

# REPORT 2025



**ambit**

LIVING SPACES CLUSTER

# 2025 REPORT

## SUMMARY

<b>PRESIDENT'S LETTER</b>	<b>03</b>
<b>THE CLUSTER</b>	<b>04</b>
Management team	06
Technical team	07
Working groups	08
<b>AMBIT IN FIGURES</b>	<b>10</b>
<b>CLUSTER ASSOCIATES</b>	<b>14</b>
<b>ACTIVITIES</b>	<b>18</b>
<b>PROJECTS</b>	<b>28</b>
<b>CERTIFICATIONS</b>	<b>38</b>

**ambit**  
LIVING SPACES CLUSTER

### AMBIT Living Spaces Cluster

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## PRESIDENT'S LETTER



The year 2025 has been particularly significant for our cluster. We are celebrating 20 years of history, two decades of collective work that have contributed decisively to the growth, consolidation and professionalisation of a sector that is now clearly going from strength to strength.

Since its inception, the cluster has undergone constant and sustained evolution, with progressive growth over the years. Only the pandemic marked a temporary turning point, but that exceptional context highlighted the resilience of the project and its entire ecosystem. Today, with hindsight, we can say that the cluster has emerged stronger from that period and that 2025 confirms a solid and mature reality.

This is reflected in the fact that in 2025 we have once again achieved record figures in terms of the number of members, number of projects carried out and participants in activities, clear indicators of the value that the cluster brings to member companies and the sector. These results, which we detail in the activity report, consolidate the cluster as a benchmark in the sector, not only in Catalonia and Spain, but also at European level.

The activities promoted by the cluster have become essential events in the sector and are recognised for their quality, content and ability to generate opportunities. Today, they are admired and respected spaces that set trends and have become benchmark activities within the professional ecosystem. In this regard, it is worth highlighting interihotel once again, which celebrated its 15th edition in 2025. From its humble beginnings in La Sénia, interihotel has become the undisputed benchmark trade fair for contract-hospitality at a national level and with an increasingly notable international presence.

This year, 2025, has also seen the launch of two strategic projects that will shape the future of the cluster: Ambit Hub and Ambit Academy. Both projects came to fruition in the last quarter of 2025, and we are confident that, with everyone's involvement, they will mature into fully-fledged projects during 2026.

Ambit Hub is a new multidisciplinary space located in Barcelona, designed to host activities that promote the growth and competitiveness of companies in the habitat ecosystem. A space designed to foster connection, innovation and the generation of opportunities among companies in the cluster.

For its part, Ambit Academy seeks to structure, consolidate and strengthen the training, teaching and knowledge dissemination capabilities generated within the cluster and among its partners. It also aims to promote knowledge, training and talent transfer, responding to the present and future needs of the sector.

Without a doubt, one of the cluster's greatest assets is its management and governance model. Thanks to the work of the management team and the active involvement of the governing bodies, the cluster has established itself as a model and benchmark at the national level for how to manage and lead an organisation of this kind. Solid, professional governance aligned with the interests of its members has been key to achieving its current level of recognition and impact.

Looking ahead, we want to set ourselves a very clear strategic challenge: to expand the sectors in which we gain market knowledge. Without abandoning our focus on contract hospitality, we want to move towards new business models that are already well established in other markets and are gaining ground in Spain, such as flex living, co-living, senior living, build-to-rent and industrialised construction. These areas represent a great opportunity for the cluster to continue adding value to its members, helping them to anticipate trends, create alliances and generate new business opportunities.

Celebrating 20 years is a source of pride, but it is also an invitation to look ahead with ambition and vision for the future. We do so with a solid foundation, a committed ecosystem and a shared desire to continue building, together, the future of the sector by promoting innovation and collaboration among partner companies.

**Marc Barreno,**  
President of AMBIT

**20 years driving forward  
the habitat ecosystem**

In 2005, a group of entities committed to economic development—associations, administrations, and universities—created the Centre de Difusió Tecnològica de la Fusta i el Moble de Catalunya (Catalonian Wood and Furniture Technology Dissemination Center), CENFIM. Since then, the combination of a team of committed entrepreneurs and another team of enthusiastic professionals has demonstrated over the course of 20 years that another way of generating value for companies is possible.

Shortly after its creation, AMBIT (then CENFIM), as a private entity and like many of its partners, suffered the ravages of the property crisis. In an environment of profound sectoral transformation, the cluster committed to helping companies develop technical and commercial capabilities in the contract channel. interihotel, the cornerstone on which the cluster has grown and which this year celebrated its 15th edition, provided differentiated market intelligence for members at the time and today represents a European milestone in hospitality design.

Long-term collaborative projects, such as the showrooms in Madrid and Barcelona (now celebrating their 10th anniversary), have provided partners with the opportunity to exploit economies of scale and product synergies with other companies. They have also encouraged the cluster to expand its membership beyond geographical and sectoral boundaries, from the initial concept to the entire value chain of the housing sector in Spain.

Twelve years ago, the cluster added technical capabilities to its market intelligence activities to facilitate the strategic transformation of its companies through innovation. Recurring themes

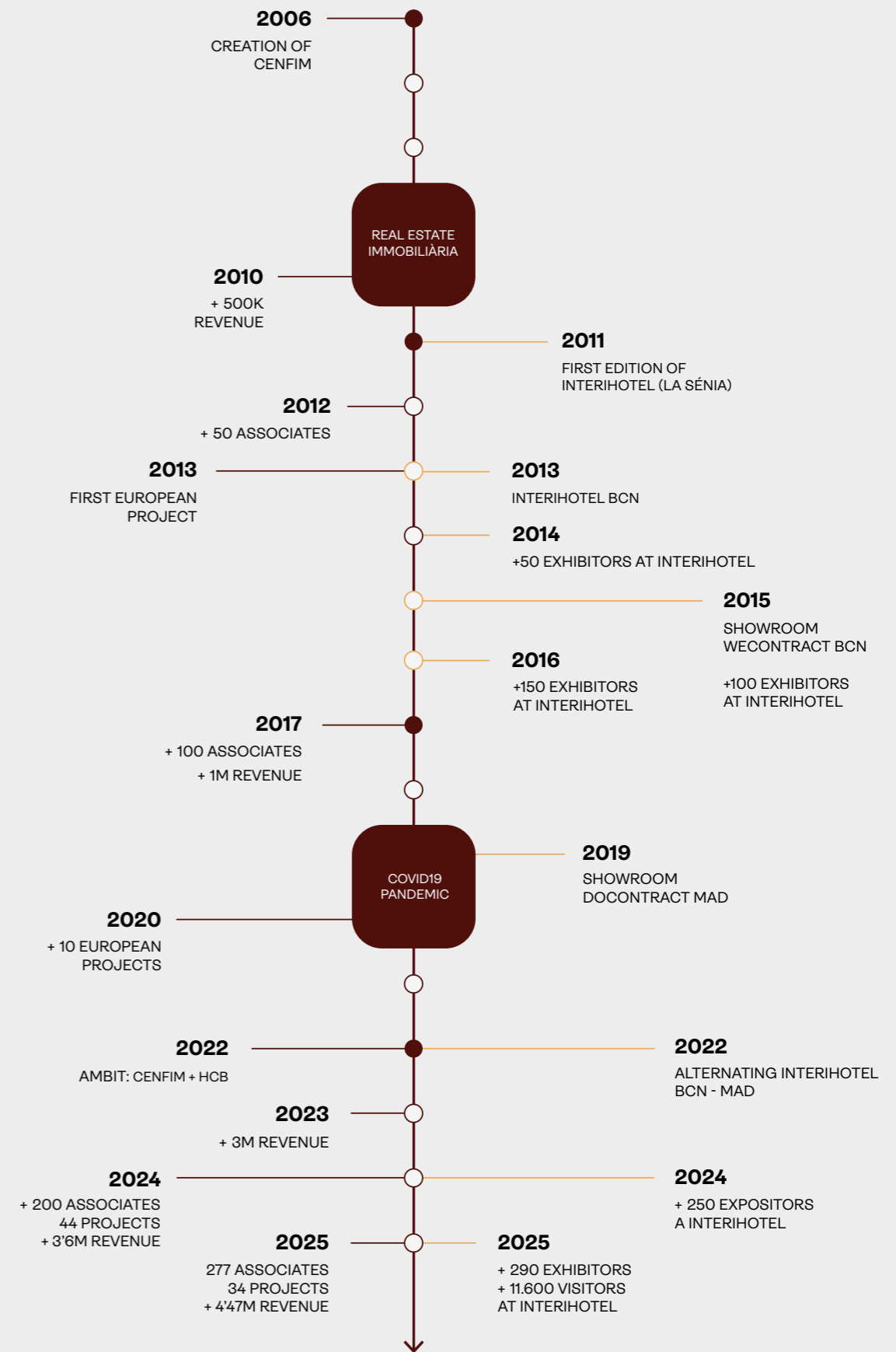
have included the digitisation of products and processes, sustainability and the circular economy, space design, trend analysis, etc. Over the years, AMBIT has obtained 215 competitive public funding grants from the European Community, the country and the autonomous communities to develop 139 innovation projects with partners.

The 2025 financial year has consolidated this upward trend. The community of partners has now reached 277 members, with 57 new companies and organisations. interihotel has taken another quantitative leap forward with the participation of 291 exhibitors and a qualitative leap with 242 speakers. The 27 innovation and circular economy projects carried out during the financial year involved the participation of 118 companies and entities. In a constant effort to offer our members the latest technologies, we are working on state-of-the-art new topics such as data space, industrialised construction, raw materials from waste and new Xreality technologies. In addition, innovation through the use of AI is permeating all our areas.

This year, we have ventured into a parallel programme to interihotel, Interi-off, which member organisations have joined and which has featured a series of forums on new forms of living, wellspaces and AI for space design.

In addition to adding new editions with new themes to the already traditional trendFEST and Jornades de Reflexió Estratègica (Strategic Reflection Days) events, two new initiatives were launched during the year: AMBIT BCN HUB, a space available for members' activities, and the launch of the Academy, a training space for AMBIT members.
























**CLUSTER TRAJECTORY**



# MANAGEMENT TEAM

The cluster's highest governing body is the Board of Trustees, which is made up of nine business partners of the cluster and three representatives from public bodies.

The strategic direction of the cluster is the responsibility of the Executive Committee of the Board of Trustees, which also supervises operations and supports the technical team. The nine business leaders who make up the Executive Committee, led by a president and a secretary, represent the different perspectives of the cluster's members based on their position in the value chain: manufacturers from different production specialities, auxiliary industries, and wholesale and retail distributors.

<b>President</b>	<b>Secretary</b>				
					
<b>Marc Barreno</b> Barinsa	<b>Joan Serra</b> ACCIÓ	<b>Josep Ferré</b> Madersénia	<b>Anton Bantanachs</b> Arquetypo	<b>Enric Ros</b> Ros Furniture	<b>Albano Moreno</b> Kave Home
					
					
<b>Enric Espinal</b> Grupo Carinbisa	<b>Josep Maria Sans</b> Kriskadecor	<b>Natividad Gancedo</b> Tapicerías Gancedo	<b>Marina Zamora</b> Sezam Studio	<b>Ercilia Garcia</b> URV	<b>Victoria Almuni</b> Aj. de la Sénia
					

# TECHNICAL TEAM

## MANAGEMENT

Definition of cluster strategy and project supervision.



**Joaquim Solana**  
Executive Director & Cluster Manager

## ADMINISTRATION AREA

Management of cluster resources and operational support for project deployment.



**Jordi Albacar**  
Administrative Area Manager



**Sofia Luis**  
Technician

## COMMUNICATION AREA

Communication with partners and key stakeholders. Dissemination of cluster projects and activities.



**Oriol Amat**  
Communications Area Manager








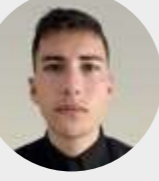

**Ariadna González**  
Technician



**Xavi Beltran**  
Technician

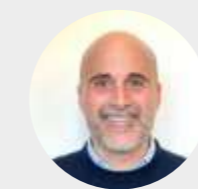
# INNOVATION AREA

Analysis of opportunities in product and process digitalisation, space innovation, circular economy, and innovation project management.

		
<b>Julio Rodrigo</b> Innovation and Sustainability Area Manager	<b>Jaisiel Madrid</b> Director of Digitalisation and Living Lab	<b>Franc Reolid</b> Project Operations Manager
		
<b>Max Rumignani</b> Talent Project Manager	<b>Ariadna Casino</b> Technician	<b>Francisco Morales</b> Technician
		
<b>Lluís Ferrés</b> Technician		

## AMBIT ACADEMY

Cluster training programme to boost members' knowledge and competitiveness through practical sessions and workshops.



**Diego Diez**  
Academy Area Manager

# MARKETING AND Internationalization AREA

Acquisition and analysis of market intelligence. Support for visibility in the contract channel and joint promotion through collaborative consortia.

		
<b>Toni Zaragoza</b> Marketing and Internationalization Area Manager	<b>Laia Casanova</b> B2B & Partnerships Coordinator	<b>Maria Auladell</b> interihotel Exhibitor Success Manager
		
<b>Rosmarí Querol</b> Specifier Relations & TrendsCLUB Manager	<b>Joan Bel</b> interihotel & hicontract Sales Executive	<b>Emma Pertegàs</b> interihotel Spatial Design & Production Coordinator
		
<b>Nadia Maranz</b> docontract MAD Showroom Manager	<b>Mafalda Segués</b> WEcontract BCN Showroom Manager	

## AMBIT HUB

Cluster space to generate connections and activity among partners, with services and initiatives that facilitate collaboration and project development.



**Elena Roque**  
BCN HUB Manager

## WORKING GROUPS

Working groups are a fundamental part of the cluster's governance. Their objective is to gather the needs of member companies and organisations and to shape the implementation of activities and projects, taking their opinions into account.

They are led by a business partner and member of the Board of Trustees' Executive Committee. This ensures coordination between both governing structures. The members of the working group are representatives from between 5 and 10 interested companies, and the group is coordinated by the AMBIT technician responsible for that area.

In 2025, five working groups have been maintained on specific topics being worked on in the cluster: contract, Internationalization, innovation, circular economy, and operations.



### 01/ CONTRACT

The working group promotes visibility and business opportunities for companies in the cluster in the contract sector.



In 2025, four quarterly meetings were held to review project progress, identify new needs and define joint activities. Of particular note were the B2B actions at interihotel, with 175 meetings (29 partners/29 buyers) and a rating of 4.8/5 from buyers. Also noteworthy is the organisation of the interi-off programme during interihotel week, with 33 activities organised and/or promoted by AMBIT, and especially the Future Living Forum, with 140 attendees and a rating of 4.4/5.

Participants in the working group meetings: Álex Arévalo (Novolux), Marc Barreno (Bariperfil), Abel de Mingo (Simon), Joaquim Domingo (Grassoler), Josep Ferré (Essenthia Contract), Javier Giménez (Zennio), Guillem López (Finsa), Núria Martí (Hobby Flower), Albano Moreno (Kave Home), Xavier Papiol (Cumellas), Josep Maria Sans (Kriskadecor), Núria Teixidor (Calma Outdoor), Michael van Os (Cosentino). AMBIT technician: Toni Zaragoza

### 02/ Internationalization



The group has continued to promote support for Internationalization and market intelligence for member companies. In 2025, two meetings were held and a reverse trade mission was organised within the framework of interihotel.

Participants in the working group meetings: David Circuns (Planning Siplamo), Joaquim Domingo (Grassoler), Sara Forné (Mobenía), Manuel Gancedo (Gancedo), Josep Hill (Cumellas), Marta Masdeu (Estiluz), Joan Miró (Mobles114), Xavier Papiol (Cumellas), Alexis Theve (Kintsugy Strategy). AMBIT technician: Alba Lara

### 03/ INNOVATION



The working group focuses on identifying shared challenges and proposing innovation projects for 2025; launching and participating in activities related to product and space digitalisation; proposals to bring technological developments in innovation projects to a greater number of companies; new funding programmes at regional and national level.

In 2025, it met on two occasions. Among the decisions taken, the project proposals promoted by the Working group during 2025 stand out, with a total of seven innovation proposals.

Working group members: Chisco Fernández (Kriskadecor), Lucio Grether and Eva Fité (Eurecat Technology Centre of Catalonia), Jorge Catanzariti (Luxes), Pedro Coelho (LCI Barcelona), Adrià Guin (Gunki&Trentino), Enric Ros (Muebles ROS), Pol Fantoba (Lúcid) and Joan Estellé (Estellé Parquet). AMBIT technician: Jaisiel Madrid Sánchez

### 04/ SUSTAINABILITY

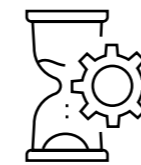


The working group identifies new strategic challenges for the housing sector in terms of the circular economy and sustainability, promotes projects and activities to address them, and supports companies in the cluster in their transition towards a more circular economic model.

During 2025, the group has met on two occasions. At the initiative of the Working group, a conference entitled "Beyond the product: new circular business models in the habitat" was organised at the AMBIT BCN Hub. This conference is serving as the basis for the development of the "Guide for the implementation of circular business models in the habitat sector", which will be published in the second half of 2026.

Working group members: Sílvia Viudas (LCI Barcelona), Jesús Benito (Gabriel Ibérica), Carles Gasol and Adriana Sanz (Inèdit), Alba Obiols (Kave Home), David Gay (Absotec), Sara Forné (Mobicenia), Isabel Ordoñez (Elisava), Albert Pablo (NOMON), Àlex Jiménez (Nutcreatives) and Xavier Rius (CitySens). AMBIT technician: Julio Rodrigo

### 05/ OPERATIONS



The working group explores challenges for the integration of 4.0 technologies in the housing industry and supports companies in the cluster in improving their levels of digitalisation.

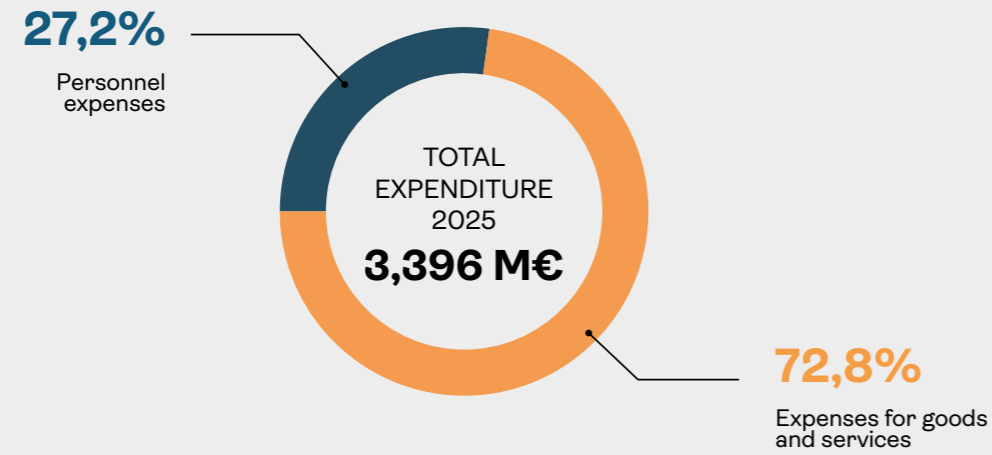
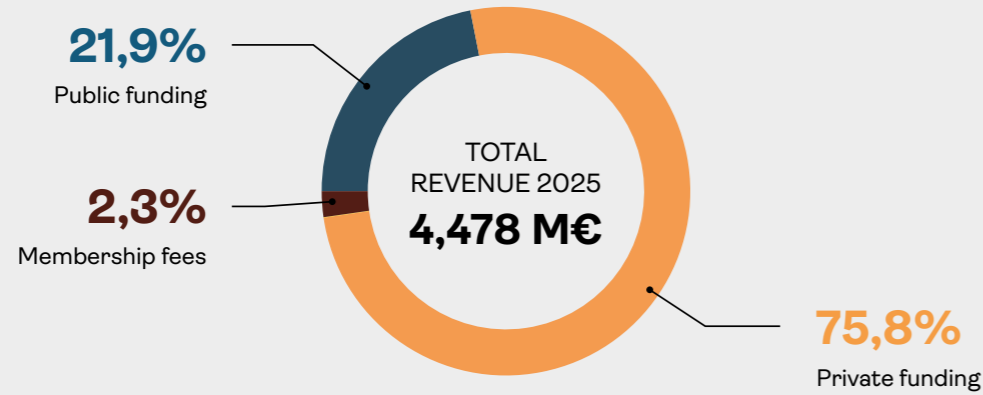
During 2025, the working group met once, establishing a plan of activities focused on production and process organisation methodologies and digitisation. For 2026, it has been proposed to continue with training sessions on artificial intelligence.

Working group members: Rosa Soriano (Sonpura), Gerard Masdeu (Estiluz), Isaac Riba (Barinsa) and Maties Sans (Kriskadecor). AMBIT technician: Franc Reolid

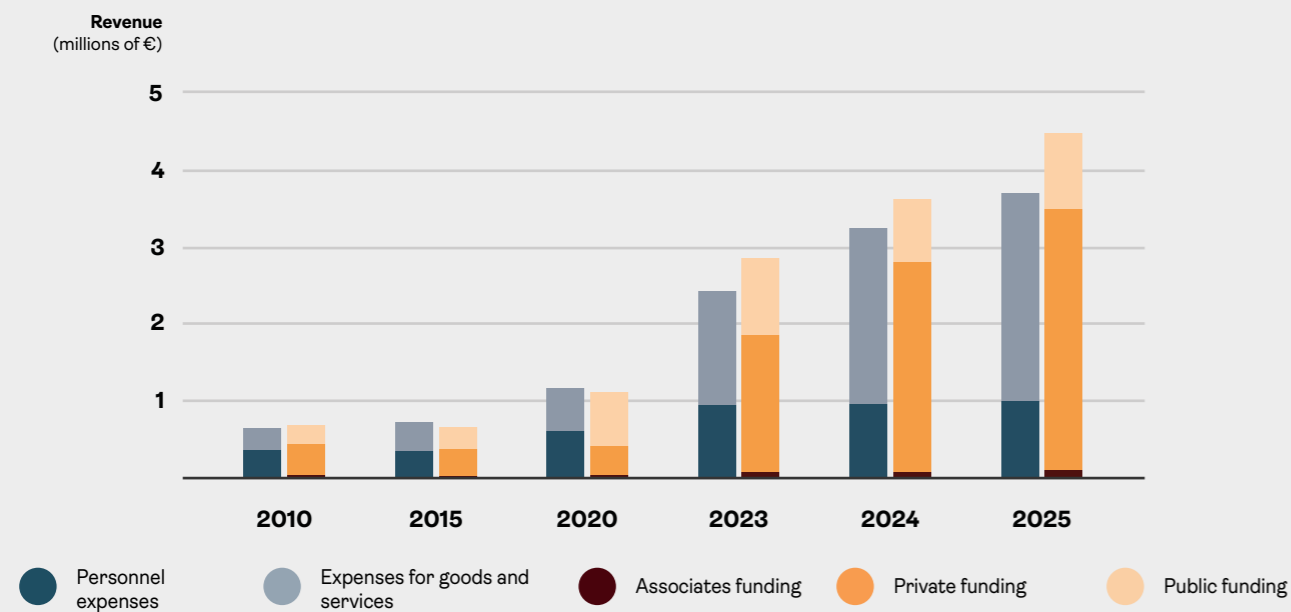
# ECONOMIC BALANCE SHEET 2025

## REVENUE AND EXPENDITURE 2025

Provisional closure for 2025, pending audit review.

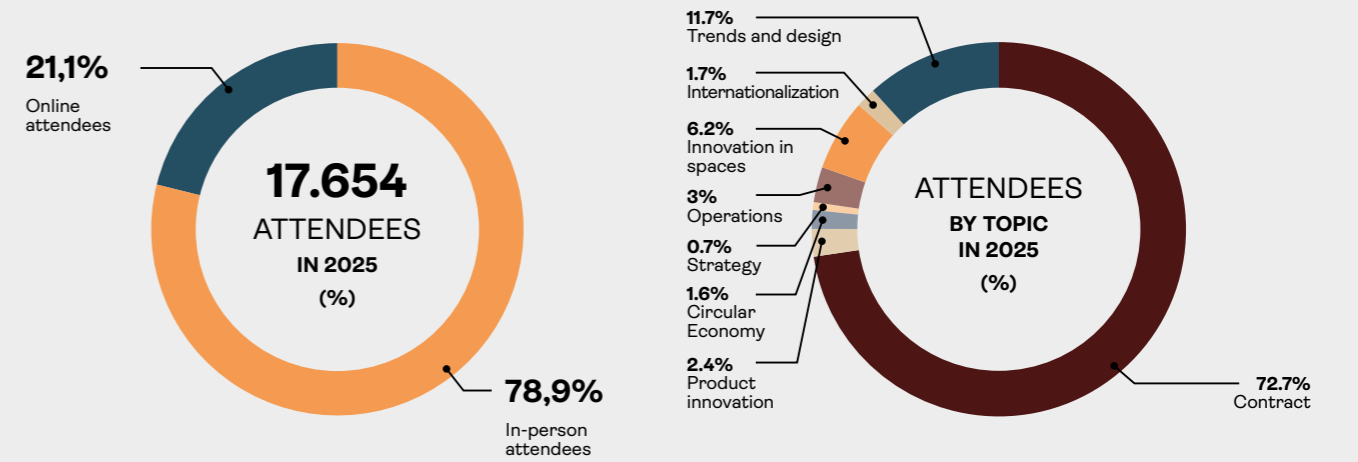
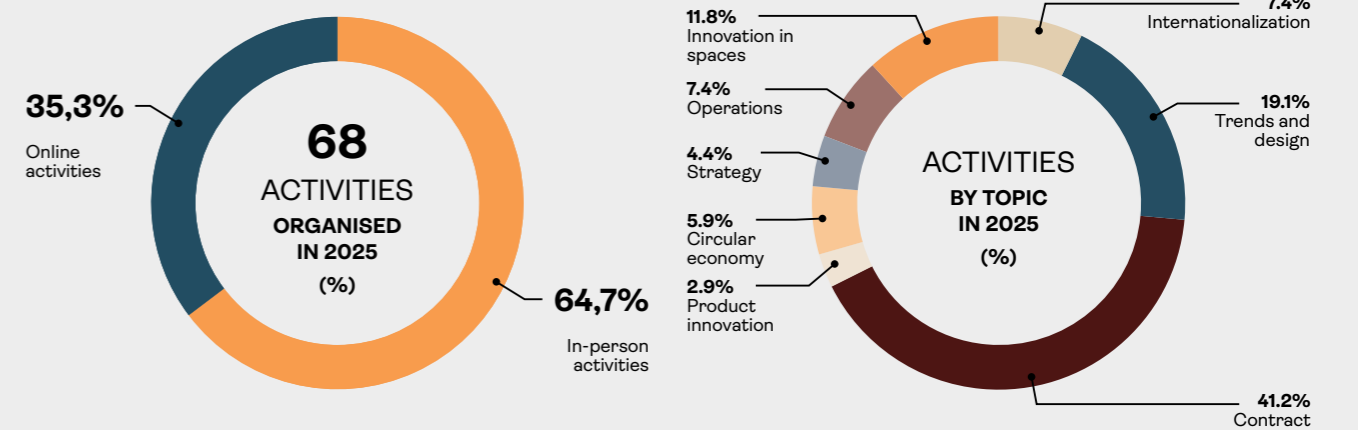


2010-2025 evolution: Income and expenditure

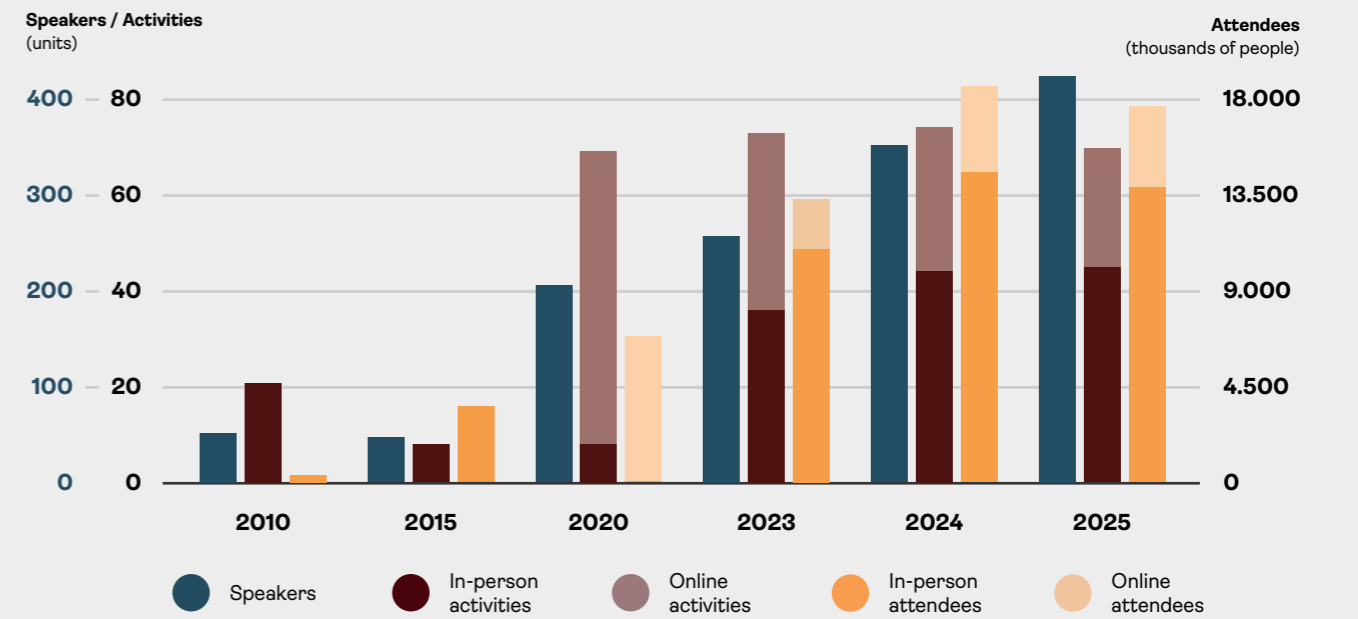


# ACTIVITIES

## ACTIVITIES AND ATTENDEES 2025

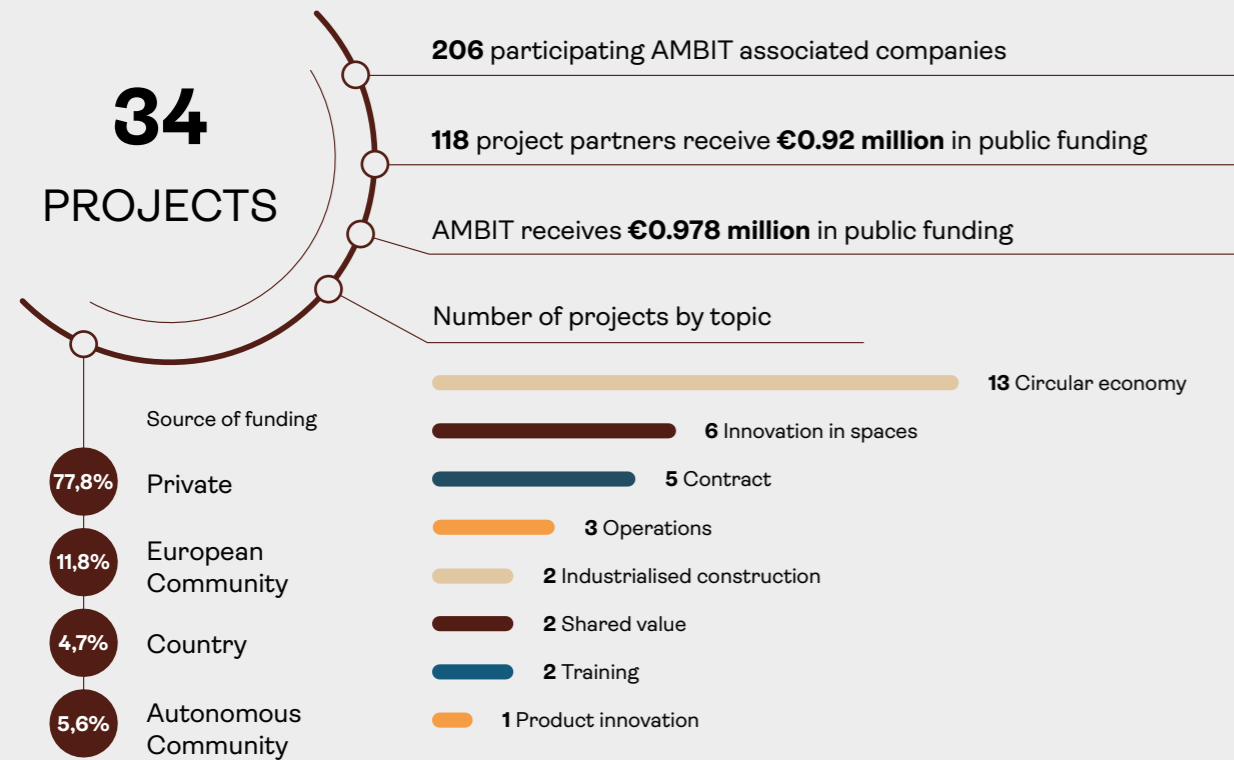


2010-2025 evolution: Speakers, activities, and attendees

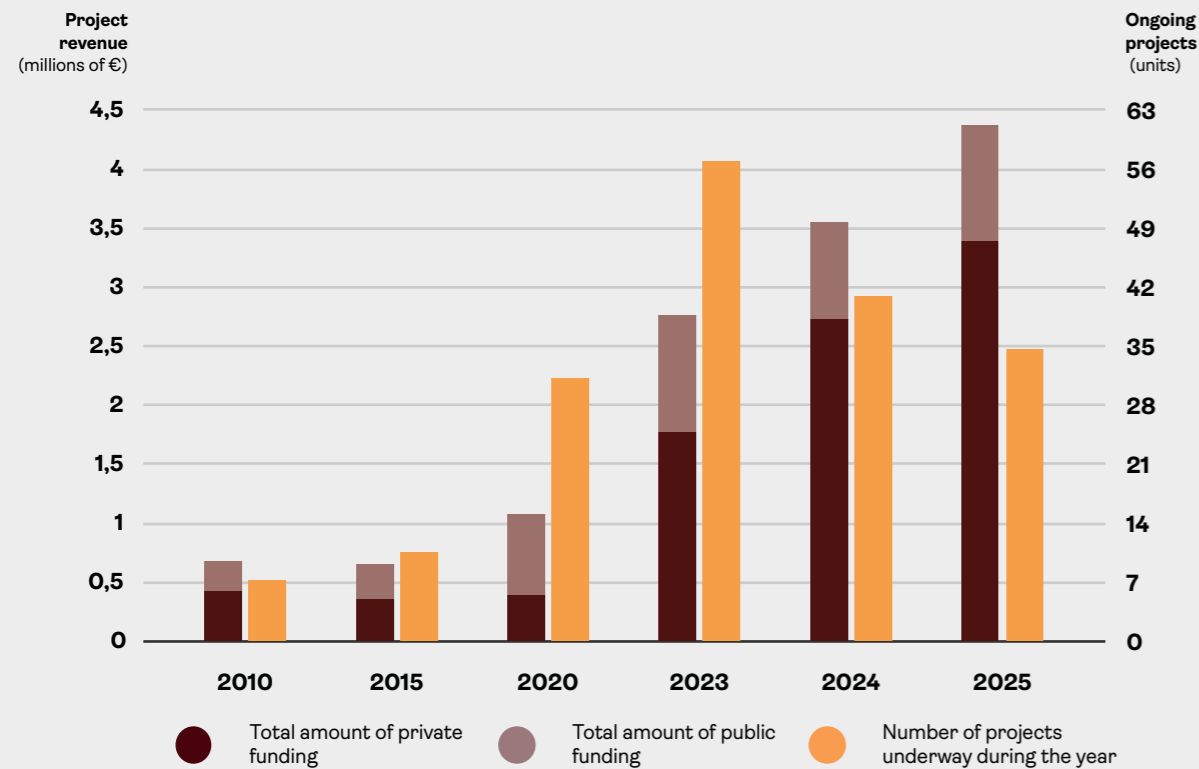


# PROJECTS

## PROJECTS BY THEME AND FUNDING SOURCE 2025

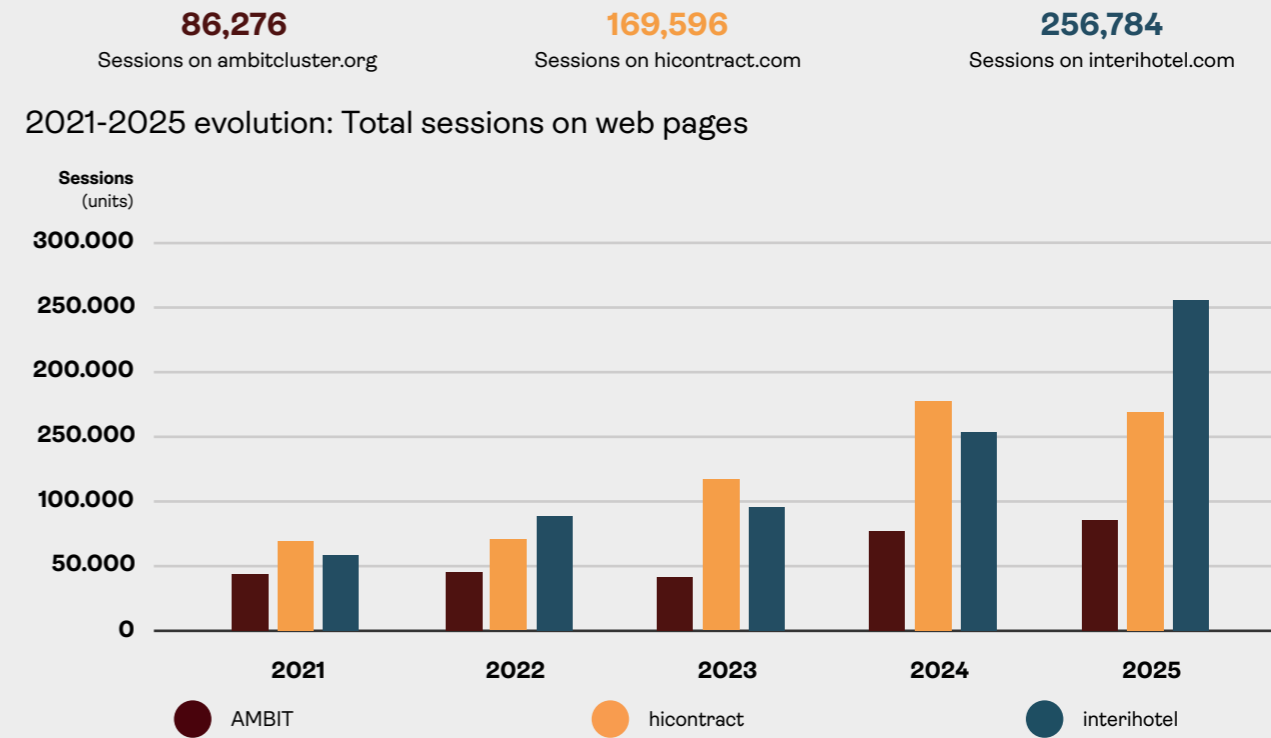


## 2010–2025 evolution: Project revenue and total number of projects

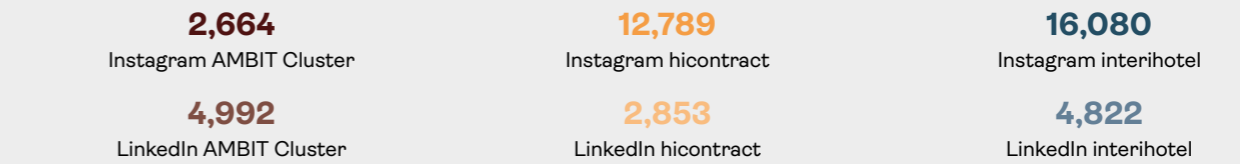


# IMPACT OF COMMUNICATION

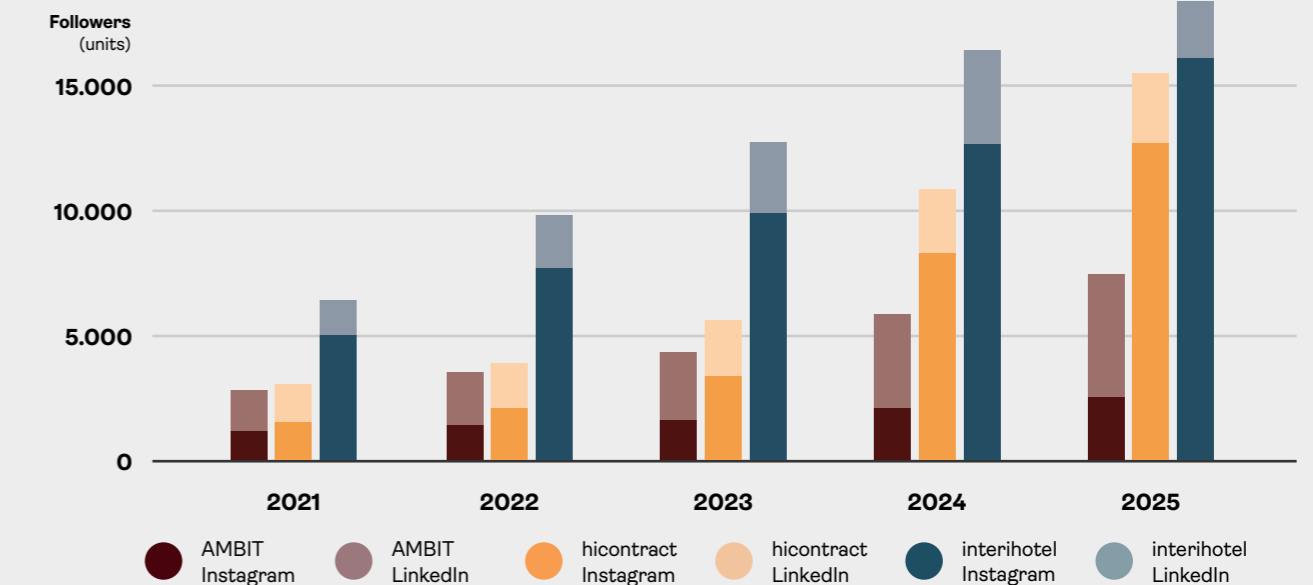
## TOTAL SESSIONS ON WEB PAGES 2025



## SOCIAL MEDIA FOLLOWERS 2025

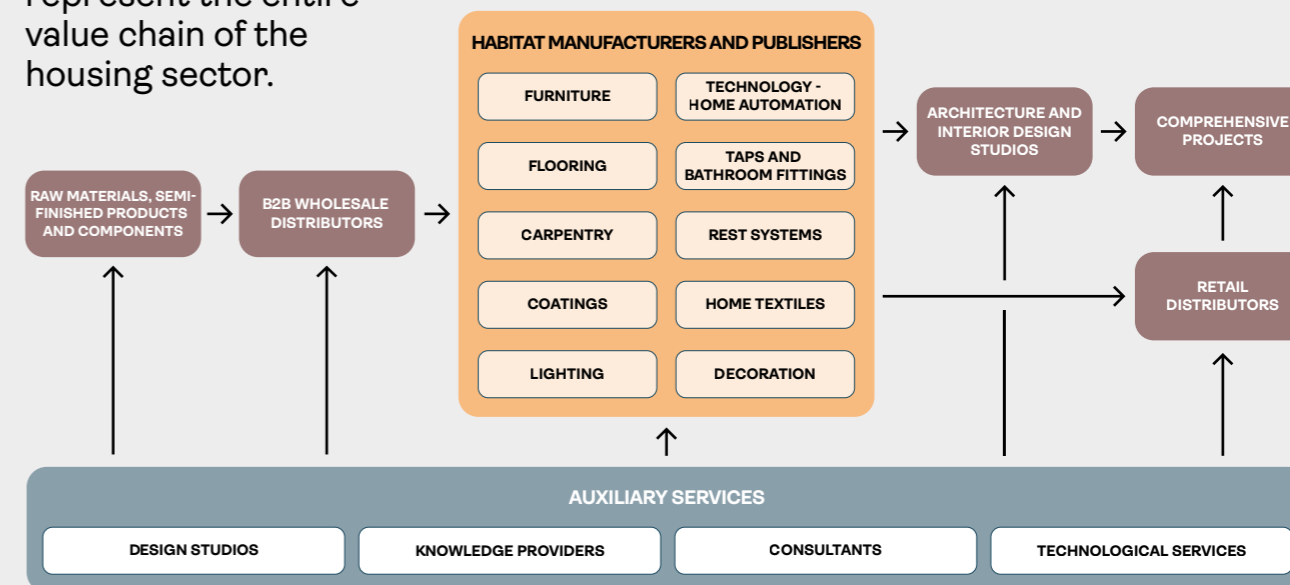


## 2021-2025 evolution: Social media followers





Our partners represent the entire value chain of the housing sector.



# Cluster partners

**277**

Associated companies and organisations in 2025

All links in the habitat value chain are represented among the cluster's partners: from raw material manufacturers, wholesale distributors, manufacturers and publishers in the various habitat production specialities to, at the end of the chain, retail distributors and specifiers in the contract channel.

**57**

New associates in 2025

At the base of the chain, contributing specific sectoral value, are design studios, consultants and knowledge providers such as technology centres, design schools and universities.

## CLUSTER ASSOCIATES IN THE YEAR 2025

Grouped according to their position in the value chain.

### RAW MATERIALS, SEMI-FINISHED PRODUCTS AND COMPONENTS

- ALONSO MERCADER SA
- CITEL SLU
- COMERCIAL PLASTICOS KIRA SL
- COSENTINO SLU
- CREACIONES DE VELOURS INDUSTRIALES SA (CREVIN)
- EURO SPRADLING SLU
- EXIT FABRICS SL
- FARRÁS FAUS HOME SL
- FIELTROS Y TEJIDOS INDUSTRIALES SL (TEXFEL)
- FINANCIERA MADERERA SA (FINSA)
- FONT VERGÉS SL (VIEFE)
- GABRIEL IBERICA SLU
- GIRONES EDITORE TESSILE SL
- HÁFELE HERRAJES ESPAÑA SL
- IDI ECOSISTEMAS SL (BIRDMIND)
- INTER LEATHER SL
- INTERFABRICS SL (AQUACLEAN)
- KRONOTEX SPAIN SL (KRONOSPAN)
- LAMADRID DECORACIÓN Y CONTRACT SL
- LONAS Y TEJIDOS JNB SL
- MARIANO FARRUGIA SL
- MATTER ATELIER SL
- NAVARRO AZORÍN SL
- PLASTICPEOPLE SPAIN SL
- SECRISA VIDRIO SL
- SONAE ARAUCO ESPAÑA-SOLUCIONES DE MADERA SL
- TEXTIL OLIUS SA
- TOPFORM SL
- TUVATEXIL SL (AGORA)
- VERTISOL INTERNACIONAL SRL
- VICTOR DOLS SL (AUREA MATERIA)
- VIDRIERA DEL CARDONER SA

### B2B WHOLESALE DISTRIBUTORS

- ALIANZA MENGUAL GROUP SL
- FERGARCIA SA
- FUSTES ESTEBA SA
- FUSTES SOLANELLAS SA
- GABARRÓ HERMANOS SA
- HÈSTIA FUSTA SCCL
- HOME DESIGN SL
- MADERAS MEDINA SL (ALPHA CONTRACT)
- SONO TECNOLOGÍA AUDIOVISUAL SL

### CARPENTRY

- ARQUETIPO REALIZATIONS SA
- DANÉS EBENISTERIA FUSTERIA SL
- FRANCESC ROS FUSTERIA DECORACIO SL

### DECORATION

- AUTHOR'S EDITIONS
- CITYSENS DESIGNS SL
- COMPLEMENTOS DEL TIEMPO SL (NOMON)
- DANYE DECORACIÓN SLU
- FACTORIA DECO LAB SL (HIWOOD)
- GONZÁLEZ ARTE Y DECORACIÓN SL
- HOBBY FLOWER DE ESPAÑA SA
- JOSÉ MARIA SANS AMILL SA (KRISKADECOR)
- NMC IBERICA SLU

## REST SYSTEMS

COLCHON DUPEN SAU  
COLCHONES GOMARCO SL  
LUIS SORIANO SA  
SOFAS CAMA ZARDA SL

## TAPS AND BATHROOM FITTINGS

BECRISA 2011 SLU  
FIORA BATH COLLECTIONS SLU  
GENEBRE SA  
GENWEC WASHROOM SL  
GESSI SPAIN SLU  
GHESSE BATH SL  
GRIFERIA SANITARIA ROVIRA SA  
GROHE ESPAÑA SA  
HANSGROHE SAU  
IBERSPA SL (AQUAVIA)  
INDUSTRIAS COSMIC SAU  
INDUSTRIAS RAMON SOLER SL  
IRSAP IBÉRICA SL  
IW&W EUROPE SL  
MEDICLINICS SA  
MIZU TECHNOLOGIES SL (MIZUBATH)  
ROCA SANITARIO SA  
SANYC CES SL  
TRES COMERCIAL SL  
VILLEROY & BOCH HOGAR SL

## LIGHTING

ARTEMIDE SA  
ARTURO ALVAREZ FEROS  
ATELIER MEL DESIGN SL  
AUSSIE GROUP SL  
CALOR COLOR SL (A-EMOTIONAL LIGHT)  
CANDELABRO SL  
EBIR ILUMINACIÓN SL  
EL TORRENT IL-LUMINACIÓ SL  
ESTILUZ SA  
FABRICA ELECTROTECNICA DE DISEÑOS EXCLUSIVOS SL (FEDE)  
GOLDEN STUDIO SL (GOLDEN EDITIONS)  
HOME ADVENTURES SL (GOFI)  
ILEXPA DISTRIBUCIONES SL  
LAMP SAU  
LEDS-C4 SA  
LOREFAR SL (FARO BARCELONA)  
MARIA CARMEN SUALDEA VEROS (KOLMÖ)  
MOGNO WOODS SLU  
NEXIA ILUMINACIÓN SL  
NORMAGRUP TECHNOLOGY SA  
NOVOLUX LIGHTING SLD

## FLOORING

BARIPERFIL SL  
EFEBE GROUP INT SL  
FLINT FLOOR SL  
FLORPLUS SL (GREEN+DECORUM)  
KNUT FLOORING INTERNATIONAL SL (BOLON)  
MARAZZI IBERIA SLU  
MV FLOORING (PARCOLUX)  
NUEVA CERAMICA NEWKER COSTA DE AZAHAR SL  
RINOL ROCLAND SUESCO SLU (RCR DECO)  
TARKETT FLOORS SL  
TERRATEC SOLUTIONS SL (BRUGGAN)  
TOPCRET TECNOLOGIA EN REVESTIMIENTOS SL

## COATINGS

ABSOTEC ABSORCION ACUSTICA SL  
COORDONNE SL  
ELIACOUSTIC SL  
EXIT GLOBAL MARKETING SL  
GREENAREA PAISAJISMO SL  
IDEATEC ADVANCED ACOUSTIC SOLUTIONS SLU  
PANELES ACUSTICOS ECO CERO SL  
SUPERFICIES Y RECUBRIMIENTOS SL (RECOVER GRUP)

## FURNITURE

ACTIU BERBEGAL Y FORMAS SA  
ADAPTABLE LIFE SL (ELEVA DESK)  
ALCOMOBI SL  
AR SHELVING SAU (ARIMA)  
ARTESANIA BAÑO SL (DECOSAN)  
BAIX MODULS SLL  
BALLIU EXPORT SA  
BAMBO BLAU SL  
BARRACHINA INVERSIONES Y SERVICIOS SL (BUTSIR)  
BRUCS CASA SL  
CANCIO FABRICA DE MUEBLES SA  
CREACIONES ARTESANAS SL (CREARTE)  
CROM 2 SA  
CUINES ZANIA SL  
DISME SHOP SL  
EXCLUSIVAS CONFORT VALLES SL (AMBIAZZA)  
EZPELETA DIVISIÓ COMERCIAL SL  
FAMA SOFÁS SLU  
GANDIA BLASCO SA  
GRASSOLER SA  
GROSFILLEX ESPAÑOLA SAU  
HERMANOS ANDRÉS GARCÍA SA (HERDASA)  
ILIONE SL  
INCLASS DESIGNWORKS SL  
INDUSTRIAS SAN ISIDRO SL (ISIMAR)  
INICIATIVA EXTERIOR 3I SA (CALMA)  
J. GORBE SL  
JG GROUP BURÓ SA  
JULIA GRUP FURNITURE SOLUTIONS SL (KAVE HOME)  
KASUAL TRENDS MOBILIARIO SL  
KEIGIO DESIGN SL  
LAGRAMA SL  
MAXCHIEF EUROPE SL  
MD MOBLES SL  
MISTER KARTON SL  
MOBI CENIA SL  
MOBILIARIO AUXILIAR DE DISEÑO SL (MOBLIBERICA)  
MOBLES GRAU SA  
MOBLES JJP SA  
MOBLES MIR I EQUIPAMENTS SLL (MIRPLAY ACOUSTICS)  
MUEBLES ROMERO SA  
NEXT RAFEL SL  
OMBRIA FACTORY SL (BLASCO&VILA)  
P. DE LA OLIVA SA  
PEROBELL SL  
PLANNING SISPLAMO SL  
PLASTICOS VITERS SA (TARIMATEC)  
RESINAS OLOT SL (RESOL)  
ROS1 SA  
RS BARCELONA SL  
SENTAT DESIGN SL (PLACET)  
SÉPTIMA DESIGN SL (GALARINA)  
SILLERIA VERGES SA  
SM GLOBAL TRADING ALCALA SL (MUESCO)  
SOMIERES MARPE SL  
SUINTA CONTRACT SLU  
TEGAR MOBEL SL  
TM LEADER CONTRACT SL  
TOBISA FABRICA DE MUEBLES SL  
UNNOM 21 SL  
VICCARBE HABITAT SL  
VIDREBANY SL

## TECHNOLOGY - HOME AUTOMATION

ASEA BROWN BOVERI SA (ABB NIESSEN)  
ECLER PRO AUDIO SL  
FABRICA ELECTROTECNICA JOSA SAU (BJC)  
GEROCA SMART BUSINESS SL  
JUNG ELECTRO IBÉRICA SA  
LEGRAND GROUP ESPAÑA SL  
SIMON SA  
VERSOTEL PRODUCTO ELECTRÓNICO SL (ZENNIO)

## HOME TEXTILES

ANTONIO PÉREZ ADSUAR SA (IMPERIAL CARPETS)  
CORTINAS Y TAPICERIAS BAQUES SL  
DESTINY DECOR SL  
FRESMARVI SL  
HIJO DE J BASSOLS SL  
INDÚSTRIAS BITEX SA  
JAB ANSTOETZ SA  
JORDI MAS I SANGÉS SLU (J&T BCN)  
KYMO GMBH  
MAISON HOGAR DECORACIÓN SL (CUMELLAS)  
MOQUETAS ROLS SA  
PAPIOL ALFOMBRES SA  
RAFITEXTIL DTT 3.8 SL (SUPRATLEX)  
RIEL CHYC SL  
TAPICERIAS GANCEDO SL  
VAYOIL TEXTIL SAU  
VELAMEN SA (VELFONT)  
WALARUGS SL

## ARCHITECTURE AND INTERIOR DESIGN STUDIES

ADORAS ARQUITECTURA SLP  
ANA HIRIGOYEN STUDIO  
AREA INTERIOR PROCUREMENT SL (VERUM)  
AUDIOTEC INGENIERIA ACUSTICA SA  
CONGOST 21 SL (SEZAM STUDIO)  
DECOTHERAPY SL  
EL EQUIPO CREATIVO ARQUITECTURA INTERIOR SL  
EME EMOTIONAL SPACES SL (EME CONCEPTS)  
GUTISSE PROYECTOS SL  
HT INTERIOR DESIGN & CONTRACT  
MASREFORMS SL (ROSA COLET)  
MERCÉ GÓMEZ DE ORGAZ LÓPEZ-AGUADO (MONOTROPA)  
SENTA'T BÉ SL (4 CADIRES)  
STAGEINHOME TECHNOLOGY LAB SLP  
ZERO PLUS INNOVACION URBANA SLPD

## RETAIL DISTRIBUTORS

ALASKA SUSTAINABLE ENTERPRISE SL  
ANDREA HOUSE SL  
CRISAL DECORACIÓN E INTERIORISMO SL  
CUBIÑÁ 2016 SL  
DISTRIBUCIONES HOTELERAS VALIDO SL (DIHOVA)  
ESTELLE PARQUET SL  
ESTILO NORDICO SL  
GRUPO DE INTERIORES GTH SL  
KIBUC DESIGN SL  
LA REDOUTE ESPAÑA SA  
MAISON EUROPA SL (JOSEPHSON)  
PILMA DISSENY SAU  
SAINT HONORÉ SA  
TAMSIN STEDALL TRADING  
TRAZA FURNITURE SL

## COMPREHENSIVE PROJECTS

BUSTPER SA  
CARINTEC MADERA SL  
CARRE FURNITURE SA  
CAUDEXMObEL SL  
DECOSTUDIO SERVICIOS GLOBALES DE LA CONSTRUCCIÓN SL  
DULA IBERICA SA  
FUSTERIA GURDÓ SL  
GERMANS ADROVER SL  
GRUPOBONO INNOVACIÓN Y SERVICIOS SL  
IKONO MECANIZADOS SL  
JOSE ALONSO ROMAN  
MADERSENIA SL  
MOSTOLES INDUSTRIAL SA (MOINSA)  
MUEBLES COMBINADOS ROJAS SA  
NAKIDE ESPAÑA SLU  
PORCELANOSA  
SUMINISTROS TÉCNICOS GALICIA SL (SUTEGA)  
TATTOO CONTRACT SLU

## DESIGN STUDIES

ENRIQUE MARTÍ ASOCIADOS DISEÑO Y DIRECCIÓN DE PRODUCTO SL  
INNOVA INDUSTRIAL DESIGN SL  
LUCID PRODUCT DESIGN AGENCY SL  
NUTCREATIVES SL  
OIKO DESIGN OFFICE SL

## KNOWLEDGE PROVIDERS

CETT, CENTRO UNIV. DE TURISMO, HOTELERÍA Y GASTRONOMÍA  
ELISAVA ESCOLA SUPERIOR DE DISSENY  
FUNDACIÓ EURECAT  
INSTITUTO EUROPEO DI DESIGN SL (IED)  
LCI BARCELONA ESCUELA SUPERIOR SLU  
UDIT ESTUDIOS SUPERIORES INTERNACIONALES SL  
UNIVERSITAT ROVIRA I VIRGILI

## CONSULTANTS

ALETEO INSIGHT SL  
INÉDIT INNOVACIÓ SL  
KINTSUGI CONSULTING SL  
MORATO MAS INFINITO SL  
SENSORY MARKETING & MEDIA SL (TMM GROUP)  
WASTE PREVENTION SL (PREWASTE)  
WORLDWIDE VISION BUSINESS SOLUTIONS SL

## TECHNOLOGY SERVICES

DECOHUB  
FIT DIGITAL ACTIVA SL (GVRE)  
HEARTING THE BRAIN, SL (GOLI)  
LAUREL VISUALS SL

# Activities



During the 2025 year, AMBIT organised a total of 68 activities. This report counts as an activity each of the individual actions organised by the cluster and open to participation by its members.

The activities organised by AMBIT vary greatly in size and scope, ranging from online talks with a single speaker to events the size of interihotel, which this year attracted 242 participants. To gauge the complexity of all the cluster's activities during the financial year, we also include the total number of speakers who took part in them, which this year reached 436.

**436**

Speakers

**68**

Activities

**17,654**

Attendees

**4.64/5**

Average rating

The 68 activities held by AMBIT in 2025 covered all the topics the cluster works on: contract, Internationalization, product innovation, space innovation, circular economy, operations, trends and strategy.

Most of the activities carried out (41% of the total) correspond to contract, followed by trends and innovation in spaces (both above 10%), Internationalization, circular economy, operations and strategy (these four with proportions between 5-10%).

A total of 17,654 people attended the activities, of which 78% did so in person and 22% online. The activities with the highest number of attendees were those related to contract, accounting for 72% of the total.

AMBIT measures the quality of each activity through a satisfaction survey of attendees. The average rating for the 68 activities carried out was 4.64 points out of 5. In all the topics covered, the average rating was above 4.4 points. These ratings are very high and are in line with those obtained in previous years.

Below is a list of the activities carried out by the cluster in the 2025 financial year, grouped by activity topic. We include further details for six of the most significant activities in terms of the number of members participating in person: interihotel, trendFEST, Strategic Reflection Days and the three professional forums organised as part of interi-off: Future Living Forum, Wellspaces Forum and AI Interiors Forum.

## INTERIHOTEL

21st, 22nd and 23rd October 2025

**"The Power of Encounters"**

Fira Barcelona - Gran Via

The design event for hotels and restaurants

The 15th edition of interihotel brought together more than 11,600 hotel and restaurant design professionals at Fira Barcelona - Gran Via on 21, 22 and 23 October. Under the slogan "The Power of Encounters", brands, innovative spaces, trends and the people who define the impact of design in the world came together to shape the future of hospitality design. Because when the right people meet, transformations are born.

**291**

Exhibiting brands specialising in contract-hospitality

**11.675**

Visiting contract professionals

**62**

Activities including lectures, debates and workshops

**53**

Countries of origin of attendees

**242**

Speakers at conferences, debates and workshops



## JORNADES DE REFLEXIÓ ESTRATÈGICA HÀBITAT

12th and 13th June 2025

### The person at the heart of the company

Dolce Eurostars Hotel (5\*) - Sitges (BCN)

A space for reflection and meeting for executives

The 2025 edition of the conference focused on strategies for putting people at the centre of decisions made by housing companies.

Reflections were made on new teams, the new leadership required, and new clients in retail and contract. In addition, examples of good practices in people management were shared by member companies of the cluster. This edition combined learning with presentations, working group exercises and workshops in a highly stimulating atmosphere, with 75 partners participating and rating the activity 4.53/5.

**75**

Managers of associated companies

**18**

Speakers

**12**

Sessions on leadership, new customers, Generation Z...

**4.53 out of 5**

Attendee evaluation

## TRENDFEST

2 October 2025

### Inspiration and trends in habitat

La Casa de la Luz - Simon Showroom  
C/ de Sta. Cruz de Marcenado, 1 - Barcelona

Colours, Materials and Finishes (CMF)

The 2025 edition of trendFEST explored the colour, material and finish (CMF) languages that will shape design in the coming years through the presentation of the CMF 2025 trend report prepared by the consulting firm Futurea. The event also featured a presentation by Javier Riera, a workshop led by María Lozano (TheDreamLab) and a unique gastronomic experience designed by the creative team at Fondo Supper Club.

**124**

Registered

**4**

Speakers

**4**

Sessions on colour, materials and finishes

**4.75 out of 5**

Attendee evaluation



## 2025 ACTIVITIES GROUPED BY TOPIC AND ARRANGED CHRONOLOGICALLY

### INTERI-OFF FORUMS

21st, 22nd and 23rd October 2025

Fira Barcelona - Gran Via

#### Wellspaces Forum

A forum where neuroarchitecture, neurodesign and open innovation converge.

**443**

Registrations

#### Future Living Forum

A conference on opportunities in the living sector: flexliving, coliving, and other hybrid forms of hospitality.

**59**

Speakers

#### AI Interiors Forum

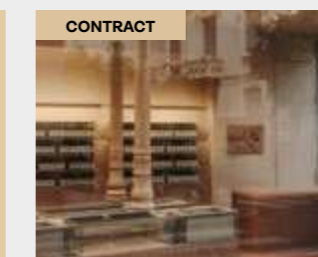
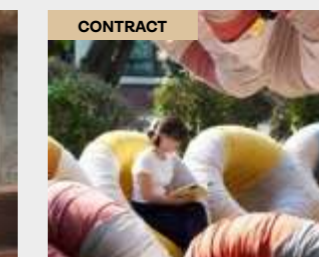


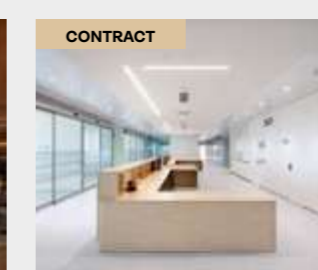

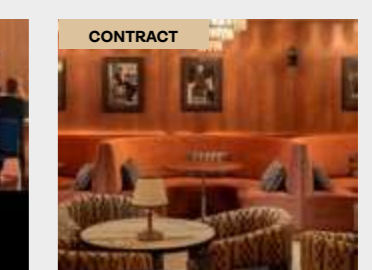
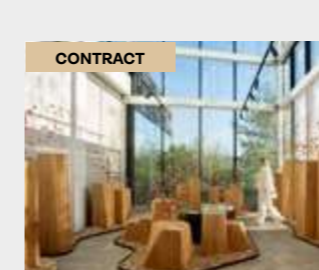
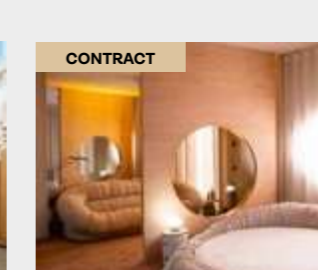
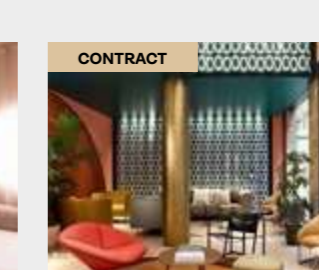
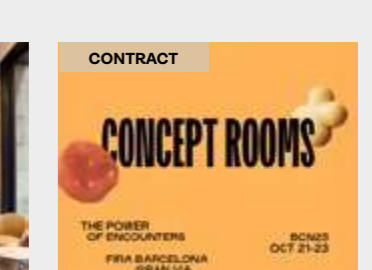
A professional meeting on the impact of Generative Artificial Intelligence on creative processes linked to the hospitality sector.

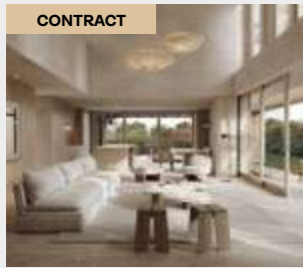
**27**

Sessions

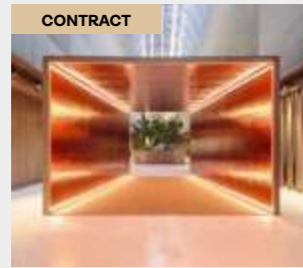
**4.33 out of 5**

Attendee evaluation

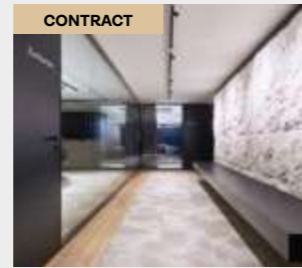
<p><b>CONTRACT</b></p> <p>Activities <b>28</b></p> <p>Registrations <b>12,826</b></p> <p>Rating <b>4.62 out of 5</b></p>	<p><b>CONTRACT</b></p>  <p>23/01/2025 docontract MAD Talk <b>Matteo Ferrari Studio - Matter as word</b></p>	<p><b>CONTRACT</b></p>  <p>20/02/2025 docontract MAD Talk <b>Izaskun Chinchilla - The emotional dimension of space</b></p>	<p><b>CONTRACT</b></p>  <p>27/02/2025 WEcontract BCN Talk <b>Batlleiroig - Infitum: Architecture, water and wellbeing</b></p>
<p><b>CONTRACT</b></p>  <p>13/03/2025 docontract MAD Talk <b>Stone Designs - Hotel design beyond trends</b></p>	<p><b>CONTRACT</b></p>  <p>26/03/2025 WEcontract BCN Talk <b>Mario Corea Arquitectura and CDB Arquitectura - Germans Trias Hospital</b></p>	<p><b>CONTRACT</b></p>  <p>26/03/2025 interihotel briefing session <b>Press conference: Presentation of interihotel BCN25</b></p>	<p><b>CONTRACT</b></p>  <p>03/04/2025 AMBIT Experience Visit <b>Get to know the AC Hotel Recoletos on a guided tour by Proyecto Singular studio</b></p>
<p><b>CONTRACT</b></p>  <p>24/04/2025 docontract MAD Talk <b>Villalón Studio - Spaces that leave their mark</b></p>	<p><b>CONTRACT</b></p>  <p>29/04/2025 interihotel briefing session <b>Present your study to exhibitors to design a stand at interihotel</b></p>	<p><b>CONTRACT</b></p>  <p>08/05/2025 AMBIT Experience Visit <b>Visit the Kimpton Vividora hotel with Natali Canas from El Equipo Creativo</b></p>	<p><b>CONTRACT</b></p>  <p>13-15/05/2025 interihotel meeting <b>Present your brand to two interior design studios that will design interihotel's Concept Rooms</b></p>



11/06/2025  
docontract MAD Talk  
**SO Architecture - AI for purposeful design**



19/06/2025  
AMBIT Experience Visit  
**Juan Luis Medina from MIL Studios shows us the renovation of the NH Eurobuilding**



03/07/2025  
docontract MAD Talk  
**Bibarch - Tailor-made architecture**



18/09/2025  
docontract MAD Talk  
**Noviembre Studio - Intermediate places, meeting spaces**



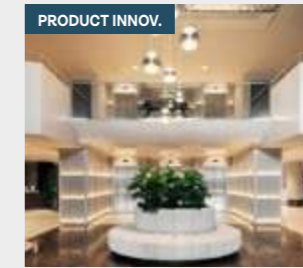
27/11/2025  
WEcontract BCN Talk  
**L35 Architects - The architecture of sport: design, technology and experience**

**PRODUCT INNOVATION**

Activities  
**2**

Registrations  
**420**

Rating  
**4.85 out of 5**



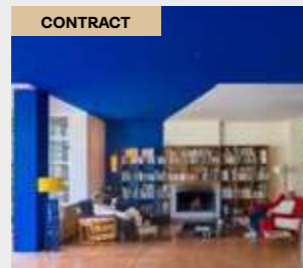
24/04/2025  
Living Lab Day  
**Test the prototype of your habitat product in a real hotel and restaurant**



11/12/2025  
AI Pills Talk  
**Commercialisation of habitat products with Artificial Intelligence**



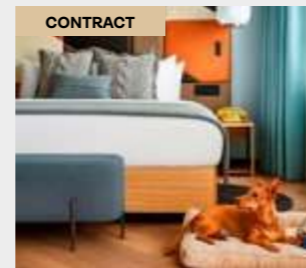
18/09/2025  
AMBIT Experience Visit  
**The Palace Madrid, a tour led by the architects of its renovation**



08/10/2025  
docontract MAD Talk  
**Mariano Martín - Sustainability as expression: colour as an ally**



21-23/10/2025  
Interi-off Visit  
**Visit to the Almanac Barcelona 5\*GL hotel with Jaime Beriastain Studio**



21-23/10/2025  
Interi-off Visit  
**Visit to the Kimpton Vividora Barcelona hotel with El Equipo Creativo**

**TRENDS AND DESIGN**

Activities  
**13**

Registrations  
**2,071**

Rating  
**4.51 out of 5**



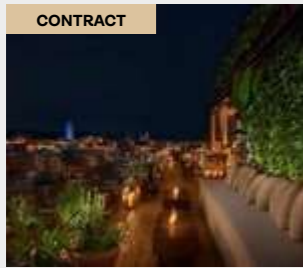
16/01/2025  
TrendsClub Talk  
**trendBRIEF: CMF Trends 24**



13/02/2025  
TrendsClub Talk  
**trendBRIEF: Lifestyle trends 25**



20/03/2025  
TrendsClub Meeting  
**trendsTALK: Trends in Home 25**



21-23/10/2025  
Interi-off Visit  
**Visit to The Barcelona EDITION 5\* hotel with Lázaro Rosa Violán Studio**



21-23/10/2025  
interihotel Event  
**interihotel BCN25: The Power of Encounters**



21-23/10/2025  
Interi-off Visit  
**Business and Design. Barcelona seen from El Born**



22/10/2025  
Interi-off Day  
**Future Living Forum 2025**



08/04/2025  
TrendsClub Talk  
**trendBRIEF: Trends in Home 25**



10/04/2025  
TrendsClub Talk  
**trendsWALK: Fuorisalone Milano 2025**



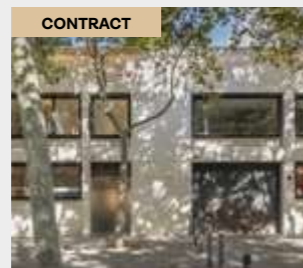
15/05/2025  
TrendsClub Meeting  
**trendsTALK: Trends in Milan 25**



29/05/2025  
TrendsClub Talk  
**trendBRIEF: Trends in Milan 25**



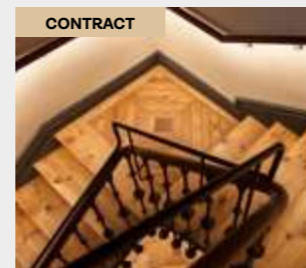
22/10/2025  
Interi-off Visit  
**Business and Design. Barcelona seen from L'Eixample**



23/10/2025  
Interi-off Visit  
**Business and Design. Barcelona seen from 22@**



23/10/2025  
Interi-off Visit  
**Visit to the 5\* Cotton House Hotel in Barcelona with Lázaro Rosa Violán Studio**



06/11/2025  
docontract MAD Talk  
**ARVO - Architecture and excellence**



03/07/2025  
TrendsClub Meeting  
**trendsTALK: The New Outdoors**



17/09/2025  
TrendsClub Talk  
**trendsTALK: Trends in offices and educational spaces 25**



02/10/2025  
TrendsClub Meeting  
**trendFEST : Inspiration & trends in colours, materials and finishes 2025**



30/10/2025  
TrendsClub Talk  
**trendBRIEF: Trends in offices and educational spaces 25**



20/11/2025  
TrendsClub Meeting  
**trendsTALK: Home Lifestyles 25**



17/12/2025  
trendsClub Talk  
**trendBRIEF: CMF Trends 25**

**INNOVATION IN SPACES**

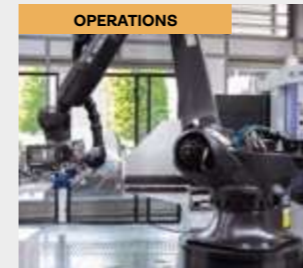
Activities  
**8**

Registrations  
**1,090**

Rating  
**4.33 out of 5**



06/02/2025  
AMBIT Experience Visit  
**Guided tour of technologies for housing companies at the ISE 2025 trade fair**



27-28/05/2025  
Operations Visit  
**LIGNA (Hanover): Visit and guided tour of furniture manufacturing technologies**

**STRATEGY**

Activities  
**3**

Registrations  
**120**

Rating  
**4.76 out of 5**



12/06/2025  
CEOs Forum Meeting  
**Habitat Strategic reflection days**



26/11/2025  
CEOs Forum Day  
**Growth of the housing company: strategies, examples and support**



25/03/2025  
AI Pills Talk  
**Generative AI for product and space visualisation: developments over the last 12 months**



15/05/2025  
AMBIT Academy Training  
**Masterclass in AI: transforming creative design and business strategy**



20/05/2025  
Living Lab Workshop  
**Generative AI: exploring its use for hospitality design**



10/06/2025  
Living Lab Day  
**Neurodesign and AI to reinvent the tourist experience**



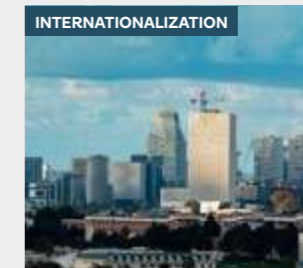
04/12/2025  
CEOs Forum Day  
**Cluster Day 2025: the era of hybridisation**

**INTERNATIONALIZATION**

Activities  
**5**

Registered  
**304**

Rating  
**4.70 out of 5**



05/03/2025  
Meet & Share Briefing session  
**Meet & Share Morocco – Keys to accessing the contract channel**



11/03/2025  
Meet & Share Briefing session  
**Meet & Share France – Access codes for the contract channel**



09/07/2025  
Living Lab Day  
**Neuroarchitecture for redesigning fitness spaces**



21/10/2025  
Living Lab Day  
**Wellspaces Forum 2025**



23/10/2025  
Living Lab Day  
**AI Interiors Forum 2025**

**OPERATIONS**

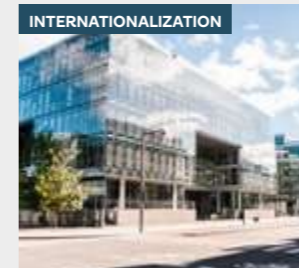
Activities  
**5**

Registrations  
**538**

Rating  
**4.60 out of 5**



27/03/2025  
Meet & Share Workshop  
**Presentation of the Contract Mission to Colombia and joint participation in the Medellín Design Fair**



31/03/2025  
Meet & Share Briefing session  
**Meet & Share Denmark – Access codes for the contract channel**



16/05/2024  
Internationalization Briefing session  
**Presentation of international mission at interihotel BCN25**

**CIRCULAR ECONOMY**

Activities  
**4**

Registered  
**285**

Rating  
**4.76 out of 5**



23/01/2025  
AI Pills Talk  
**Intelligent automation: How AI transforms operational processes in the housing sector**



05/03/2025  
AI Pills Talk  
**Optimisation of procurement processes in the housing sector with artificial intelligence**



10/04/2025  
AMBIT Experience Visit  
**Advanced Factories 2025 Fair: Guided tour of technologies for companies Habitat**



15/04/2025  
Operations Talk  
**Aid for Process Digitalisation and Industrial Investment Projects**



30/04/2025  
Circular Economy Talk  
**How to measure and improve the circularity of your company habitat**



04/06/2025  
Circular Economy Talk  
**Implications for housing companies of the new EUDR Regulation**



10/06/2025  
Circular Economy Workshop  
**Workshop on innovation and circular design in the housing sector**



18/11/2025  
Circular Economy Briefing session  
**Beyond the product: new Circular Business Models in habitat**

# Projects

**34**

Projects carried out

**206**

Participating associated companies

**€4.37 million**

Total project revenue

**€0.98 million**

Public funding received by AMBIT

**29**

Associates benefiting from project grants

**€0.92 million**

Public funding for project partners

AMBIT has carried out a total of 34 projects during 2025, with a budget of €4.37 million.

In terms of the source of funding, four projects have been financed entirely by the companies participating in them and/or the cluster. These correspond to projects in the contract area, mainly interihotel, the showrooms in Barcelona and Madrid, and the hicontract platform.

The other 30 projects have received competitive public funding from the European Commission, the Spanish Country and the Autonomous Community. The grants obtained for the implementation of the projects led by AMBIT amounted to €0.92 million for the 29 participating companies and €0.98 million for AMBIT.

Publicly funded innovation projects involving companies and partner organisations focus on innovation in operations, innovation in spaces, product digitalisation, the circular economy and shared value. In addition, the cluster has received public funding for the development of training projects involving knowledge providers.

The following is a list of projects carried out during the 2025 financial year in the different areas in which the cluster works.



RE-CENTRE

Implementation period:  
01/09/22 - 28/02/25

AMBIT role: Partner

Consortium: 4 entities

AMBIT budget: €83,500

Programme: EC Ref. 101074542-COSME

✦ [ambitcluster.org/recentre](http://ambitcluster.org/recentre)

Product innovation

## RE-CENTRE

Cross-cutting cluster approach for greater competitiveness through digital and green transition and resilience.

The objective of RE-CENTRE is to support SMEs in the three sectors involved (housing-furniture, ICT and energy/environment) in developing innovation projects and new business models to become more competitive and resilient.

Beneficiary partners: CitySens, PLASTICPeople, Absotec, Inèdit, Lúcid, Mobles Grau, Cumellas



CirCLER

Implementation period:  
01/02/24 - 31/01/27

AMBIT role: Partner

Consortium: 23 entities

AMBIT budget: €243,576

Programme: CE-Ref. 101140033  
ERASMUS-EDU-2023-PI-ALL-INNO

✦ [ambitcluster.org/circler](http://ambitcluster.org/circler)

Circular Economy

## CIRCLER

Circular Economy Transition Manager: guiding companies in the furniture value chain to implement their transition strategy towards a more circular economy.

CIRCLER aims to develop a curriculum (study plan) for the new professional profile of "Circular Transition Manager", which will cover current needs in green, digital and transversal skills, taking into account the policies and principles of Vocational Training (VT) and Higher Education (HE) in the European Union. The sector lacks this profile and the necessary related training.



Implementation period:  
01/12/25 - 31/12/26

AMBIT role: Subcontractor

Consortium: 2 entities

AMBIT budget: €13,000

Programme: ARC 027/22/000068

✦ [ambitcluster.org/cocinac2c](http://ambitcluster.org/cocinac2c)

Circular Economy

## COCINA C2C

Development and launch of a new line of eco-designed domestic cookers.

The project was created with the aim of developing and marketing a new series of eco-designed domestic cookers. The new series will be Cradle to Cradle (C2C) certified, meaning that, from the point of view of the sustainability of its materials, the new series will be of excellent quality. The cooker will be as easy to dismantle as possible to facilitate maintenance, repair, updating, remanufacturing, reuse and recyclability of all its materials/components.

Participating partners: Zania Design



Implementation period:  
01/12/25 - 31/12/26

AMBIT role: Subcontractor

Consortium: 3 entities

AMBIT budget: €9,000

Programme: ARC027/24/000152

✦ [ambitcluster.org/cumellasircular](http://ambitcluster.org/cumellasircular)

Circular Economy

## CUMELLAS CIRCULAR

Carpet made from post-consumer textiles, designed with circularity criteria in mind and produced entirely in Catalonia.

The project focuses on the design and development of a carpet made from post-consumer textiles, applying eco-design and circular economy criteria and produced entirely in Catalonia. The project analyses the technical, aesthetic and economic feasibility of incorporating braid or rope made from post-consumer fashion textile waste into the manufacture of carpets, while maintaining the quality and design standards of the promoting company, Cumellas.

Participating partners: Cumellas



Implementation period:  
01/12/23 - 30/11/25  
AMBIT role: Leader  
Consortium: 6 entities  
AMBIT budget: €59,000  
Programme: EC - Ref. 2023-1-ES01-  
KA220-VET-000157705  
✦ ambitcluster.org/flier

Circular Economy

## FLIER

The future of furniture: Circular furniture designers for a sustainable industry.

The aim of the project is to develop a new curriculum (study plan) for Circular Furniture Designers and an online course. The purpose is to prepare the furniture sector for the new challenges and opportunities posed by the circular transition and the new legislation that will apply to the sector. The project will promote the sector's transition towards a more sustainable industry, reduce its environmental and carbon footprint, update and improve the current training offer related to furniture design, and better cover the provision of knowledge, skills and competences demanded by the labour market.



Implementation period:  
01/09/23 - 31/08/25  
AMBIT role: Partner  
Consortium: 3 entities  
AMBIT budget: €225,864.16  
Programme: CE- Ref. 101102389  
✦ ambitcluster.org/furncircle

Circular Economy

## FURNIRCLE

Circular economy guides and tools for application in the EU furniture sector.

FurnCircle aims to provide companies in the furniture sector with tools and guidelines to facilitate their transition to the circular economy. It will use a methodology consisting of the development of a platform to collect and analyse sustainability data, a circular maturity self-assessment tool, and practical guides for integrating circular strategies into business management. In addition, it will identify key competencies and offer recommendations to drive their implementation in the sector.



Implementation period:  
01/04/25 - 31/03/27  
AMBIT role: Leader  
Consortium: 3 entities  
AMBIT budget: €308,237  
Programme: CE - SOCPL-2024-SOC-  
DIALOG - 101197666  
✦ ambitcluster.org/furnservice

Circular Economy

## FURNSERVICE

Guides and tools for implementing Circular Business Models through product servitisation in the EU furniture industry.

The aim of the FurnService project is to support European furniture manufacturers in improving their environmental performance, not only from the perspective of the eco-design of their products, but also by promoting the adoption of new business models based on product servitisation. This approach allows the sector to align itself more deeply and strategically with the principles of the circular economy. Other objectives include promoting and strengthening social dialogue at regional, national and European level, providing key analyses and recommendations to adequately address the challenges of the transition to circularity in the sector.



Implementation period:  
01/01/24 - 31/12/25  
AMBIT role: Leader  
Consortium: 5 entities  
AMBIT budget: €17,025.23  
Programme: IRC ACCIO -  
ACE135/24/000015  
✦ ambitcluster.org/habitup

Circular Economy

## HABITUP

Development of PLASTICPeople recycled plastic panels for use in furniture and accessories in contract spaces.

HabitUP was created with the main objective of researching, developing and validating PLASTICPeople panels, made from 100% recycled plastics and 100% recyclable, for use in furniture and accessories in contract spaces. A methodology consisting of exploratory analysis will be used to identify opportunities in the sector, and three companies will develop new product lines (recycling bins, modular furniture and benches) to promote the circularity and sustainability of plastic in the habitat sector.

Participating partners: PLASTICPeople, Planning Sisplamo, Lúcid, CitySens



Implementation period:  
01/07/25 - 30/06/26  
AMBIT role: Subcontractor  
Consortium: 5 entities  
AMBIT budget: €30,750  
Programme: IRC ACCIO -  
ACE164/25/000024  
✦ ambitcluster.org/habitupspaces

Circular Economy

## HABITUP SPACES

Circular design of contract spaces with furniture made from PLASTICPeople materials.

Habit UP Spaces' main objective is to validate the use of 100% recycled and recyclable materials from PLASTICPeople in the design and furnishing of real contract spaces, applying circular design criteria, low environmental impact and circular economy. The project continues the Habit Up initiative, which focuses on the development of furniture products, and expands its scope to a spatial scale through intervention in two pilot spaces located in Nuclear Transition Zones (NTZs): a warehouse and a coworking space.

Participating partners: PLASTICPeople, inèdit, Aleteo Insight, CitySens

## MARSH

Implementation period:  
01/12/25 - 31/12/26  
AMBIT role: Subcontractor  
Consortium: 3 entities  
AMBIT budget: €29,996  
Programme: ARC027/24/000082  
✦ ambitcluster.org/marsh

Circular Economy

## MARSH

Development of a self-assessment tool on the potential for servitisation and remanufacturing in the furniture and home furnishings sector.

The Marsh project proposes the development of a self-assessment tool to analyse and quantify the real potential for adopting servitisation and remanufacturing models in companies in the furniture, lighting and habitat sector. The project also addresses the need for objective criteria that enable companies to assess the technical, economic and market viability of these circular business models, reducing uncertainty in strategic decision-making.

Participating partners: Oiko Design Office

## R-Evolve

Implementation period:  
01/11/24 - 31/10/28  
AMBIT role: Partner  
Consortium: 23 entities  
AMBIT budget: €152,250  
Programme: CE - HORIZON-CL6-  
2024-CIRCBIO-01 Ref. 101182221  
✦ ambitcluster.org/revolve

Circular Economy

## R-EVOLVE

Evolving the furniture industry towards a circular economy.

The aim of the R-Evolve project is to accelerate the circular transition in the furniture industry through innovative business models, design strategies and the Digital Product Passport. Through an international consortium of 23 partners, a methodology will be used that consists of developing and validating solutions in nine pilot projects, measuring their impact on sustainability. In addition, training will be offered to 50 companies and a Community of Practice will be created to drive systemic change in the sector.

## RETEOLIUS

Implementation period:  
01/12/25 - 31/12/26  
AMBIT role: Subcontractor  
Consortium: 3 entities  
AMBIT budget: €9,000  
Programme: ARC027/24/000054  
✦ ambitcluster.org/reteolius

Circular Economy

## RETEOLIUS

Use of post-consumer waste for the sustainable production of non-woven wool fabrics.

RETEOLIUS was created with the aim of researching the development of non-woven fabrics from post-consumer textile waste, applying eco-design and circular economy criteria. The project analyses the technical, environmental and economic feasibility of incorporating flat fibre from post-consumer fashion textile waste into Textil Olius' current production processes, while maintaining the technical performance of the final material in demanding applications such as interior design and sound absorption.

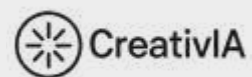
Participating partners: Textil Olius

## RETEGRAS

Implementation period:  
01/12/25 - 31/12/26  
AMBIT role: Subcontractor  
Consortium: 3 entities  
AMBIT budget: €9,000  
Programme: ARC027/24/000153  
✦ [ambitcluster.org/retegras](https://ambitcluster.org/retegras)

## TRAM

Implementation period:  
01/12/25 - 31/12/26  
AMBIT role: Subcontractor  
Consortium: 3 entities  
AMBIT budget: €6,500  
Programme: ARC027/24/000140  
✦ [ambitcluster.org/tram](https://ambitcluster.org/tram)



Implementation period:  
14/06/25 - 28/02/26  
AMBIT role: Leader  
Consortium: 4 entities  
AMBIT budget: €65,675  
Programme: DET. COMPANY -  
RETECH - SDC007/25/000112  
✦ [ambitcluster.org/creativia](https://ambitcluster.org/creativia)



Implementation period:  
01/08/25 - 09/07/26  
AMBIT role: Leader  
Consortium: 8 entities  
AMBIT budget: €46,810  
Programme: MINTUR-  
AEI-010500-2025-60  
✦ [ambitcluster.org/givah](https://ambitcluster.org/givah)

### Circular Economy

## RETEGRAS

Eco-design and circularity in the production of sofas from post-consumer recycled fabrics.

The main objective of RETEGRAS is to integrate fabrics made from post-consumer fashion textile waste into the manufacture of eco-designed sofas, applying eco-design and circular economy criteria. The project analyses the technical, environmental and economic feasibility of incorporating upholstery made from post-consumer recycled fabrics into GRASSOLER's current production processes, guaranteeing the quality, durability and comfort required in products for intensive use in the home sector.

Participating partners: Grassoler

### Circular Economy

## TRAM

Modular sofa made from local textile waste and repairable.

TRAM focuses on developing a modular, repairable sofa made from local post-consumer textile waste, applying eco-design and circular economy criteria. The project analyses the technical, environmental and economic feasibility of incorporating recycled textile waste as filling material and as outer fabrics in the manufacture of sofas, replacing conventional materials such as polyurethane foams, while maintaining the functional, ergonomic and aesthetic performance required in products in the home furnishings sector.

Participating partners: Nutcreatives, inèdit

### Innovation spaces

## CREATIVITY

Promoting the use of AI in the creative design industries: fashion and home décor.

CreativIA aims to bring the potential of generative AI to creative industries, especially the home and fashion sectors, through knowledge transfer, community building and practical experimentation with emerging technologies. Through scouting activities, training sessions, workshops, and collaborative activities, the project seeks to democratise access to AI and encourage co-creation between design professionals and artificial intelligence experts.

Participating partners: Elisava, LCI Barcelona

### Innovation spaces

## GIVAH

Generative and immersive systems for the adaptive co-design of experiences in the hospitality sector.

GIVAH proposes research into a new technological environment to activate co-creation and contextual validation of spaces, products, and services in the hospitality industry through the development of new participatory workflows assisted by generative AI. To this end, the project will develop a hybrid framework based on the combination of advanced Generative AI techniques, agentic models, immersive technologies (XR) and Spatial Computing to visualise and experiment with new conceptual proposals in a more user-oriented way and in a context closer to the reality of the final space.

Participating partners: Luxes, Laurel, CETT, UDIT

## HABITAT CARE

Implementation period:  
01/10/24 - 31/08/26  
AMBIT role: Partner  
Consortium: 7 entities  
AMBIT budget: €20,880  
Programme: IRC ACCIO -  
ACE175/25/000040  
✦ [ambitcluster.org/habitatcare](https://ambitcluster.org/habitatcare)

## LIVINGLAB FIT

Implementation period:  
09/24 - 07/25  
AMBIT role: Partner  
Consortium: 8 entities  
AMBIT budget: €18,111.50  
Programme: ACCIÓ - Grants for  
Development and Innovation Projects  
✦ [ambitcluster.org/livinglabfit](https://ambitcluster.org/livinglabfit)

## NEUR TURISTIC

Implementation period:  
04/24 - 03/25  
AMBIT role: Subcontractor  
Consortium: 5 entities  
AMBIT budget: €35,000  
Programme: DUM-020000-2023-11  
✦ [ambitcluster.org/neurotouristic](https://ambitcluster.org/neurotouristic)

## SPACE

Implementation period:  
01/09/24 - 01/07/25  
AMBIT role: Partner  
Consortium: 8 entities  
AMBIT budget: €15,005.80  
Programme: IRC ACCIO -  
ACE135/24/000018  
✦ [ambitcluster.org/space](https://ambitcluster.org/space)

### Innovation spaces

## HABITAT CARE

Neuroarchitecture and active ageing.

Habitat Care was created with the aim of transforming the design and management of residential spaces for older people, demonstrating that the physical environment has a direct influence on the emotional, cognitive and social well-being of residents.

Participating partners: CitySens, TMM Group

### Innovation spaces

## LIVINGLABFIT

Reinventing fitness spaces.

LivingLabFIT is an initiative whose purpose is to carry out a joint study and pilot experience between companies in the INDESCAT and AMBIT clusters to actively redesign physical activity spaces based on the methodological principles of neuroarchitecture. In this way, the project will enable the methodologies and technologies of AMBIT's Interiors Living Lab to be adapted to a new vertical application, namely fitness spaces.

Participating partners: Nexia, Elisava, Flintfloor

### Innovation spaces

## NEUROTURISTIC

Evidence-based design of tourist spaces using neuroscience and artificial intelligence applications.

NeuroturisTIC is a project aimed at transforming spaces into dynamic and adaptable environments capable of responding to the emotional and well-being needs of users and staff, while promoting sustainability and operational efficiency through the analysis and interpretation of objective data. A methodology will be used that consists of applying neuroscientific technologies to the design of tourist spaces using advanced digital tools that enable the capture, analysis and transformation of sensory, emotional and environmental data into specific indicators that optimise the user experience.

Participating partners: CETT, Goli Neuromarketing, Eurecat

### Innovation spaces

## SPACE

New Spatial Computing systems for the visualisation and co-creation of interior design spaces and products.

The aim of the SPACE project is to pioneer research in the audiovisual and housing sectors in Catalonia into spatial computing technologies to merge the physical and digital worlds using sensors, AI and extended reality, enabling interior design products and spaces to be visualised interactively, immersively and in real time. Spatial Computing is revolutionising advanced visualisation systems by enabling more natural and intuitive interaction with three-dimensional digital environments, using advanced sensors, spatial recognition algorithms and machine learning to map and understand the physical environment in real time.

Participating partners: Kriskadecor

## BIM2HAB

Implementation period:  
12/09/25 - 28/08/26  
AMBIT role: Leader  
Consortium: 14 entities  
AMBIT budget: €84,714  
Programme: MINTUR-  
AEI-010700-2025-11  
✦ ambitcluster.org/bim2hab



Implementation period:  
12/09/25 - 27/08/26  
AMBIT role: Partner  
Consortium: 20 entities  
AMBIT budget: €47,132  
Programme: MINTUR-  
AEI-010700-2025-13  
✦ ambitcluster.org/clic



Implementation period:  
01/11/23 - 31/10/25  
AMBIT role: Partner  
Consortium: 6 entities  
AMBIT budget: €39,500  
Programme: CE - Ref. 2023-1-IT01-  
KA220-VET-000154806  
✦ ambitcluster.org/craft3d



Implementation period:  
01/02/25 - 30/06/26  
AMBIT role: Leader  
Consortium: 2 entities  
AMBIT budget: €551,911  
Programme: MTDFP - Data Spaces  
- TSI-100123-2024-58  
✦ ambitcluster.org/habitatdata

### Industrialised construction

## BIM2HAB

Development of a collaborative BIM platform geared towards industrialised construction using design methodologies for manufacturing, assembly and installation (DFMA).

The main objective is to investigate parametric BIM (Building Information Modelling) models applied to the design of homes and modular elements conceived for industrialised construction. Based on this approach, the aim is to create a collaborative digital infrastructure based on BIM and DFMA (Design for Manufacturing and Assembly) methodologies, articulated through parametric design algorithms, which will enable the generation of data-enriched models to configure the finishes and geometry of industrialisable modules.

Participating partners: Lúcid, Barinsa, Adoras Arquitectura, Madersénia, GrupoBONO

### Industrialised construction

## CLIC

Local, integrated and compatible construction. Transformation of industrialised construction through interoperable, modular systems adapted to the territory.

The main objective is to promote the development and validation of solutions that reinforce technical compatibility, multisectoral collaboration and comprehensive digitisation of the construction sector value chain, favouring the scalability of industrialised construction as a response to housing production. Likewise, throughout the project, research will be conducted on the European and national regulatory context that accelerates the decarbonisation and modernisation of the construction sector.

Participating partners: Audiotec

### Operations

## CRAFT3D

Promoting traditional craftsmanship through 3D printing and technological innovation

The main objective is to improve the training of professionals and artisans in the wood and furniture sector, with a special focus on promoting the use of 3D printing in the industry through the development of a specific vocational training (FP) curriculum. A methodology consisting of MOOC (Massive Open Online Course) will be used, complemented by a work-based learning experience and a personalised assessment tool to monitor students' progress in a digital environment.

### Operations

## HABITAT DATA

Use case in market intelligence analysis in the industrial sector of home products for data sharing between agents in its value chain.

The main objective is to create a place for generating value around data by sharing variables and metrics related to product characteristics, interest and conversion rates, as well as performance by product category in the market performance of the different subsectors of the habitat. In short, the aim is to develop a Use Case for the Data Space in which data can be shared voluntarily in a trusted and secure environment to generate information and competitive intelligence around market analysis in the habitat sector.



Implementation period:  
01/11/22 - 31/07/25  
AMBIT role: Leader  
Consortium: 6 entities  
AMBIT budget: €45,500  
Programme: CE - Ref. 2022-1-IT01-  
KA220-VET-000088160  
✦ ambitcluster.org/intercraft



Implementation period:  
01/05/24 - 30/04/26  
AMBIT role: Leader  
Consortium: 5 entities  
AMBIT budget: €293,114  
Programme: CE - SOCPL-2023-  
SOC-DIALOG. Ref. 101145616  
✦ ambitcluster.org/furn5-0

## MAST

Implementation period:  
01/01/24 - 31/03/25  
AMBIT role: Members  
Consortium: 5 entities  
AMBIT budget: €107,108  
Programme: EC - Interreg Euro-MED.  
Ref. Euro-MED0200663  
✦ ambitcluster.org/mast



Implementation period:  
Since 2019  
AMBIT role: Leader  
Consortium: 11 entities  
AMBIT organises and manages this project.  
AMBIT budget: €140,000  
✦ ambitcluster.org/docontractmad

### Operations

## INTERCRAFT

Intercultural craftsmanship. A bridge between traditional knowledge and cultures.

The main objective is to promote social innovation and intercultural dialogue through the development of a training plan to improve the craft skills of migrants, social workers and local artisans in host territories within the EU.

Participating partners: Elisava

### Shared value

## FURN5.0

Industry 5.0 guidelines and tools with a worker-centred approach for the digitalisation of the EU furniture sector.

The main objective is to promote and strengthen social dialogue at regional, national and EU level to adequately address the transition of the furniture sector to Industry 5.0, providing information, tools and recommendations on this topic. A methodology will be used that consists of providing EU furniture companies and workers with knowledge, skills, guidelines and tools to facilitate a successful transition, as the sector needs to address issues related to attracting workers and talent.

### Shared value

## MAST

Making sustainable tourism possible.

The main objective is to conduct in-depth research into ISO 21401:2018 and its current application in tourism companies in specific countries in the Mediterranean region. Additional objectives include developing a sustainability self-assessment tool for the companies analysed and providing guidelines for the adoption of a sustainable management system.

### Contract

## DOCONTRACT MAD

Showroom shared by 11 companies for promotion in the contract channel in Madrid.

Permanent showroom shared by 11 complementary (non-competing) companies for the joint promotion of their products and brands in the contract channel for the furnishing of collective spaces (hospitality, retail, corporate, public spaces, and others).

Participating partners: Bariperfil, Carinbisa, Faro Barcelona, Hansgrohe, Sonae Arauco, RCR Deco, Supratex, Tarimatec, TM Leader Contract, Villeroy&Boch; and Zennio.

## hicontract

inspired by interihotel

Implementation period:  
Since 2017  
AMBIT role: Leader  
943 entities (144 associated)  
AMBIT budget: €30,000  
AMBIT organises and manages this project.  
✦ ambitcluster.org/hicontract

## interi — off

Implementation period:  
01/04/25 - 31/12/25  
AMBIT role: Leader  
AMBIT budget: €53,878  
Programme: IRC ACCIO - ACE175/25/000037  
AMBIT organises and manages this project.  
✦ ambitcluster.org/interi-off

## interihotel

Implementation period:  
Since 2011  
AMBIT role: Leader  
AMBIT budget: €2,300,000  
Co-funded by the participating companies  
AMBIT organises and manages this project.  
✦ interihotel.com

## WE contract

BCN Interior Design Showroom

Implementation period:  
Since 2019  
AMBIT role: Leader  
Consortium: 14 entities  
AMBIT organises and manages this project.  
AMBIT budget: €140,000  
✦ ambitcluster.org/docontractmad

### Contract

## HICONTRACT

E-marketplace for hotel and restaurant design.

Collaborative online platform for promoting products and brands specialising in contract hospitality. It is aimed at purchasing managers in hotel companies and influencers looking for suppliers for their hotel interior design projects.

### Contract

## INTERI-OFF 2025

The off-site interior design agenda that tours the city alongside interihotel.

The objective of interi-off is to strengthen the competitiveness of companies that make up the value chain of the housing sector by responding to the current context of profound social transformations that impact the business of different companies. This project is structured as a knowledge and networking ecosystem consisting of forums on strategic challenges in the housing sector and experiential activities for professionals in the sector.

### Contract

## INTERIHOTEL BCN25

The design event for hotels and restaurants.

The largest design event for hotels and restaurants in Europe. More than 290 companies specialising in hotel design (contract hospitality) participate, and it is visited by more than 10,000 professionals. It combines exhibition spaces, a conference programme, awards, conceptual spaces and other content specific to contract hospitality, such as exhibitions of materials and handcrafted works of art or spaces for applicable technologies, among others.

### Contract

## WECONTRACT BCN

Showroom shared by 14 companies for promotion in the contract channel in Barcelona

Permanent showroom shared by 14 complementary (non-competing) companies for the joint promotion of their products and brands in the contract channel for the furnishing of collective spaces (hospitality, retail, corporate, public spaces, and others).

Participating partners: Bariperfil, Bustper, Carinbisa, Decosan, Hansgrohe, Inclass, Luxes, Noël & Marquet, Marazzi, Saint Honoré, Sonae Arauco, Tarimatec, Viefte, and Zennio.

## ADA

Implementation period:  
01/12/25 - 31/01/26  
AMBIT role: Leader  
AMBIT budget: €12,480 (2 courses)  
Programme: SOC ADA  
✦ ambitcluster.org/ada

### Training

## ADA 24/25

Training courses for women seeking employment.

The main objective is to facilitate the acquisition of information and communications technology (ICT) skills for women. It is structured around training modules with individual content lasting 40 hours.

## FOAP

Implementation period:  
01/12/25 - 31/12/27  
AMBIT role: Leader  
AMBIT budget: €89,116.50  
Programme: SOC ADGD0308  
✦ ambitcluster.org/foap

### Training

## FOAP 24/25

Training in Administrative Management with a Certificate of Professionalism.

The main objective is to facilitate the training of active workers and job seekers in a set of skills necessary for administrative management in the company. It is structured around a course with seven training modules comprising 800 hours of theory/practice and an additional 80 hours of work experience in partner companies.

## ACCREDITATIONS

Catalonia cluster



Internationalization support agent



AEI MINTUR Registration



## CERTIFICATIONS

Bronze Label from the European Cluster Excellence Initiative



ACTIC approval



ISO 9001: 2015 certification



## MEMBERSHIPS

EFIC: European Furniture Industries Confederation



ENOLL: European Network of Living Labs



Digital Catalonia Alliance



National Federation of AEI (FENAEI)



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