

InteriHotel Closes 2018 with a Record Number of Attendees

🕒 08/11/2018 👤 Guest Contributor 📁 Events

InteriHotel is an event with a distinctive value proposal for the habitat sector: It is an occasion, unique in Spain, which is highly specialised in hotel interior design, combining a showroom of products with the participation of brands specialising in contract hospitality, networking activities, conferences and debates with leading figures from the sector.



The arrangement of the 7,500 sq. metres in the Barcelona International Convention Centre into a carefully structured and sophisticated area in which everything oozes interior decoration and design, helps create a welcoming and supportive environment for generating business. In addition, the event is different in that it hosts a highly selective profile of visitors (hotel owners, those responsible for design and for projects for hotel groups, consumer motivation studios, architects, interior designers, decorators and dealers), ensuring a meeting place that is focused one hundred percent on business.

This year's InteriHotel has aroused great interest among those attending the event: many of the professionals surveyed have defined the event as unmissable for those looking for inspiring ideas and direct contact with the supplier brands. Others have enthused about the unique areas presented this time, such as the Interior Designers Area, which this year has been designed by Egue and Seta studios, Ilmio Design and Morph Studio, or about the Experience Area, a space committed to people with developmental diversity. The lectures and debates at the 2018 event have also raised passions and filled the Knowledge Area to hear the latest talks from speakers such as Tomás Alía, Loli Pinkerton, Gilly Craft, Manuel Torres and Natali Canas.

InteriHotel aims to be a place where the latest trends from renowned experts are presented, but also a hotbed of new ideas on interior decoration and design, which in this event have found a place in the Fresh Talks. On this occasion a total of 75 speakers from 10 countries participated in talks dynamically presented in as many as 3 languages by Marisa Santamaría, a journalist specialising in design and architecture, and director of the IED's international trends area.

By means of this full conference programme, the event has also stimulated reflection, the exchange of ideas and the analysis of the present and the future of hotels from different perspectives: architects, designers, investors, developers, consultants and forecasters – specialists in trends – have been able to formulate their opinions, their visions and their experiences working around the world. Of special interest has been the participation of experts from three areas undergoing active development such as the Middle East, Qatar, Abu Dhabi, Doha; Central America with Panama, Costa Rica and Mexico; and North Africa with Morocco.

The topics treated at the InteriHotel talks only confirm the fact that we are faced with a sector that is in constant growth and one that is undergoing complete transformation. These changes are being propelled by the evolution in our lifestyles and the changes in travel and stay customs all over the world. As a response, the redesign of customer service systems and processes is being observed, as well as the gradual transformation of the both interior and exterior spaces.

InteriHotel has called for three categories in awards at this year's edition: for the best interior hotel design blog post, the best interior design stand and for the most innovative product. The panel of judges was made up of representatives from designer and interior designer associations and professional institutes: IED, Elisava, CODIC and ADP. In the best blog post category, the work of the Dröm Living studio was distinguished for its work "Lobby design for travellers of the future". The jury highly valued the in-depth and up-to-date presentation of the topic, as well as being well-written, using quality images. In the best stand category, the company Simon won for the versatility of the modular elements they used which allowed them to, in addition to the originality in the display of the product, creating a space that defines the limits of the stand making circulation easier. Finally, the prize for the most innovative product was awarded to Fenix Nanotech Alloy, part of the Arpa company, an innovative version of Fenix which allows the recovering of aluminium surfaces with a material that regenerates in the event of damage to the surface.

InteriHotel is an event organised by CENFIM, a cluster that pursues the competitiveness of its home and contract equipment companies. Its purpose is to facilitate the creation of commercial relationships and innovation among influencers, hospitality promoters and suppliers of interior design products.

CENFIM – Home & Contract Furnishings and Innovation Hub

CENFIM (www.cenfim.org), a contract and home equipment cluster, aims to contribute to improving the competitiveness of companies in the furniture and habitat value chain. It is a non-profit body made up of furniture sector business associations and public entities. **CENFIM** boasts 131 companies associated with the furniture, carpentry, flooring, bathroom, lighting and textile, home automation and décor sectors.

CENFIM promotes innovation in business by means of collaborative projects in the areas of market intelligence and innovation. **CENFIM** has launched the largest hotel interior design marketplace, **InteriHotel** (www.interihotel.com), with annual events in Barcelona, Madrid, Palma de Mallorca, Tenerife y Malaga, the **WEcontract BCN** showroom in Barcelona and the **HIcontract.net** online platform.