

## Hábitat celebrates world design capital with biggest fair of the last decade

The upcoming Hábitat València, set to take place next week from 20<sup>th</sup> to 23<sup>rd</sup> September, will be the biggest edition of the fair since 2012, with 18% more exhibits and a schedule of events featuring the leading lights of international design.

With the event running concurrently with the kitchen and textile fairs, the total offering will comprise a thousand manufacturers and brands, exhibiting across eight halls.

*Valencia, 12nd September 2022.* - This is a landmark year for Valencia, with the city celebrating its designation as World Design Capital 2022. Marking this special year from 20<sup>th</sup> to 23<sup>rd</sup> this September at Feria Valencia, [Feria Hábitat València](#), the long-established furniture, lighting and décor fair will be staging its biggest edition of the last decade.

This is set to be an historic edition, with Hábitat poised to deliver the **best figures of the whole of the last decade**. The fact is that the furniture fair has not achieved such substantial figures since 2012. This year, **603 companies and brands** will be exhibiting – **18%** from other countries, including Denmark, France, Germany, Italy, Lithuania, Mexico, the Netherlands, Poland, Portugal, Romania and Turkey – whilst more than **70,000 square metres** of space is being occupied across the four halls on Level 2 of Feria Valencia, plus two halls on Level 3, a third hall shared with the textiles fair, and the Lobby areas on both Levels.

The figures mean that there has been an **increase of around 18%** in the number of brands exhibiting and of 8% in the amount of space dedicated to exhibits. The latter is particularly significant given that this is **Europe's only major fair for the industry** to have grown in 2022, post-pandemic.

### **A thousand companies and brands including the kitchen and textile sectors**

One of the chief new features this year is that **Feria Hábitat València** will be running concurrently with the two other major fairs relating to the interiors industry that take place at Feria Valencia: [Espacio Cocina SICI](#), the trade fair for kitchen furniture and equipment, and [Home Textiles Premium by Textilhogar](#), which is returning to Valencia after having staged five editions in Madrid.

Together, the three fairs comprise a powerful offering from the furniture, lighting, décor, interior design, furniture and kitchen equipment, electrical goods, home textiles, upholstery, décor and contract sectors the world over, represented by almost a **thousand companies and brands** filling **eight halls** on Level 2 at Feria Valencia. Altogether, **9,000m2 of gross exhibition space** is being occupied.

The offering is certainly **highly attractive** to all professionals in the industry, both in Spain and worldwide, who are looking for a comprehensive range of options for the home and contract channels.

### **Thousands of confirmed buyers from over 60 countries**

The forecasts, in this sense, point to the success of the call. In fact, in this edition both the Valencia Fair itself and the institutions and public bodies involved such as **IVACE Internacional** and **ICEX**, together with the sectoral associations **ANIEME** and **FEDAI** or the Valencia World Design Capital 2022 itself have made a significant effort in attracting and invitation of both national and international professionals with great purchasing power and interested in attending the Habitat event.

In this sense, for this edition there are more than **3,000 professionals who have received a direct invitation**, either with reserved accommodation or even with travel from their city of origin to Valencia. These are professionals that encompass, in the case of Spain, from prestigious stores to members of the large furniture purchasing and distribution centers in our country.

In the case of the international market, the confirmed buyers come from 63 countries, even from countries that attract attention such as Russia and that, despite the current conflict, have decided to travel to Valencia. They are buyers who will arrive in Valencia from **Germany, Saudi Arabia, Algeria, Bangladesh, Belgium, Bosnia, Canada, China, Cyprus, Colombia, Ivory Coast, Costa Rica, Croatia, Denmark, United Arab Emirates, Ecuador, United States, Egypt, Estonia, Finland, France, Georgia, Greece, Guadeloupe, Holland, Hungary, India, Ireland, Israel, Italy, Japan, Kazakhstan, Kuwait, Latvia, Lebanon, Lithuania, Mali, Malta, Morocco, Martinique, Mexico, Mozambique, Panama, Paraguay, Peru, Poland, Portugal, Puerto Rico, Qatar, United Kingdom, Dominican Republic, Reunion Island, Romania, Russia, Senegal, Singapore, Sweden, Switzerland, South Africa, Taiwan, Ukraine, Uzbekistan and Venezuela.**

### **International stars of the world of design in Valencia**

Another significant new feature of this year's Feria Hábitat València is that it takes place in the context of Valencia having been designated World Design Capital in recognition of the Mediterranean capital city being a global focal point for design and innovation. Throughout September and under the umbrella of the [World](#)

[Design Street Festival](#), Hábitat will be at the heart of the celebrations, with an extensive programme of lectures and events.

Part of this programme includes the [Foro WDC](#) (WDC Forum), which takes place every day of the fair at the exhibition venue and consists of some twenty talks and themed sessions tackling different aspects of design. Themes will range from presentations from studios that will address the culture of design to forums on the contract sector and digitalization strategies. Speakers include prestigious professionals such as Mónica **Armani**, of Italy, Mexican architect **Juan Carlos Baumgartner**, the **Innodesign** group and researcher **Marisa Santamaría**.

Joining them will be eminent international designers, who will be presenting their new collections on Hábitat exhibitors' stands. Two of the most stand-out names are 'world-class designers' **Patricia Urquiola** and **Phillipe Starck**, who will be on Valencia-based exhibitor Andreu World's stand.

The Events Centre at Feria Valencia is the venue for another initiative, which takes place on 21<sup>st</sup> and 22<sup>nd</sup> September: the International Design Forum ([Foro Internacional de Diseño Interior \(FIDI\)](#), ) which will look at design as a tool for improving people's health and quality of life. Speakers include, amongst others, paleontologist **Juan Luis Arsuaga**, psychiatrist **Luis Rojas Marcos**, writer and journalist **Juan José Millás**, journalist and art historian **Anatxu Zabaldekoa**, architect **Juli Capella**, neurobiologist **Mara Dierssen**, **Ana Lluch**, professor of Medicine at the University of Valencia Medical Faculty and architect **Benedetta Tagliabue**.

The Feria Valencia venue will also be hosting a keenly anticipated exhibition in tribute to designer **Vicent Martínez**, as well as a fresh edition of **nude, the Young Design Talent Show**, which is celebrating its 20<sup>th</sup> anniversary this year with a retrospective at the CCCC in downtown Valencia.

During the week of Hábitat, the city will boast a distinct focus on design, with activities being staged in many different places under the umbrella of Valencia World Design Capital. One is an exhibition of work by one of today's greatest talents, **Jaime Hayón**, that opens at the CCCC on 22<sup>nd</sup> September. There is also a full programme for **Valencia Disseny Week**, organised by ADCV and, not to be forgotten, Hábitat's '**Afterwork HabitatOFF**', which takes place daily in the innovative 'Ágora València' space on the Plaza del Ayuntamiento.

An historic edition for a very special year in which design, on view at Feria Valencia from 20<sup>th</sup> to 23<sup>rd</sup> September, is the star of the show.

Feria Hábitat Valencia is the leading fair for 'made in Spain' interiors and has already become established as the most representative, international and influential fair for the industry in Spain, with an extensive showcase encompassing furniture, lighting, décor, upholstery and sleep. The last edition welcomed 32,796 visitors

# FeriaHábitat València

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from the trade, including 15% from 70 different countries. Free registration to visit Hábitat is now open and professionals can download their entry passes via the following link: <https://n9.cl/13a20>

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<https://www.wdcvalencia2022.com/es/>

<https://www.valenciadisneyweek.com/>

<https://www.feriahabitavalencia.com/>