies will have the chance to perform a 15-minute product presentation to advisors in a stimulating environment next to this area.

In the **Experience Area**, visitors will be able to find a space where they can gain first-hand experience of new technologies, accessible design and other solutions to the problems that users are faced with in the hotels in the 21st century. This area proposes a kind of interior design that incorporates innovative products, designs and technology applications to help create more comfortable and accessible hotel spaces for guests.

Anticipated participation and business opportunities :

At the 2018 edition we expect participation from:

- **200 specialist contract-hospitality brands**
- **4000 professionals** from across the industry, including hotel companies, architects, interior designers, decorators and project management companies.
- **1200 hotel refurbishment and/or construction projects.**

With the new edition, InteriHotel Barcelona is consolidating itself as the leading event in the sector, as much for its impact as for the quantity of business opportunities it generates.

Organised by:

CENFIM – Home & Contract Furnishings and Innovation Hub

CENFIM (www.cenfim.org), cluster of household equipment and contract, has as its mission to contribute to improving the competitiveness of companies in the value chain of furniture and habitat. It is a non-profit entity owned by the business associations of the furniture sector and public entities. **CENFIM** has 131 associated companies from the furniture, carpentry, flooring, bathroom, lighting and textile, home automation and decoration sectors.

CENFIM favors innovation in companies through the implementation of collaborative projects in the areas of market intelligence and innovation. **CENFIM** has launched the largest marketplace for hotel interior design, InteriHotel (www.interihotel.com), with annual editions in Barcelona, Madrid, Palma de Mallorca, Tenerife and Malaga, the WEcontract BCN showroom in Barcelona and the HIcontract.net online platform.

Contact us:

Toni Zaragoza

InteriHotel Director

Tel. [+34 977 570 166](tel:+34977570166)

antoni.zaragoza@cenfim.org

www.cenfim.org

Amandine Cadeville

Communication Manager

Tel: [+34 680 81 96 65](tel:+34680819665)

amandine.cadeville@cenfim.org

www.cenfim.org