

## InteriHotel returns to Barcelona

August 17, 2018



InteriHotel Barcelona will return to the International Convention Centre of Barcelona (CCIB) from 24–26 October, continuing its focus on design with a showroom-style exhibition.

The upcoming edition will create special design areas for the first time, as well as interior designer rooms and a lounge area, which has been curated by Spanish firm Red-Aede as a breakout space for professionals.

Elsewhere, a dedicated Knowledge Area will host a programme of conferences and discussion panels with 40 speakers. Across 12 sessions, established industry figures will touch on topics such as hospitality positioning strategies and good practices in hotel interior design, while a new Fresh Talks space will create a platform in which emerging talents can present their project ideas.

The Exhibition Area, a top-level showroom, will be made up of large open spaces that will play host to a showcase of products in a variety of settings – from guestrooms to cafés and restaurants. Situated in the central area of the show, the venue will feature collaborations from several brands, while specialist outdoor suppliers will be granted an exclusive area in which to exhibit nearby.

Meanwhile, hotel owners and project managers will find manufacturers and distributors of technology and materials at the Materials&Tech Area. The space is set to provide participating companies with the chance to perform a 15-minute product presentation to advisors.

Visitors will also be able to gain first-hand experience of new technologies, accessible design and other solutions in the Experience Area. The area aims to incorporate innovative products, designs and technology applications that will help create more comfortable and accessible hotel spaces.

In addition, a summit on contract-hospitality will be held as part of the Sentinel Project, funded by the European Commission and led by Cenfim. The purpose of the project is to provide support to SMEs that are in the process of internationalisation in emerging markets outside of Europe. Three other European clusters with interest in these markets will also participate in the project: Catalan Water Partnership, OÖ Energiesparverband and Fondazione Torino Wireless.

InteriHotel 2018 will present over 200 specialist contract-hospitality brands from 25 countries including Mexico, Caribbean, UAE, USA and Morocco. The event will further attract 4,000 professionals from across the industry including hotel companies, architects, interior designers, decorators and project management companies.