

REPORT 2025



ambit

「LIVING SPACES CLUSTER」

2025 REPORT

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AMBIT Living Spaces Cluster

Avda. Generalitat, 66
43560 La Sénia (Tarragona)

+ 34 977 570 122
ambitcluster.org

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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

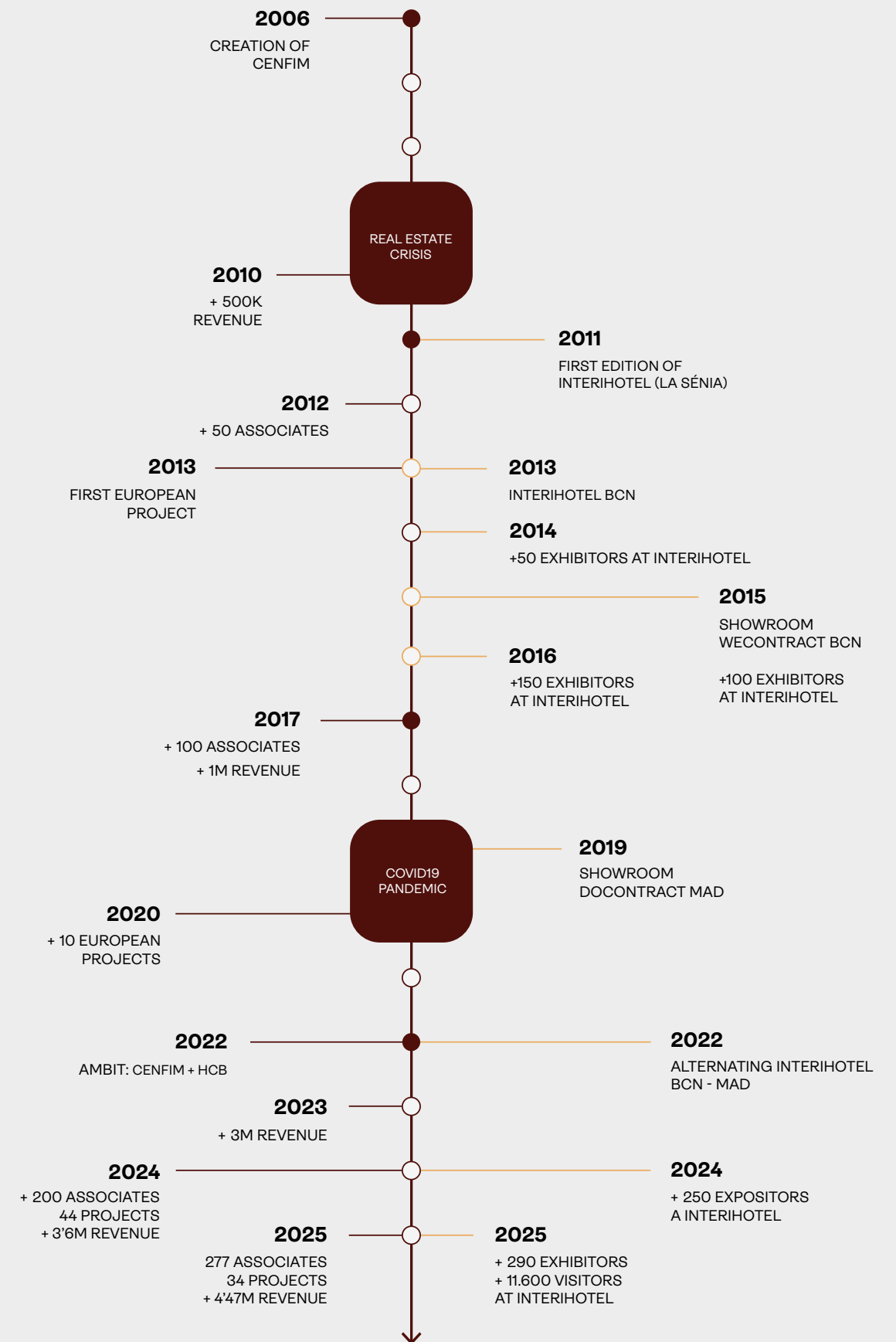
have included the digitisation of products and processes, sustainability and the circular economy, space design, trend analysis, etc. Over the years, AMBIT has obtained 215 competitive public funding grants from the European Community, the country and the autonomous communities to develop 139 innovation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

President



Marc Barreno
Barinsa



Secretary



Joan Serra
ACCIÓ





Josep Ferré
Madersénia





Anton Bantanachs
Arquetypo





Enric Ros
Ros Furniture





Albano Moreno
Kave Home





Enric Espinal
Grupo Carinbisa





Natividad Gancedo
Tapicerías Gancedo





Josep Maria Sans
Kriskadecor





Marina Zamora
Sezam Studio





Ercilia Garcia
URV





Victoria Almuni
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

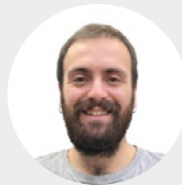
Communication with partners and key stakeholders. Dissemination of cluster projects and activities.



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.



Julio Rodrigo
Innovation and Sustainability Area Manager



Jaisiel Madrid
Director of Digitalisation and Living Lab



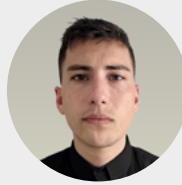
Franc Reolid
Project Operations Manager



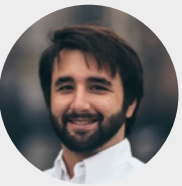
Max Rumignani
Talent Project Manager



Ariadna Casino
Technician



Francisco Morales
Technician



Lluís Ferrés
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.



Toni Zaragoza
Marketing and Internationalization Area Manager



Laia Casanova
B2B & Partnerships Coordinator



Maria Auladell
interihotel Exhibitor Success Manager



Rosmarí Querol
Specifier Relations & TrendsCLUB Manager



Joan Bel
interihotel & hicontract Sales Executive



Emma Pertegàs
interihotel Spatial Design & Production Coordinator



Nadia Maranz
docontract MAD Showroom Manager



Mafalda Segué
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 Sisplamo), Joaquim Domingo (Grassoler), Sara Forné (Mobenia), 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 Guix (Gunny&Trentino), Enric Ros (Muebles ROS), Pol Fantoba (Lúcid) and Joan Estellé (Estellé Parquet). AMBIT technician: Jaisiel Madrid Sánchez

04/ SUSTAINABILITY

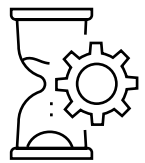


The working group identifies new strategic challenges for the housing sector in terms of the circular economy and sustainability, promotes projects and activities to address them, and supports companies in the cluster in their transition towards a more circular economic model.

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.

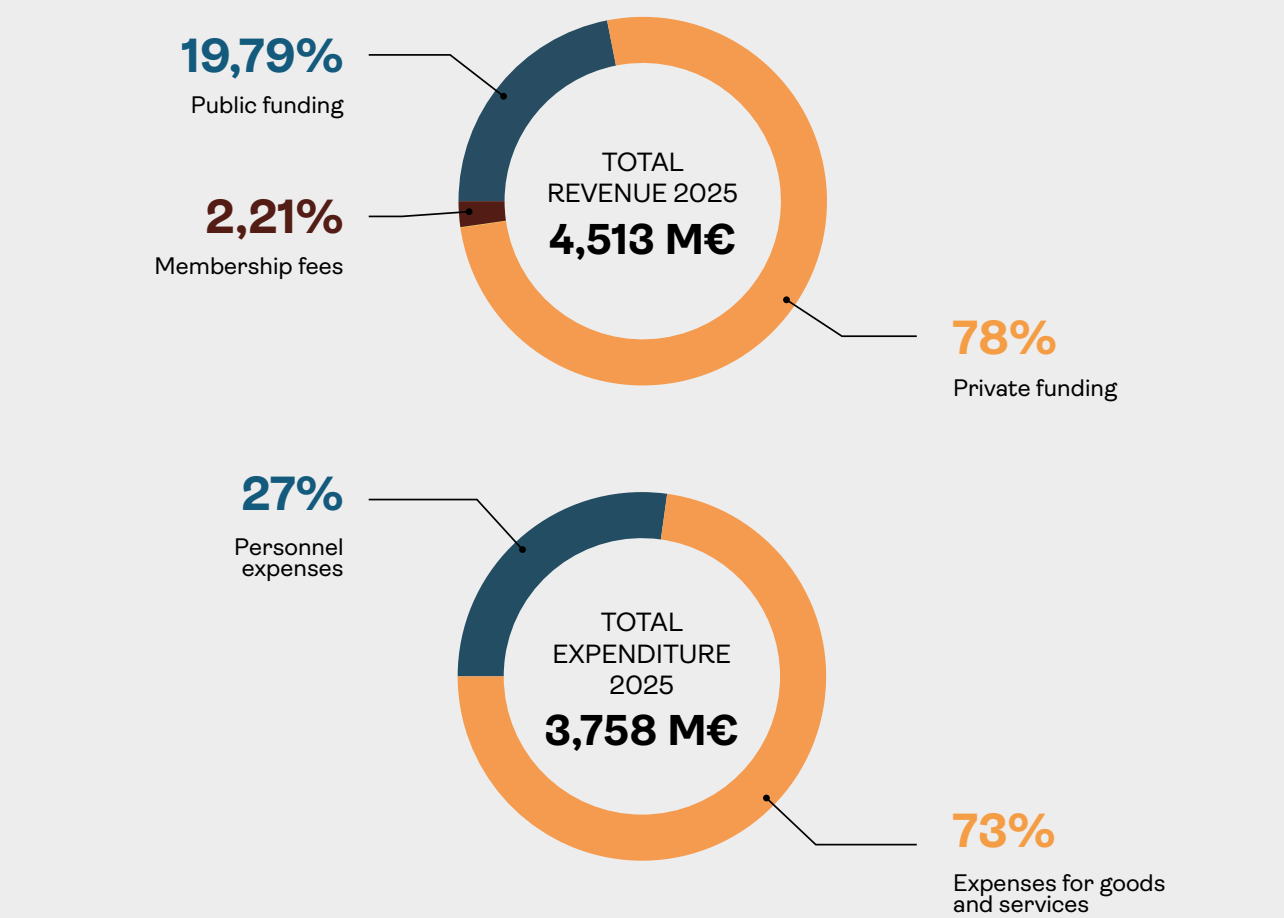
During 2025, the working group met once, establishing a plan of activities focused on production and process organisation methodologies and digitisation. For 2026, it has been proposed to continue with training sessions on artificial intelligence.

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

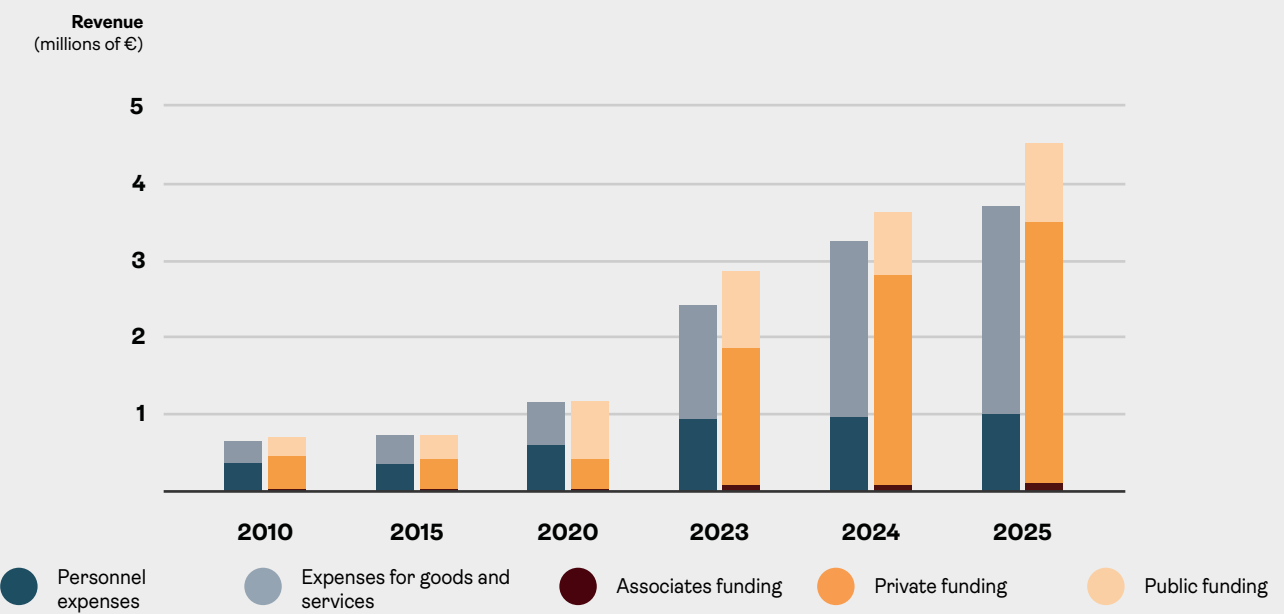
ECONOMIC BALANCE SHEET 2025

REVENUE AND EXPENDITURE 2025

Provisional closure for 2025, pending audit review.

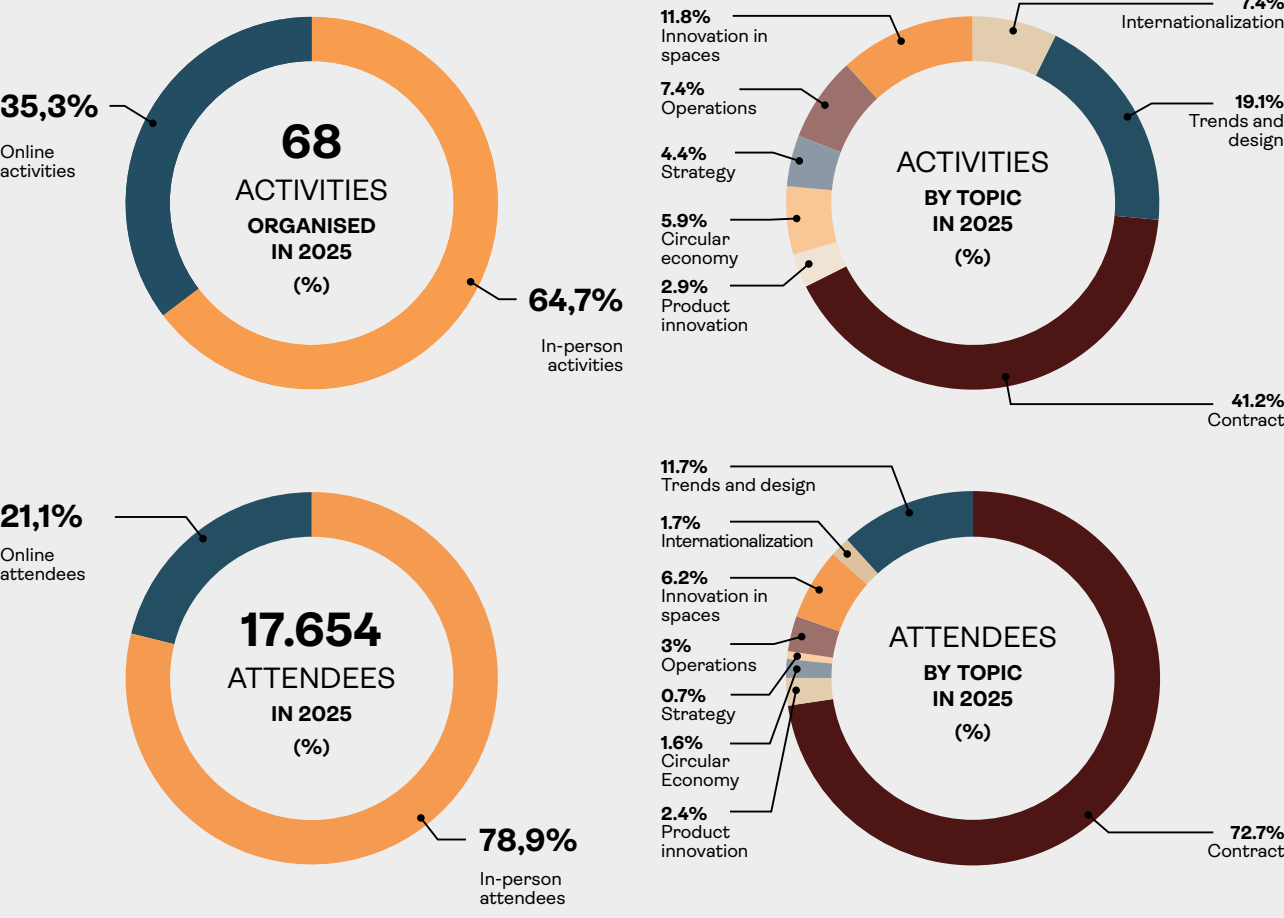


2010-2025 evolution: Income and expenditure

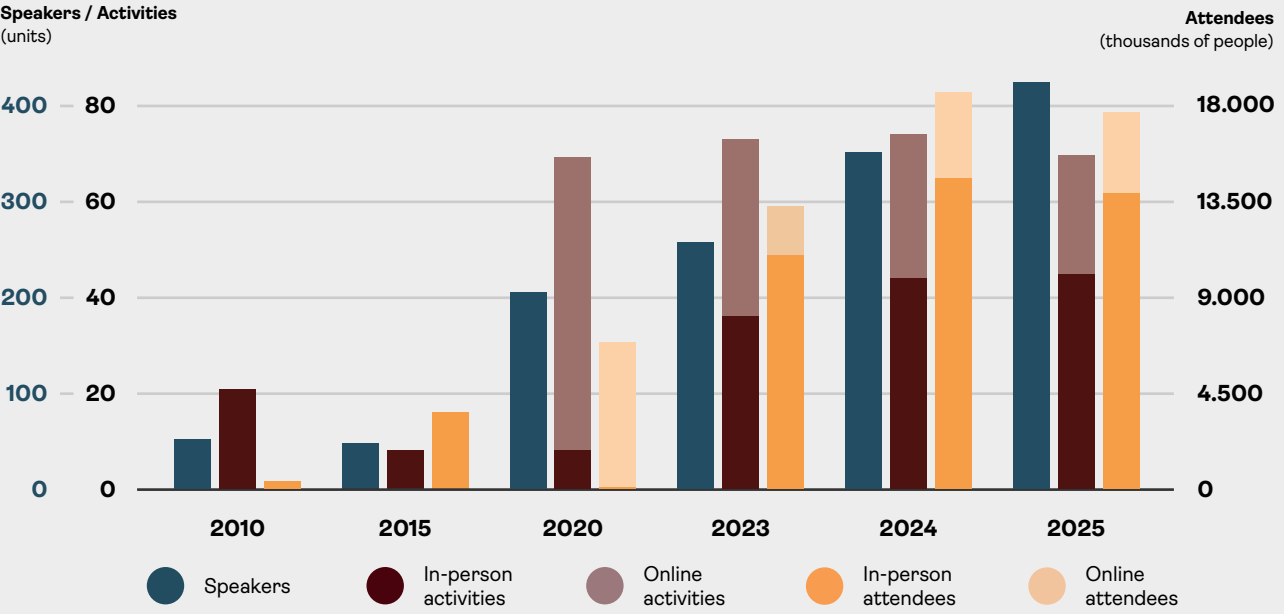


ACTIVITIES

ACTIVITIES AND ATTENDEES 2025

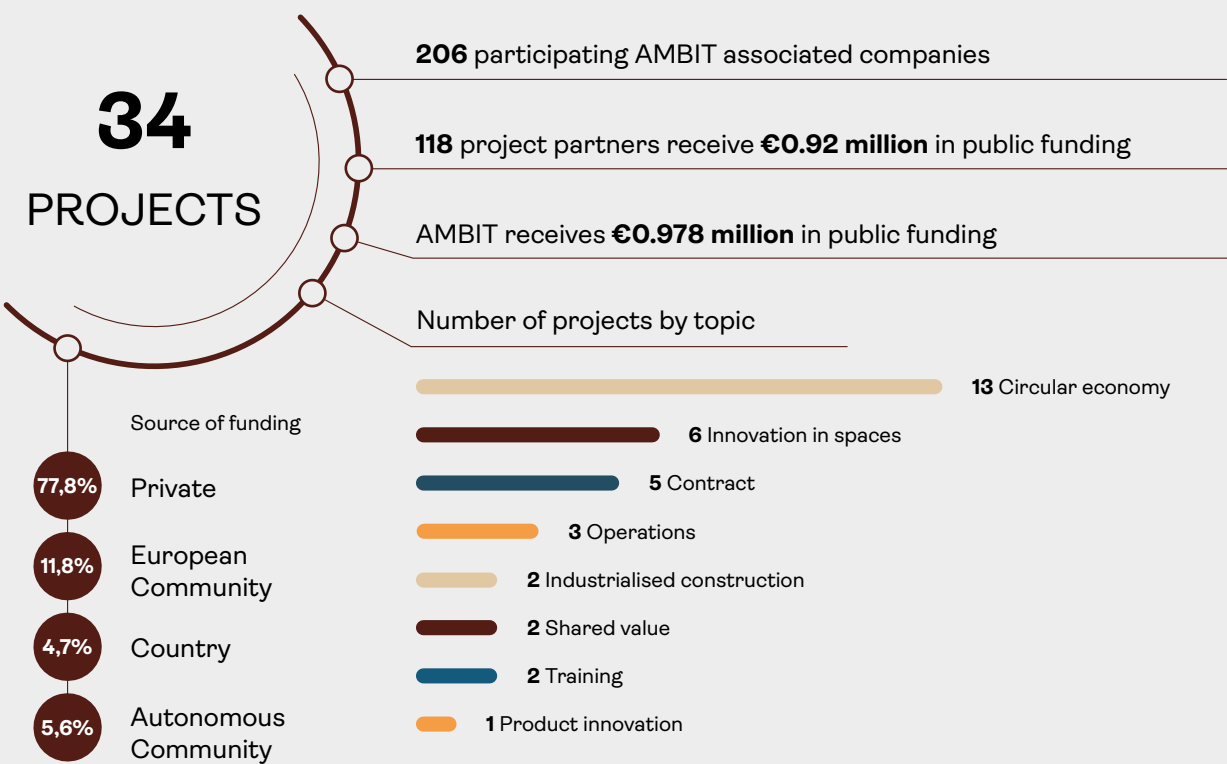


2010–2025 evolution: Speakers, activities, and attendees

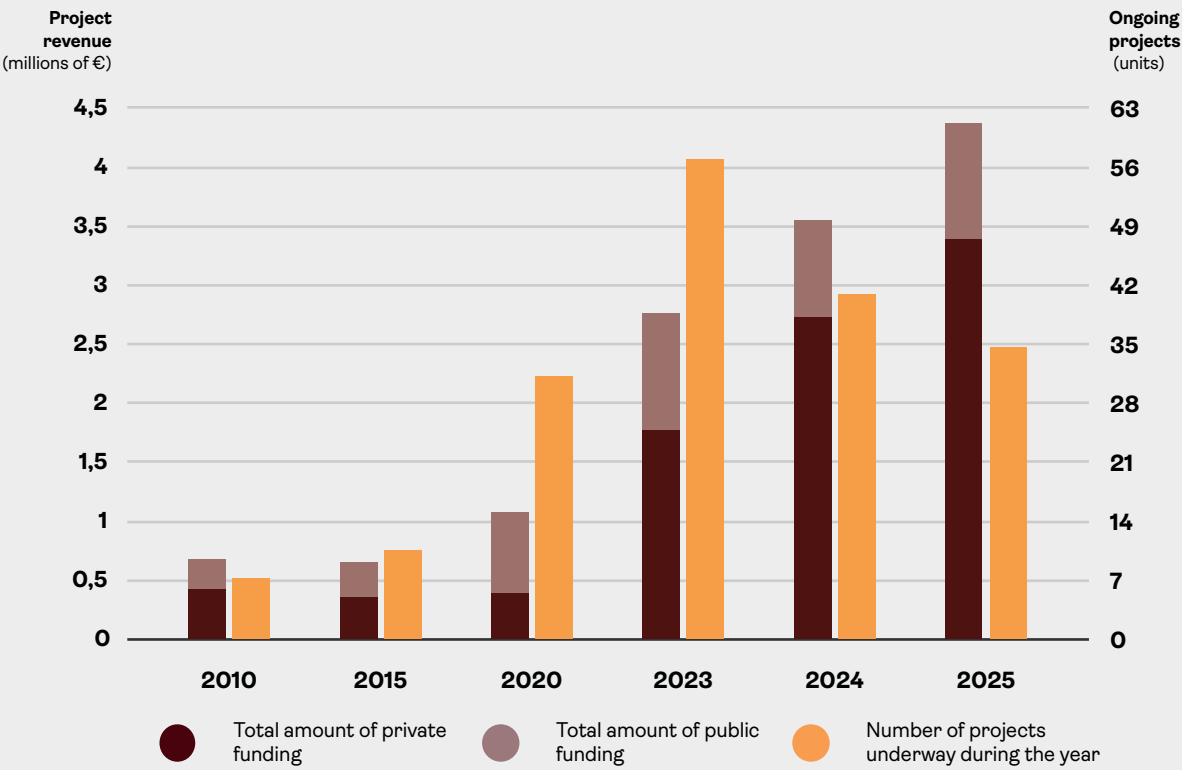


PROJECTS

PROJECTS BY THEME AND FUNDING SOURCE 2025

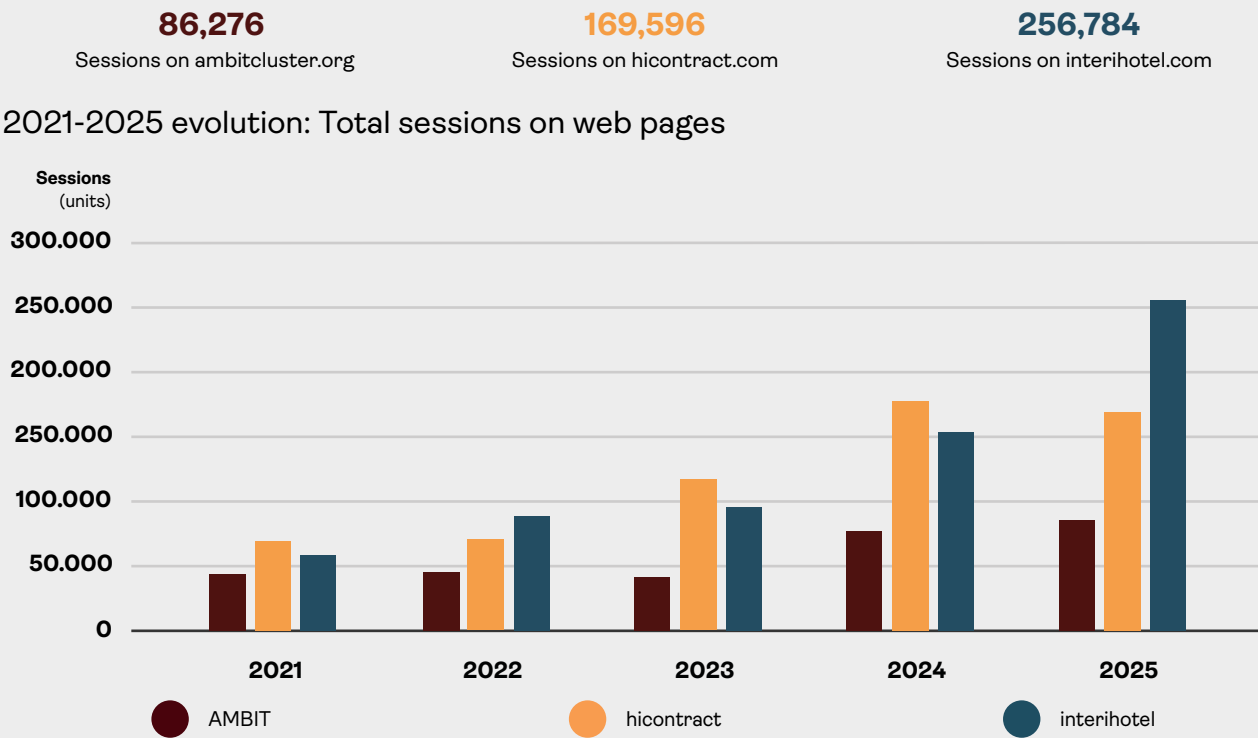


2010–2025 evolution: Project revenue and total number of projects

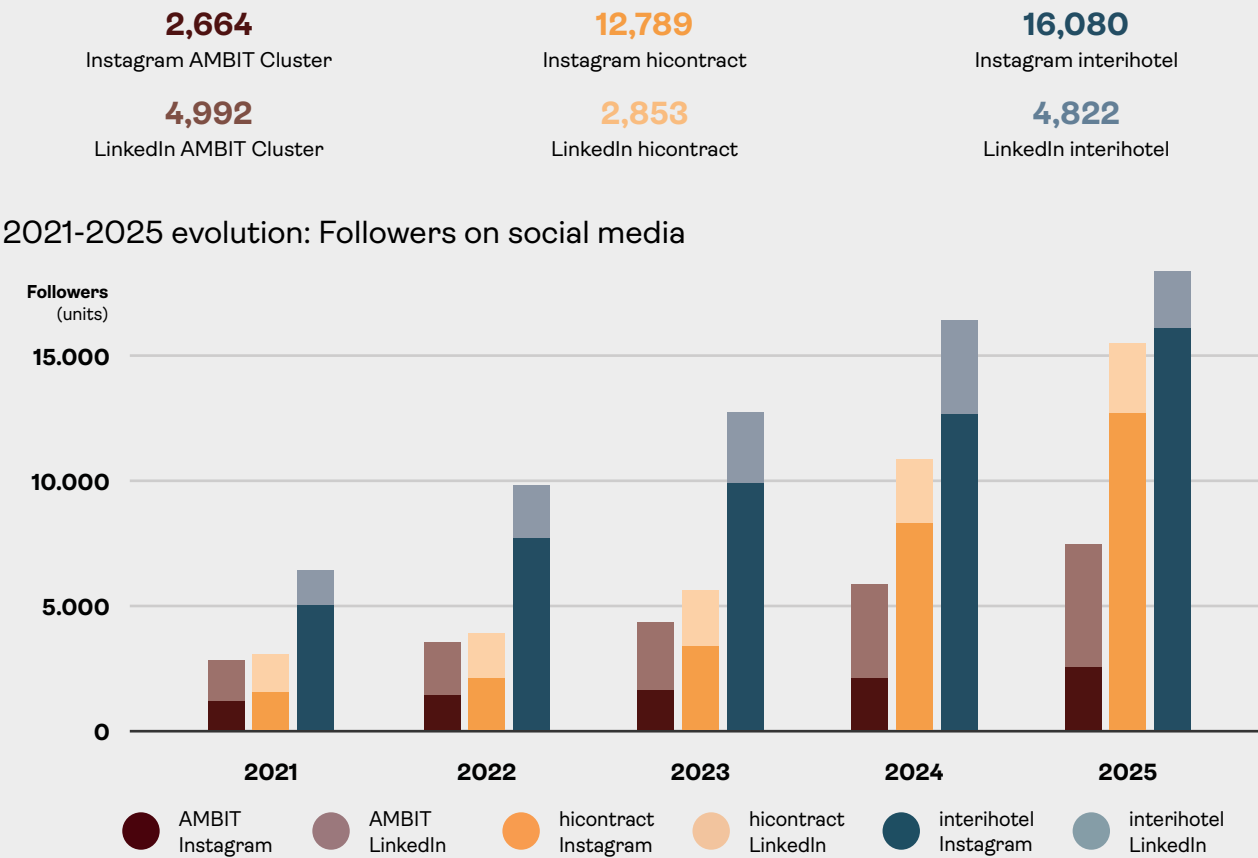


IMPACT OF COMMUNICATION

TOTAL SESSIONS ON WEB PAGES 2025



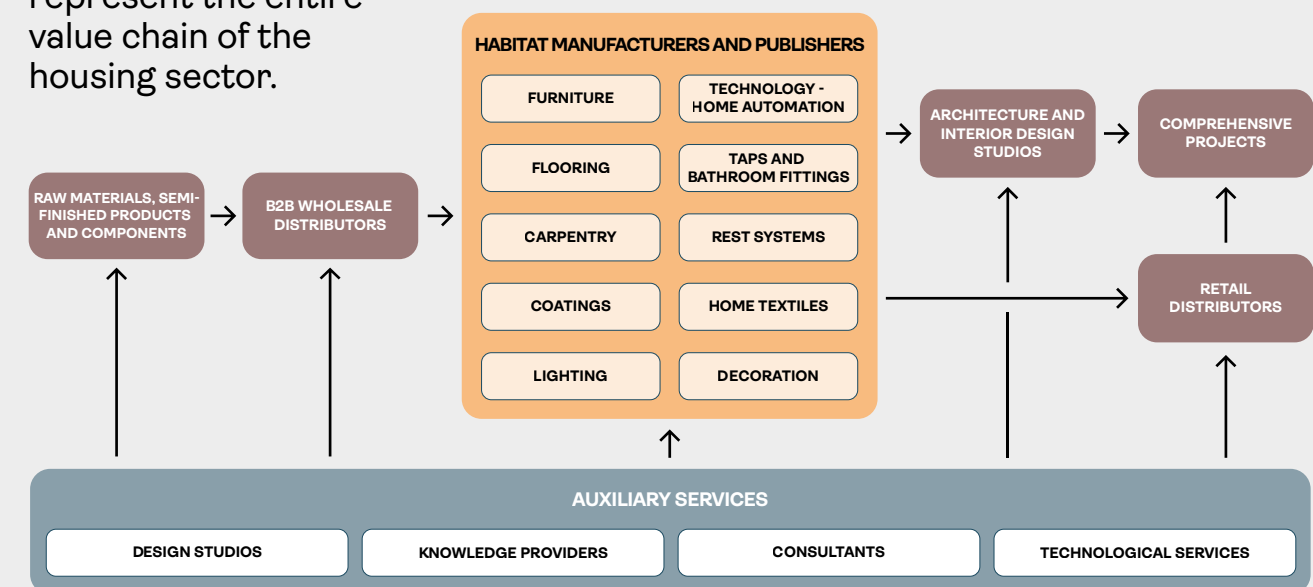
SOCIAL MEDIA FOLLOWERS 2025





Strategic Reflection Days
Sitges (Barcelona) - June 2025

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
FIOA BATH COLLECTIONS SLU
GENEBRE SA
GENWEC WASHROOM SL
GESSI SPAIN SLU
GHESSU 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 (SUPRATEx)
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
INÈDIT 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.

Future Living Forum

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

AI Interiors Forum

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

443
Registrations
59
Speakers

27
Sessions
4.33 out of 5
Attendee evaluation

CONTRACT

Activities
28

Registrations
12,826

Rating
4.62 out of 5

CONTRACT

23/01/2025
docontract MAD Talk
Matteo Ferrari Studio - Matter as word

CONTRACT

20/02/2025
docontract MAD Talk
Izaskun Chinchilla - The emotional dimension of space

CONTRACT

27/02/2025
WEcontract BCN Talk
Batlleiroig - Infinitum: Architecture, water and wellbeing

CONTRACT

13/03/2025
docontract MAD Talk
Stone Designs - Hotel design beyond trends

CONTRACT

26/03/2025
WEcontract BCN Talk
Mario Corea Arquitectura and CDB Arquitectura - Germans Trias Hospital

CONTRACT

26/03/2025
interihotel briefing session
Press conference: Presentation of interihotel BCN25

CONTRACT

03/04/2025
AMBIT Experience Visit
Get to know the AC Hotel Recoletos on a guided tour by Proyecto Singular studio

CONTRACT

24/04/2025
docontract MAD Talk
Villalón Studio - Spaces that leave their mark

CONTRACT

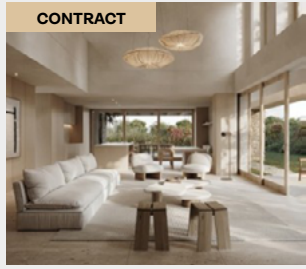
29/04/2025
interihotel briefing session
Present your study to exhibitors to design a stand at interihotel

CONTRACT

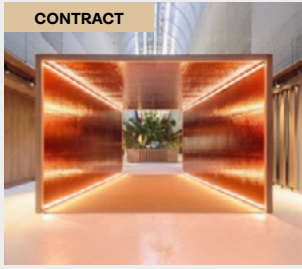
08/05/2025
AMBIT Experience Visit
Visit the Kimpton Vividora hotel with Natali Canas from El Equipo Creativo

CONTRACT

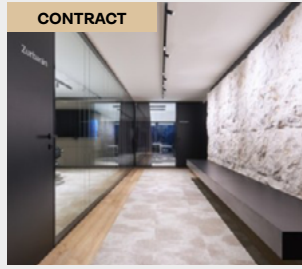
13-15/05/2025
interihotel meeting
Present your brand to two interior design studios that will design interihotel's Concept Rooms



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



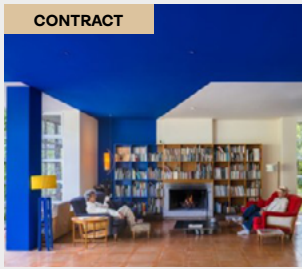
24/04/2025
Living Lab Day
Test the prototype of your habitat product in a real hotel and restaurant



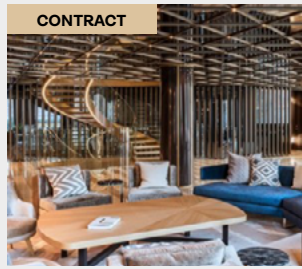
11/12/2025
AI Pills Talk
Commercialisation of habitat products with Artificial Intelligence



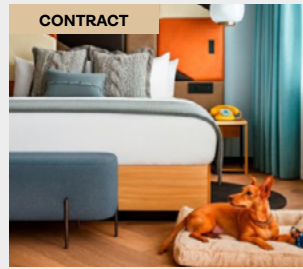
18/09/2025
AMBIT Experience Visit
The Palace Madrid, a tour led by the architects of its renovation



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



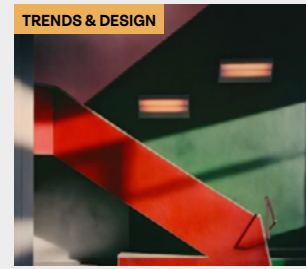
21-23/10/2025
Interi-off Visit
Visit to the Kimpton Vividora Barcelona hotel with El Equipo Creativo

TRENDS AND DESIGN

Activities
13

Registrations
2,071

Rating
4.51 out of 5



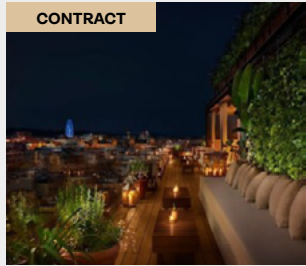
16/01/2025
TrendsClub Talk
trendBRIEF: CMF Trends 24



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



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



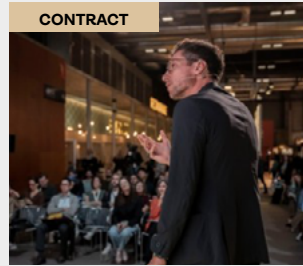
21-23/10/2025
Interi-off Visit
Visit to The Barcelona EDITION 5* hotel with Lázaro Rosa Violán Studio



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



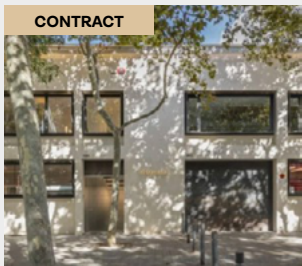
15/05/2025
TrendsClub Meeting
trendsTALK: Trends in Milan 25



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



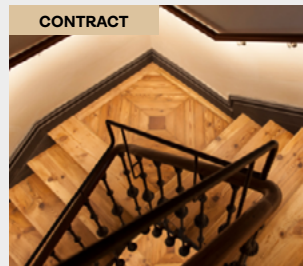
22/10/2025
Interi-off Visit
Business and Design. Barcelona seen from L'Eixample



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



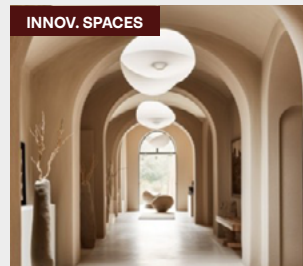
12/06/2025
CEOs Forum Meeting
Habitat Strategic reflection days



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



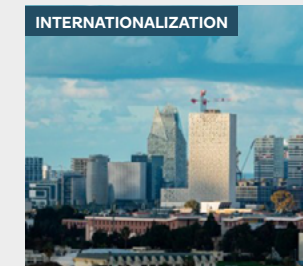
04/12/2025
CEOs Forum Day
Cluster Day 2025: the era of hybridisation

INTERNATIONALIZATION

Activities
5

Registered
304

Rating
4.70 out of 5



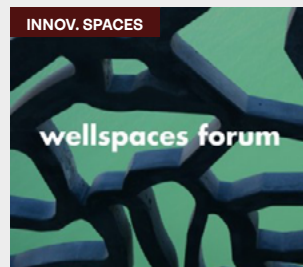
05/03/2025
Meet & Share Briefing session
Meet & Share Morocco – Keys to accessing the contract channel



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

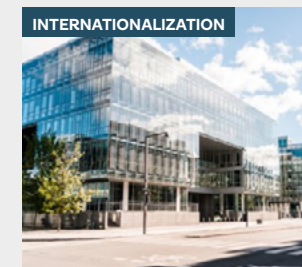
Activities
5

Registrations
538

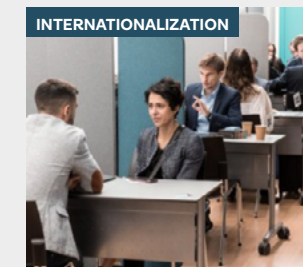
Rating
4.60 out of 5



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



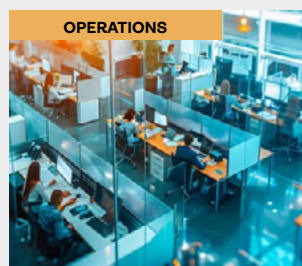
16/05/2024
Internationalization Briefing session
Presentation of international mission at interihotel BCN25

CIRCULAR ECONOMY

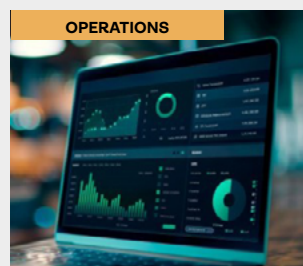
Activities
4

Registered
285

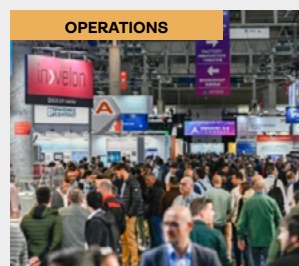
Rating
4.76 out of 5



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

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

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

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/cumellascircular

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



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



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



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

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.

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.

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.

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

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

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.

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 Olíus' 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 Olíus

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

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



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



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

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

CREATIVIA

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

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

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

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

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](https://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](https://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](https://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](https://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](https://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](https://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)



CONTACT

Headquarters

AMBIT
66, Generalitat Avenue
43560 La Sènia - SPAIN

+ 34 977 570 122
www.ambitcluster.org
info@ambitcluster.org

Offices in Barcelona

BCN HUB & WEcontract BCN
43, Rambla Catalunya
08008 Barcelona - SPAIN

+ 34 640 044 746
www.wecontractbcn.com
info@wecontractbcn.com

Madrid Office

docontract MAD
35, C. Velázquez, 4th floor, flat D
28001 Madrid - SPAIN

+ 34 689 583 571
www.docontractmad.com
showroom@docontractmad.com

Cover photo:
Mindful Explorer Concept Room, designed by ILV* and inspired by Mercer Hotels as part of interihotel BCN25.

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