

**PRESS AGENDA TUESDAY 19 SEPTEMBER**

**CENTRAL FORUM**

11:30 H. – OFFICIAL INAUGURATION FERIA HÁBITAT VALÈNCIA AND HOME TEXTILES PREMIUM BY TEXTILHOGAR.

- Carlos Mazón, president of the Generalitat Valenciana.
- Llanos Massó, president of Les Corts Valencianes.
- Nuria Montes, 'consellera' of Innovation, Industry, Commerce and Tourism.
- Maria José Catalá, mayor of València.

**ÁGORA NUDE (N3P4)**

10:00 H.- PRESENTATION OF THE EXHIBITION 'BEYOND THE PLASTIC WAVE'. (In the exhibition itself)

- Carmen Baselga, interior designer.
- Héctor Serrano, designer.
- Ernesto Belloch (Andreu World).

11:00 H.- CONFERENCE 'THE GRAVITY WAVE. FROM OCEAN PLASTIC WASTE TO DESIGNER PRODUCTS.

- Vicente Varella (The Gravity Wave).

12:00 H.- CONFERENCE 'CONTEMPORARY MATERIALS FOR INTERIOR SPACES'.

- Natalia Ojeda, CMO Matter and director of The Gray Matter Agency.

13:00 H.- CONFERENCE 'HOW TO IMPROVE SUSTAINABILITY IN THE HOME TEXTILE SECTOR WITH THE OEKO-TEX® CERTIFICATION'.

- Consuelo Carbonell, head of the OEKO-TEX® laboratory at AITEX.

15:00 H.- ESTUDI{H}AC PRESENTS A RETROSPECTIVE OF PRODUCTS DESIGNED DURING THE LAST 20 YEARS.

- José Manuel Ferrero, Creative Director Estudi{H}ac.

16:00 H.- CONFERENCE 'SOMETHING CALLED DESIGN...'

- Gabriel Teixidó, designer.

17:00 H.- THIS IS THE NEW IMAGE OF THE HÁBITAT VALÈNCIA 2023 FAIR.

- Odosdesign, design studio.

### EXHIBITOR ACTIVITIES

10:00 a.m. and 3:00 p.m.- ROS Stand (Level 2 Hall 4 E29).

Training by #lavieenROS designer, Martín Geretto, on the new ReLoveution and BAMBOO catalogues.

12:00 p.m.- Möwee Stand (Level 3 Hall 1 E25).

Presentation of the new furniture collection, Nexo, with the presence of designer Clara del Portillo and Álex Selma, from Yonoh Studio. \*PRESS ONLY. Act restricted to accredited media.

12:30 – 16:00 h.- Ecus Stand (Level 3 Hall 1 C66).

Live music. Piano-sax duo by Javier Soriano on piano and Francisco Soriano on saxophone.

1:30 p.m. – iSiMAR Stand (Level 3 Hall 2 C65)

Presentation of new products with La Granja and ILMIODESIGN.

5:00 p.m.- València Room (Feria Valencia Office Building)

Round Table 'Does your furniture store have a future?'. Organized by HABITES ESPAÑA (CONFEDERATION OF FURNITURE TRADES)

5:00 p.m. to 6:00 p.m.- Andreu World Stand (Level 3 Hall 2 A9).

Presentation of the new Outdoor collections by Alfredo Häberli. Next, departure and visit the Andreu World showroom, tour and cocktail. \*\*PRESS ONLY. Act restricted to accredited media. RSVP [press@andreuworld.com](mailto:press@andreuworld.com)

6:00 p.m.- ROS Stand (Level 2 Hall 4 E29).

90th anniversary celebration.

18:00 – 19:30 h.- Stand VICAL (Pap. N3-P4, Stand D3)

Presentation of the new VICAL OUTDOOR collection, a door that opens to the universe of natural luxury, designing furniture that goes beyond its features.

7:00 p.m.- CTAV patio. C/Hernán Cortés, 6. Valencia.

**FeriaHábitat**  
**València**  
*19-22.09.2023*



Expormim celebrates the 25th anniversary of Lapala design. Public Round Table on crafts, culture and tradition moderated by Tachy Mora. With the participation of Manel Molina and Javier Pastor. Upon confirmation.



**FERIA VALENCIA**

**PRESS AGENDA WEDNESDAY 20 SEPTEMBER**

**ÁGORA NUDE (N3P4)**

10:00- 12:45 H.- CONFERENCE 'CONTRACT AND REPOSITIONING OF HOTEL ASSETS'.

10:00 a.m.- Dialogue 'Design as a differentiating factor in the contract channel'

- Kike Sarasola (Room Mate and Be Mate).
- Tomás Alía (Studio Caramba).

10:45 h.- 'Design as an element of sustainability for the hotel industry'

- Raúl Téllez (NH Hotels).
- Marian Vázquez (Sol Meliá).
- Ainhoa Hernández (RH Hotels)
- Javier Vallés (Hosbec and SH Hotels)
- Moderator: Alberto Galloso (Hosbec)

11:45 a.m.- Round Table 'Industrialization as added value for the hotel'

- Fernando Oiza (Bewoodville).
- José Martí (Erre Arquitectura).
- Gorka Álvarez (Ruiz Larrea)
- Antonio Peláez (Yugenarchitects)
- Sergio Baragaño (Room 2030)
- Moderator: Rubén Pons

12:30 h.- Closing of the day

- Nuria Montes. ('consellera' of Innovation, Industry, Commerce and Tourism)

13:00 H.- ROUND TABLE 'SUPPORTING EMERGING TALENT SINCE 2001. 22nd ANDREU WORLD INTERNATIONAL DESIGN COMPETITION.

- Carmen Baselga, interior designer.
- Inma Bermúdez, designer.
- Ernest Belloch, Andreu World.
- Moderator: Xavi Calvo, Fundació del Disseny

2:00 p.m.- CONFERENCE 'PROMOTION OF SPANISH DESIGN BY THE MINISTRY OF CULTURE AND SPORTS'

- Carmen Páez Soria (general director of Cultural Industries, Intellectual Property and Cooperation of the Ministry of Culture and Sports).

15:00 H.- PRESENTATION OF THE EXHIBITION 'SCENARIOS OF A NEAR FUTURE'.

- Tachy Mora, curator of the exhibition.
- Alejandra Gandía Blasco, promoter of the 8' 33" project.
- Jordi Iranzo from Clap Studio, designers of the Missana Tape System project.
- Gabriel Moragas, promoter of the Pey Superligera project of Mobles 114.
- Ester Pujol from the Nahtrang studio, designers of the Mood project by Estiluz.

16:00 H.- CONFERENCE 'TEXTILE DESIGN AND INNOVATION: DRT TEAM AND FOUR FOURS SHARE THEIR EXPERIENCE'.

- Arantxa Porter, Head of Marketing at Team DRT.
- Adrián Martínez Almonacid, head of the Cuatro Cuatros study.

17:00- 18:00 H.- RENOWNED BRANDS FORUM. 'DESIGN IN SPAIN: DESIGN BRANDS SPAIN AS A TOOL OF COMPETITIVENESS'.

Presentation of the first edition of the 'Spain Design Index'

- Pepa Casado and David Gobert (Futurea).

Round Table 'Design marks Spain as a competitiveness tool'

- Moderator: Marisa Santamaría, trend analyst.
- Jon Unane, Enea Design.
- Carlos Salazar, Carlos Salazar Architects
- Ángela Montagud, Clap Studio.

Networking cocktail

### **EXHIBITOR ACTIVITIES**

10:00 a.m. and 3:00 p.m.- ROS Stand (Level 2 Hall 4 E29).

Training by #lavieenROS designer, Martín Geretto, on the new ReLoveution and BAMBOO catalogues.

10:30 a.m.- Stand Roles (Level 3 Pavilion 2 D71)

Press breakfast – Mediterranean breakfast by Rols. Presentation of the Strata collection from the Wallace & Sewell studio (London) \*PRESS ONLY. Act restricted to accredited media.

11:00 a.m. to 1:30 p.m.- COAC Level 2 Distributor Stand

Radio program Official College of Commercial Agents of Valencia and Play Radio (107.7 FM).

12:00 p.m. – Omelette / Ofitres Stand (Level 3 Pavilion 1 C11)

Presentation of the latest creations by designers La Mamba, Pedro Feduchi, Studio H, Héctor Ruiz, Mut Design, Omayra Maymó, ADP Studio and Isaac Piñeiro. \*PRESS ONLY. Act restricted to accredited media.

1:00 p.m. to 1:30 p.m. – Sulion Stand (Level 3 Hall 4 B40)

'Air and architecture'. Sulion presents the revolution of the ceiling fan in interior design projects and outdoor spaces.

4:00 p.m.- Ecus Stand (Level 3 Hall 1 C66).

After-meal with chef Martín Berasategui. Signing of the recipe book 'El Buen Dormir' that he wrote with Senttix.

6:00 p.m. – Distributor Stand Level 3

Presentation of FIMMA + Maderalia 2024. Cocktail afterwards.

6:30 p.m.- 10:30 p.m.- Vondom Headquarters. Polígono 6.16, Beneixida, Valencia

Get to know the essence of Vondom at an exciting design event in the dome, where creativity reaches new heights. Cocktail and Live Music. \* By invitation only

**PRESS AGENDA THURSDAY 21 SEPTEMBER**

**ÁGORA NUDE (N3P4)**

10:00 H.- CONFERENCE 'REBUILD, REHABIT, RETHINK. PRESENTATION OF THE IV INTERNATIONAL BIENNIAL OF BASQUE ARCHITECTURE MUGAK'.

- Maria Arana, Curator of the Biennial.

10:30 H.- ECOPLEN GEOGRAPHY COLLECTION BY RUIZ VELAZQUEZ "HOW TO TAKE CARE OF OUR HEALTH AND PROTECT US THROUGH THE APPLICATION OF A SMART FABRIC"

- Héctor Ruiz Velázquez, architect and designer.
- Francisco Pérez CEO of attenza

11:00 H.- CONFERENCE 'TRENDS IN HOME TEXTILES 2024'.

- Carmen Jover, director of the Valhabitat 2023 project.
- Malen Segarra, industrial technical engineer.
- Paqui Orihuel, fashion designer.

12:00 H.- 'DESIGN TRENDS 24/25' DAY.

- Pepa Casado and Lucía Marín, Futurea.

13:00 H.- ROUND TABLE 'HYBRIDIZING THE FUTURE: SUSTAINABLE, FLEXIBLE AND HUMAN SPACE'. ORGANIZED: ACTIU

- Luke Treasure by Conren Tramway.
- María Comas, Project Director & Interior Design Expert at Batlle & Roig.
- Leyre Ortuño, Creative Director of Mil Studios.
- Miguel Tello, Architecture & Expansion Coordinator at Utopicus.
- Moderator: Pilar Navarro, specialized journalist.

3:00 p.m.- 'WOMEN IN OFFICE DESIGN' MEETING. RESPONSIBLE, EMOTIONAL AND SENSITIVE DESIGN WITH A FEMALE LOOK. ORGANIZE: WOD. COLLABORATE: ACTIU

- Presentation by Harsha Kotak, founder of UK Chapter
- Anna Q4 Architecture. 'Sustainability and well'
- Natalia Ojeda. 'Sustainable materials of the future'
- Ana Mir, Emiliana Design.

- Isabel López Vilalta, interior designer.
- Moderator: Gracia Cardona (Diario Design) and Soledat Berbegall (Actiu).

16:00 H.- PRESENTATION OF THE NEW IMAGE OF THE GENERAL COUNCIL OF OFFICIAL COLLEGES OF INTERIOR DECORATORS AND DESIGNERS.

- Andoni Díaz, Pepe Cosín and Samaruc Estudio (General Council of Official Colleges of Decorators and Interior Designers)

17:00 H.- CONFERENCE 'KAVE HOME: FROM THE MEDITERRANEAN TO THE WORLD. TRANSFORMING THE FURNITURE AND DECORATION SECTOR'.

- Francesc Julià, Kave Home.

18:00 H.- 'HORIZONTE MADRID CONCEPT BUS' CONFERENCE.

- Héctor Serrano, Joaquin García, Enrique Miñarro and Javier Esteban, project designers.

### EXHIBITOR ACTIVITIES

10:00 a.m.- Ecus Stand (Level 3 Hall 1 C66)

Coffee with chef Martín Berasategui. Signing of the El Buen Dormir recipe book that he wrote with Senttix.

10:00 a.m. and 3:00 p.m.- ROS Stand (Level 2 Hall 4 E29).

Training by #lavieenROS designer, Martín Geretto, on the new ReLoveution and BAMBOO catalogues.

11:00 a.m.- ECOcero Stand (Level 3 Hall 1 E40)

Media attention to designer Erico Navazo and his collaboration with ECOcero.

12:00 h.- Cevisama Distributor Stand Level 3

Cevisama Debate Table: 'New forms of construction. The New Architectonics'.

- Rubén Navarro (Inhaus)
- Jaime Gorgues (Niu)
- Marta Piqueras (Ubiko)
- Ángel Alfocea (Wes)
- Jose Girbes (Peronda)
- Moderator: Rubén Pons (Industrialization Systems Consultant)



# FeriaHábitat València

19-22.09.2023



12:30 – 16:00 – Ecus Stand (Level 3 Hall 1 C66)

Live music. Violin-guitar duo by French Standard.

6:00 p.m.- ROS Stand (Level 2 Hall 4 E29)

Presentation of the Point of Sale Innovation and Transformation course, taught by ELLE Education and ROS.

7:00 p.m.- iSiMAR and WOOP Stand (Level 3 Pavilion 2 Stands C63 and C65)

Afterwork Party

**PRESS AGENDA FRIDAY 22 SEPTEMBER**

**ÁGORA NUDE (N3P4)**

10:00 H.- CONFERENCE 'KEYS TO A MORE EFFICIENT MANAGEMENT OF DESIGN STUDIES'.

- María Navarro, manager of ADCV.

11:00 H.- 'DESIGN FOR FOOD' DAY.

- Alberto Arza, Papila Studio.

11:45 H.- AMC AWARDS (KITCHEN FURNITURE ASSOCIATION) AWARDS.

12:00 h.- PRESENTATION OF THE 10TH ANNIVERSARY BOOK OF THE 'PET LAMP' PROJECT.

- Alvaro Catalán de Ocón, designer and co-founder of acdo.es and petlamp.

13:00 H.- CONFERENCE 'STRATEGIES FOR THE DISSEMINATION OF INTERIOR DESIGN PROJECTS'.

- Mara Pardo, Cristina Rodríguez Goitia and José Lara, #innodesign group.

\* Later cocktail at the Actiu stand (N3P1 C22). RSVP [lina.jimenez@actiu.com](mailto:lina.jimenez@actiu.com) \*

16:00 H. THE CONCEPTUAL NEBULA CONFERENCE

- Miguel Herranz

**EXHIBITOR ACTIVITIES**

10:00 a.m. and 3:00 p.m.- ROS Stand (Level 2 Hall 4 E29).

Training by #lavieenROS designer, Martín Geretto, on the new ReLoveution and BAMBOO catalogues.

All day.- Ecus Stand (Level 3 Hall 1 C66)

Special interior designers day. Come by our stand and have breakfast with us.

**EXHIBITIONS (ALL DAYS)**

NUDE SALON OF YOUNG DESIGN TALENTS | LEVEL 3 HALL 4

GABRIEL TEIXIDÓ RETROSPECTIVE | LEVEL 3 DISTRIBUTOR

SHOWS 'SCENARIOS OF A NEAR FUTURE'. COMMISSIONER: TACHY MORA | LEVEL 3 HALL 4

'T{H}E DESIGN ATELIER' EXHIBITION, 20 YEARS OF STUDI{H}AC | LEVEL 3 DISTRIBUTOR

TRIBUTE TO MIGUEL MILÁ CURATED BY SANTA & COLE AND WITH PARTS BY TRENAT AND FURNITURE 114 | LEVEL 2 DISTRIBUTOR – CENTER FORUM ACCESS

EXHIBITION 'BEYOND THE PLASTIC WAVE'. ANDREU WORLD & CARMEN BASELGA AND HÉCTOR SERRANO | LEVEL 3 HALL 4

EXHIBITION 'CONTEMPORARY MATERIALITY'. MATTER | LEVEL 3 HALL 4

*\*Agenda subject to last minute changes*