



Feria Hábitat Valencia

20/24 sept. 2011

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A leader in its class

Feria Hábitat Valencia is Spain's top event for the interiors industry. A comprehensive, individualistic fair arranged by style that shows a comprehensive offering of furniture, lighting, home textiles, kitchens, decor, upholstery, bedrooms and outdoor living

An international event

This is Spain's only interiors fair that is truly international, which is why it is an unmissable platform for both the "made in Spain industry and for international manufacturers wanting to make inroads into the Spanish marketplace.

A forum that brings the industry together

The fair is an opportunity to gather information, learn and share experiences. It is a must attend event for all professionals. It is the one fair that has the support of the trade associations that are the most significant representatives of the various sectors of the interiors industry

A fair that showcases creativity and trends

Feria Hábitat Valencia is the ideal venue for companies to showcase their newest products. Innovative and trend-setting, it is a hothouse of new designers and new companies where the seeds are sown for the future of interiors.



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FACTS AND FIGURES

Title: Feria Hábitat Valencia

Frequency: Annual

Profile: Trade

Scope: International

Dates: from 20th to 24th September

Venue: Feria Valencia (avenida de las Ferias s/n. 46035. Valencia. Spain)

Opening hours: from 09.30 to 19.00

Total surface area occupied: 125,000 m²

Companies Exhibiting: 950, 21% foreign from 23 countries, mainly Italy, Portugal, Germany, the United Kingdom, Belgium, Denmark, Bulgaria, the USA and Holland

Sectors:

Furniture: classic and 'haute' decor; modern, avant-garde/contemporary.
Upholstery;

Lighting: classic, modern and avant-garde;

Home Textiles: fabric manufacturers, decorating, upholstery, curtains, carpets and other home textiles;

Bedrooms: mattresses, bed frames, pillows...;

Decorating: decorative items and accessories;

Kitchens: built-in kitchen furniture;

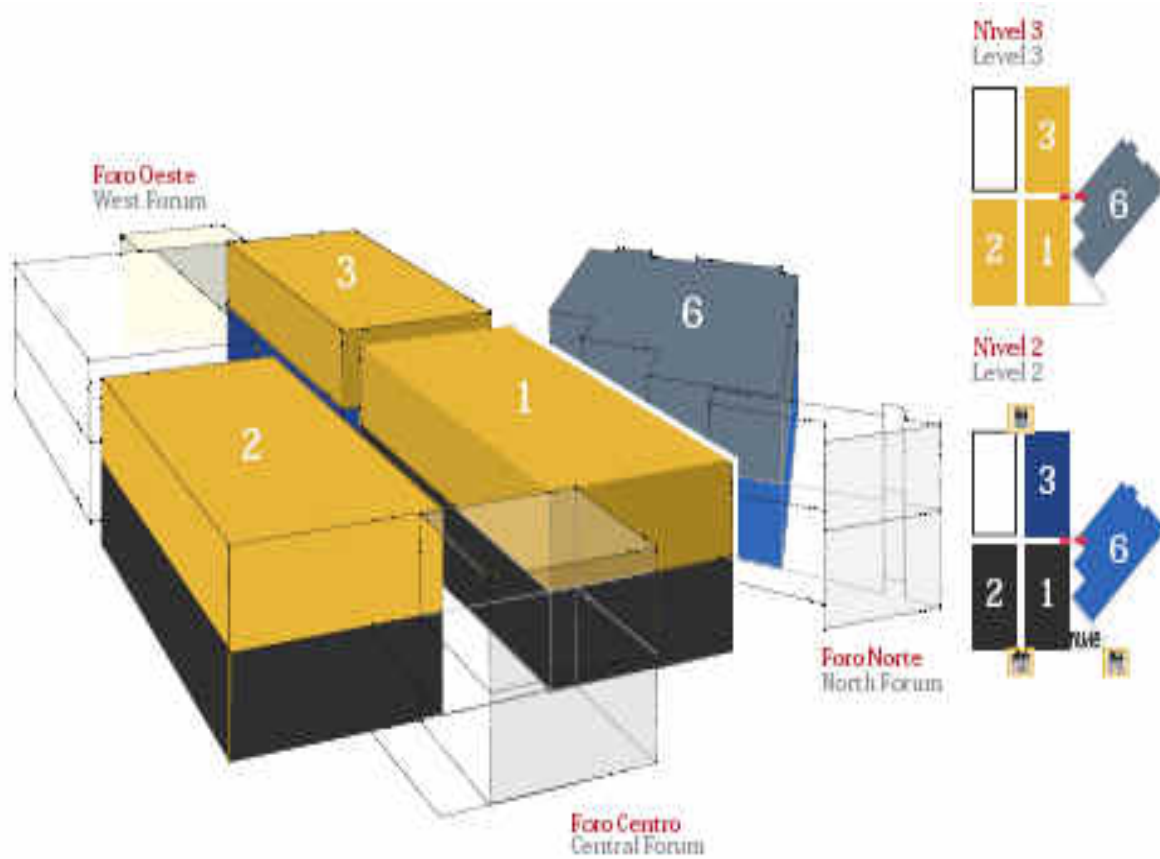
Outdoor living: lighting, furniture, gardening and street furniture;

Nude show: exhibits by young designers.



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- Mueble e Iluminación-Clásico / Alta Decoración**
Classic / High Decoration - Furniture and Lighting
- Textilhogar**
Home Textiles
- Mueble e Iluminación- Moderno / Tapizado / Descanso**
Modern / Upholstery / Rest - Furniture and Lighting
- Mueble e Iluminación - Vanguardia**
Avant Garde- Furniture and Lighting
- FLASH Valencia- Hábitat Contract**

nude



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ORGANISING COMMITTEE

President of Feria Hábitat Valencia:

Jose Blasco Morán (Grupo Confortec)

Vice-presidents:

Alfredo Roe (Federmueble)

Rafael Pascual (Interfabrics S.L.)

Antonio Almerich (Antonio Almerich S.L.)

Juan Carlos Muñoz (Tecninova)

Members:

José Gancedo (Tapicerías Gancedo), Alicia Pellicer (Cuindec), Eduardo Aznar (Aznar Textil), José María Abian (ACB Iluminación), Laura Cassotta (Artemide), Antonio Montiel (Pikolín), José Manuel Díaz Pérez (Coordinadora Nacional Agentes Comerciales), Víctor Grafià (Comercio Nacional Mueble), José Llorca (Amboan), Rafael Garrigues (Artalda), Antonio Muñoz (Koo Internacional), Víctor Carrasco (Vicarbe), Juan José Sanchis (Gamamobel), Vicente Pons (Point), Esther Castaño (Sancal), Jorge Mariner (Mariner); Daniel Marco (IVEX); Vicente Mañes (ICEX); Carlos de Vargas (Feria Valencia)

Feria Hábitat Valencia:

Ignacio Mateu

Máximo Solaz

Beatriz Colom



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Prime interiors event grows stronger

Feria Hábitat Valencia attracts cream of Europe's leading edge brands and celebrates 10th anniversary of nude show

Jose Blasco takes over presidency with goal of boosting the fair's profile as an un-missable sales and business platform for all sectors of the industry

Feria Hábitat Valencia, the only trade fair in Spain that covers the full spectrum of the interiors industry and is truly international, is opening its doors as an even stronger sales platform and meeting point that professionals simply cannot afford to miss. The best in furniture, lighting, decor, home textiles, the contract sector, upholstery, outdoor living, bedrooms and kitchens is on show from 20th to 24th September in an edition of the fair that is heroing design and innovation.

The fair stands as *the* major event for showing the full scope of “made in Spain” creativity to the world and is supported by manufacturers, retailers and specifiers. It also features a significant contingent of foreign companies aiming to break into, establish themselves or extend their presence in the Spanish marketplace whilst also using Feria Valencia as a gateway to the Ibero-american market.

In fact the foremost Spanish and international interiors companies are here at this year's show, with 950 exhibitors taking part including 21% from abroad as against 15% last year. The fair, which extends over 125,000 square metres, has managed to bring back a number of leading Spanish and international firms this year.

Business leader José Blasco, president of Federmueble, has this year taken on the role of president of Feria Hábitat Valencia with the challenge of strengthening the show's position, by boosting its status as a professional and business event, covering the broadest possible scope of the interiors sector and also driving one of the event's major usps – internationalisation – harder. He is tackling all of this, in his own words, “by gaining support and consensus, by applying austerity and by working hard.” This hard work has already begun to bear fruit but will continue for several years ahead.

New content and propositions

This year Feria Hábitat Valencia is being turned into a huge railway station. The fair has introduced a novel design layout inspired by a high-speed rail network that, with specially created signage, will make visiting the show easier and more cost-effective. Also, dedicated work spaces have been set up in each Pavilion in the style of platforms, along with information points, rest areas and hospitality areas plus spaces that will exhibit creations by well-known designers whose careers were launched through the ‘nude’ show.



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The **nude** show turns ten this year and is proud to include amongst its ‘graduates’ some of the most prominent designers and design practices in Spain. CuldeSac, Odos Design, Yonoh and Héctor Serrano are just a few examples.

Equally, the most salient innovation at this year’s fair is the new content being featured in pavilion 6 along with the full range of the contemporary and avant-garde offering. This pavilion is housing the “**Flash Hábitat Valencia**” space, which will be displaying the latest products from leading international brands such as Vitra, B&B Italia, Artemide, Viccarbe, Luzifer and Carl Hansen.

A “**Hábitat Contract**” area has been set up too, where Feria Hábitat Valencia exhibitors are showing those of their products that are geared specifically to the contract sector. Lastly, “**Face to Face**” meetings have been organised for companies to meet leading international specifiers.

This year kitchen furniture has been spread across the whole show, set out by styles along a circuit that has been given special signage and that constitutes the so-called **DIC Route**.

As in previous years ‘Haute’ Decor, Classic Furniture, Home Textiles, Design and nude are on Level 2, whilst Modern Furniture and upholstery are on level 3. Lighting and kitchens have been located by styles. The “Life Styles” exhibit staged by technology institute Aidima is once again the star attraction in the central lobby area on Feria Valencia’s level 2.

Quality Buyers

Top level Spanish and international buyers are visiting Feria Hábitat Valencia 2011, guaranteed! Over this last year the fair has driven more promotional initiatives than ever before at home whilst implementing an ambitious plan abroad that has translated into visitors from the prime international target markets – including many emerging countries in Africa, the Far East, the Middle East and Ibero-America – signing up to visit.

Parallel events

The fair has a whole range of events lined up that will add further weight to its standing as a ‘must attend’ event for professionals in the interiors industry. The various seminars, lectures, exhibits, demonstrations etc. help consolidate the fair as an event at which the trade can meet, learn, gather information and share experiences.

As Spain’s leading interiors fair Feria Hábitat Valencia is supported by the country’s main associations of manufacturers, retailers and technology institutes and also by various government agencies such as ICEX and IVEX.



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Vanguard of international design exhibiting at “Flash”

Brands that are at the forefront of the interiors industry have chosen Feria Hábitat Valencia’s new exhibit format to show their latest products to the world

Feria Hábitat Valencia has managed to attract companies that are in the vanguard of design, the international companies that are setting the trends. And it has done this by creating a fresh exhibit format: Flash Hábitat Valencia.

Flash is an innovative space with a different style of staging and is located in pavilion 6 ‘alto’. Set up in the style of a fashion show it will be a showcase for products from major companies such as **Vitra, B&B Italia, Arflex, Meritalia, Magis, Moroso, Artemide, Carl Hansen, Carpyen, Punt Mobles, Viccarbe, Luzifer, Tre-p & Tre-piu, Do+ce, Lladró** and **Emu**, amongst many others.

All the companies taking part wanted to bring their most innovative products to Feria Hábitat Valencia and show them to the world in this exclusive area, which is sure to be one of the ones that attract most attention during this year’s fair.

Leading manufacturers have identified this new space as a huge opportunity to promote their products, as Flash will give visitors a quick snapshot of a selection of the best products coming out of the international interiors industry.

“We have found the ideal tool for recruiting major companies that have not come for a long time or that had even never exhibited before. Flash offers everything exhibitors are looking for in a fair: the opportunity to surprise, seduce and do business,” claims the fair’s president José Blasco.

The Flash space is part of the innovative staging that has been set up in pavilion 2 ‘alto’ and is has been decorated by designers who have taken part in the ‘nude’ show. Also, the CDICV (the Official College of Designers and Interior Designers) has set up a hospitality zone and visitors will also be able to visit the Coffee Ideas thinking space and the area dedicated to the Habitat Paper publication where a number of lectures are due to be delivered by well-known design professionals. Pavilion 6 ‘alto’ also houses other new propositions such as the Face to Face meetings between exhibitors and specifiers and the dedicated contract exhibit space.



Leading architecture and interior design practices taking part in “Face to Face” meetings.

Exhibitors at Feria Hábitat Valencia set to have working meetings with top level specifiers from Ibero-America, the EU, Canada and the United Arab Emirates

Heads of decorating and design for hotel chains, architects and design and interior design practices from Ibero-America, the United States of America, Canada, the United Arab Emirates and the main countries of Europe are collaborating with Feria Hábitat Valencia this year.

They are all participating in a new initiative launched by the fair: the “Face to Face” meetings. The aim is to give companies exhibiting the opportunity to get to speak with top level international specifiers in a series of pre-arranged meetings. “Face to Face facilitates contact between manufacturers and the professionals who are directly involved in making purchasing decisions,” confirms the fair’s president, José Blasco.

Feria Hábitat Valencia has selected a number of first-rate professionals who have close links with the contract sector. In fact, most of the fifty specifiers invited work on relevant projects in the field of catering, public services, homes etc.

To give just a few examples, the specifiers attending the “Face to Face” meetings include **Norr** – the busiest firm of architects in the Middle East; Colombian architecture and interior design practice **AeI**, which is one of the biggest companies in South America; directors from Dutch company **Willemsen Hospitality**, which owns La Fleur Hotels and Resorts; **HOK (Helmuth, Obata + Kassabaum)**, the world’s second biggest architecture and interior design firm; **Perkins and Will** from North America, rated by Architect Magazine in 2010 as the world’s leading design practice; the renowned UAE based **Broadway Malyan**, which has offices in half the countries of the world and prestigious **Gensler**, which works on hotels in the USA and the Far East and has offices in 38 different countries.

Exhibitors taking part in these “Face to Face” meetings will have at least 15 meetings scheduled with these international professionals. The encounters will take place on 21st, 22nd and 23rd September in a dedicated work zone in pavilion 6 ‘alto’ facilitated for the purpose by the fair organisers.



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Lighting and kitchens join Hábitat interiors showcase

Offering from both sectors spread throughout classic, modern and avant-garde pavilions

The kitchen and lighting content has been distributed around Feria Hábitat Valencia by style, completing the exhibition of furniture, home textiles, bedrooms and outdoor living and creating the most complete showcase of products for decoration and interior design.

On the kitchen side, the Ruta DIC – International Kitchen Design Route – is a new display format for kitchen and ancillary furniture manufacturers to use to show their products. Thus classic, modern and cutting edge kitchens are part of a route around the fair that has its own dedicated signage and location maps for visitors focusing on these areas.

Lighting is also spread about the entire fair and is to be found everywhere, from the pavilions showing classic and modern items to those showing the contemporary and avant-garde. Equally, some of the most distinguished kitchen and lighting companies in the global interiors industry are taking part in new exhibition spaces such as Flash Hábitat Valencia (in pavilion 6 ‘alto’).

Spanish-made lighting is still a focus of attention for foreign buyers, who trust in the business history, quality, design and reliability of Spanish manufacturers.

Artemide technical seminars

One of the most notable of the parallel events involving lighting is the one sponsored by Artemide in the ‘nude’ Ágora: a seminar titled: *“The progress of light: from the architectural concept to its completion.”* Carmen Baselga, Dean of the Official College of Designers of the Comunitat Valenciana will be moderator and the seminar takes place at 16.30 on 22nd September in the Function Room at Feria Valencia.



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Textile industry gathers together at Feria Hábitat Valencia

As well as the commercial offering of home textiles a number of educational activities are being staged that will be of great interest to the industry, including the Texmedin young designers show

The textile industry will once again be converging on Feria Hábitat Valencia, which shows the latest trends in decor, the most exclusive fabrics and innovative products that are the result of the application of the latest technological advances.

The textile manufacturers are here this year to show their full creative capability and the high quality of their output. Amongst others the showcase includes elite brands such as GÜELL-LAMADRID, GANCEDO, EQUIPO DRT and PEPA PASTOR.

Visitors will find the full offering of upholstery, bed linen, bathroom and table linen, rugs, carpets, curtains and trimmings. Names such as Aznar Textil, Interfabrics, Parentesi Quadra, Texol, Athenea and Bitex are just some of the companies showing their new products.

ADCV Talks

In addition, though, Feria Hábitat Valencia is staging a number of educational and informative activities that will be of considerable interest to the sector.

In the Trends Zone in the home textiles pavilion, for instance, there is a programme of talks on the textile industry taking place, organised by ADCV (the Association of Designers of the Comunidad Valenciana), including talks by Juan Mellen and Nacho Gómez Trenor and the series of presentations being organised by AITEX.

Texmedin Young European designers exhibition

In parallel, there is an appealing exhibition being staged in pavilion 6 B as part of the 'nude' show. Titled "Looking to the past as key to looking forward", the exhibition shows how young designers take references from the past and re-interpret fashion with new colours, materials and textures.

This small exhibition shows the prototypes developed by the five prize-winners in the Texmedin Design Challenge: Ismini Samanidou (Greece), Natalia de Orlandis and Mikel Colás (Spain), Lucca Mammarella and Valentina Matteini (Italy).

Texmedin is a European Project that aims to boost the textile heritage the Mediterranean regions of Europe and the fashion industry in those regions. The Texmedin Design Challenge is one of its major initiatives and aims to provide visibility for young designers' creativity (www.texmedin.eu)



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“made in Spain” lifestyles back on set

Feria Hábitat Valencia is once again this year creating a series of sets that represent the different “made in Spain” lifestyles. There are four sets, located in the central lobby area on Level 2 at Feria Valencia, that represent four different ways of interpreting interiors.

These ways of life, or lifestyles, are what identify people according to their values, criteria, tastes and preferences and are in turn the parameters that define consumer choices and, therefore, the market.

Feria Hábitat Valencia is organising this exhibit in collaboration with the Official College of Designers and Interior Designers of the Comunidad Valenciana, based on the findings of a research project undertaken by the Furniture, Wood, Packaging and Associated Products Technology Institute, AIDIMA, of the lifestyles of Spanish households that buy furniture.

AIDIMA has identified four main mindsets in Spanish society today, namely traditional (*Home-loving*); simple (*Easy living*); consumerist (*Cool hunter*) and one they have defined as focused on personal realisation (*Sophisticated*).

Each lifestyle is about the way people live their lives in their home and give form to their aesthetics in interiors. The “Life Spaces” exhibit explains the different ways of living by highlighting the values in each one that makes it different.

“Life Spaces” by Feria Hábitat Valencia helps drive the interiors market, providing ideas as to how to tailor supply to consumers’ needs through emotional propositions that imply an understanding of the end user. The “Life Spaces” exhibit certainly helps understand what households are really like: how the people who live in them live and would like to live.



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Fair expects buyers to visit from 80 countries

Traditional European markets, Russia, African countries, the Middle East and Latin America are main source of confirmed visitors so far

More than 2,500 buyers from the domestic market and the main international markets have already confirmed that they will be coming to Feria Hábitat Valencia 2011. It is expected that professionals will be visiting from 80 countries in all, mostly from the markets that are classified as priority markets in the international development plan that Feria Hábitat Valencia has drawn up in collaboration with the furniture, lighting and textile trade associations – Anieme, Fedai and Ateval respectively.

All of these countries are very important markets for the interiors industry. In some instances, it is because they are traditional markets that purchase large volumes whilst in others it is because they are emerging countries that offer the sector huge business potential.

Notable amongst the foreign professionals are those hailing from the markets of Europe such as France, Portugal, Italy and the United Kingdom as well as a substantial delegation of buyers from Russia and the ex-Soviet republics.

It has also been confirmed that a significant number of professionals from countries in Africa such as Morocco, Angola, Algeria and Nigeria will also be visiting Feria Hábitat Valencia 2011. The United Arab Emirates, India, Ukraine, the Republic of Kazakhstan and Qatar are also major sources of visitors.

A significant contingent is set to visit from Latin America too, with professionals from countries including Mexico, Chile and Brazil having already confirmed they are coming. The last group to highlight is a large number of buyers from the United States of America and China.

As well as the support from Anieme, Fedai-Dec and Ateval, Feria Hábitat Valencia has also this year received the support of ICEX, the Spanish Institute for Foreign Trade, and IVEX, the Valencia Export Development Institute, in the promotional initiatives it has rolled out to recruit high level specifiers and buyers in the interiors industry.



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40 design schools and practices show their talent at nude 2011

Designer José Manuel Ferrero is responsible for the interior design of pavilion 6 B, where the young creatives will be showing their projects

A total of 40 schools of design and design practices make up the International New Design Show, nude, which will be under the spotlight even more than usual this year as it is celebrating its tenth anniversary. This is a show that, for the ten years it has existed, has been a benchmark for young interior design and has been true to its purpose of promoting and supporting promising young people and putting them in touch with the industry.

The design experts who have selected the creations exhibited at this tenth, very special, show are Laura Cassota, director of Artemide; Enric Pastor, editor in chief of AD magazine; Juan Antonio Pascual, interior designer and member of CDICV (the Official College of Interior Designers and Decorators of the Comunidad Valenciana); Nacho Gómez Trenor, publicist and president of ADCV (the Association of Designers of the Comunitat Valenciana) and Antonio Muñoz, director of Koo Internacional.

The jury highlighted the talent and creativity of the ideas submitted. Sustainability was a feature of many of the designs submitted, which also attempted to address the needs of the new lifestyles – singles, shared flats, new working situations etc.

The 40 design practices and schools selected are mainly from the various Autonomous Regions of Spain but there are also international entries from countries such as Korea, Mexico and France.

As in previous years the ‘nude’ designers’ participation in the fair has involved creating the graphics, devising the parallel events and creating the interior design. The designers commissioned to create the staging for the exhibits at nude 2011 were estudi{H}ac, which is headed up by José Manuel Ferrero, a young designer from Valencia who is one of nude’s ‘graduates’ and is now well established in his profession both in Spain and internationally. The practice wanted their design to reflect all the ideas and designs that have fuelled the show for the ten years it has taken place and have brought them together in a hexagonal ‘world’ that, in the image of nature, is a melting pot of ideas. For sure, “so many ideas, so many panels. The space evolves, making the very most of the surface and creating a versatile space,” as José Manuel Ferrero describes his design.

On the other hand the graphics for the show were developed by Jessica Carbonell of Joan Rojeski Disseny Sostenible, a student on the Masters in Design and Manufacture course at the Universitat Jaume I in Castellón. The image represents the ten years of work as a favourable wind helping young novice designers make contact with the professional world of interiors. A wind that helps their designs see the light of day and be useful to society. This is a dreamy image that sums up the essence of nude.



As it turns ten, nude shows off as a mine of design talent

Twelve well-known design practices born out of the show will have their own exclusive space at Feria Hábitat Valencia

More than 400 new designers, design practices, freelances, galleries, manufacturers less than five years old and design schools have been through nude over its ten-year history. For many of them nude was the point at which their business careers took off, a platform where they were able to show their propositions for the future of “made in Spain” design and carve a niche out for themselves in the world of design.

nude turns ten this year and to celebrate is paying tribute to the rich seam of designers that have emerged from its shows thus far. Borja Garcia, CuldeSac, Estudi{H}ac, Héctor Serrano, Nieves Contreras, Miguel Herranz, Nadadora, Odos Design, Yonoh, En Blanc, Stone Design and Herme&Mónica have been selected by a committee of experts to represent the past participants in the show. Twelve practices whose genesis was in nude and that today are leading players in Spanish and International design.

Feria Hábitat Valencia is spreading the freshness of the nude designers throughout the commercial part of the fair. To do this it has created a number of exclusive spaces where each of the designers selected is showing the product for which they were chosen to take part in nude originally and that gained them publicity as a design practice. They will also be showing the projects they are currently working on.

The show has also given all the designers and design practices that have participated in nude since its inception in 2002 and up until today the opportunity to contribute to the design of a space that encapsulates their experience of the show. This initiative has been titled ‘nude Flash’. An overlay of freshness added to the Flash Hábitat Valencia project it will feature the very latest products from manufacturers such as Vitra, B&B, Artemide, Punt Mobles, Do+Ce and LZF Lamps, amongst others. The nude contingent will thus be adding their touch of genius to this cutting edge space in pavilion 6 ‘alto’.



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Top names in international design including Alberto Lievore, Sawaya & Moroni, Moneo Brock and Maurici Gines taking part in Agora nude

nude is celebrating its tenth anniversary in style and is surrounding itself with the top guns in design who will be sharing their professional experiences and their particular understanding of design with those taking part in nude 2011. Liévore, Sawaya & Moroni and Moneo Brock, all of whom are part of design consultancies that have won international prizes, are involved in the extensive Agora nude programme of seminars, round tables and talks.

Andreu World has organized a seminar with designers Sawaya & Moroni titled “*Sawaya & Moroni: an idiosyncratic view of design*”, which takes place on Tuesday 20th at 17.00 hours and will review the founders’ experience of the world of design over the last decades.

“*Sustainability in the spaces and products of the future*” is the title of the round table organised by ACTIU within nude. Celebrated designers and leading manufacturers will discuss sustainability in all creative fields. Taking part in the round table, scheduled for Wednesday 21st at 12.00 are Vicente Berbegal (President of Actiu), Carlos Vila (UJI) and Marcelo Alegre (Alegre Industrial) with Luis Sendra, President of the Valencia Region College of Architects.

Alberto Liévore, partner in the Liévore Altherr Molina design practice along with Jeannette Altherr and Manel Molina, will for his part reveal the keys to his professional success to the young people. The practice specialises in product design, consultancy and art direction, which it delivers for a number of companies. In 1999 Liévore won the National Design Award and works for prestigious Spanish companies such as Andreu World and Sellex. Participants in nude will be meeting the master of design on Wednesday 21st at 17.00.

Artemide has invited prominent architects Belén Moneo and Jeff Brock of Moneo Brock and Mauricio Ginés as lighting Designer to discuss “*Creating light: from the architectural concept to its realisation*” with the business sector. The moderator for this session, which takes place on 22nd September at 16.30 in the Salón de Actos (Function Room) at Feria Valencia, is Carmen Baselga, Dean of the Official College of Architects of the Comunitat Valenciana.

AITEX is at nude this year providing information on all its training courses, which include, notably, new masters that are being taught jointly with the Universidad CEU- Cardenal Herrera. It has also organised a round table titled “*Managing Design and Operations*” at which professionals from the business and the design sides of the textile industry will attempt to explain the importance of there being a synergy between the sound management of both design and business operations.



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nude Bancaja Bursaries

manufacturers Expormim and Uno-lighting set to take on new bursary winners

Obra Social Bancaja is offering nude-Bancaja bursaries for the fifth year in a row, with the winners being announced at Feria Hábitat Valencia. The purpose of the bursaries is to foster entrepreneurial spirit and business initiative amongst young designers. The nude 2011 participants applying for bursaries are effectively applying for hands-on internships with companies that are at the leading edge of design and are major players in Spain's interiors sector.

This year the companies that will be taking on the winners of the bursaries are Expormim in the furniture sector and Uno-lighting from the lighting sector. For the winners, the nude-Bancaja bursary represents a major opportunity as it enables them not only to gain experience in the workplace but to do so at the heart of a professional team in a company at the forefront of innovation.

The jury tasked with assessing the contestants in this competition comprises the nude 2011 jury plus a representative from Obra Social Bancaja. The winners of this year's nude-Bancaja bursaries will be announced during the fair, at 12.00 on Thursday 22nd September in the nude Agora.



OTHERS ACTIVITIES/TIMETABLE OF EVENTS

OTH set to present new research into application of trends in interiors

The Observatorio de Tendencias del Hábitat[©] (Observatory of Trends in Interiors, OTH), which comprises the Furniture, Wood, Packaging and Associated Products Institute, AIDIMA, the Institute for Ceramic Tile Technology, ITC and the Textile Technology Institute, AITEX, is presenting a new piece of research it is publishing titled “How to apply trends”, which includes true case histories.

The paper posits specific methodologies for companies to take on board trends that have been identified and make them an effective part of their designs, communications and distribution. These methodologies will provide the information the company needs to endow both itself and its products with a unique image different from the rest.

The presentation takes place at 11.00 on 21st September in the Ausias March room at Feria Valencia. There will also be a creative workshop (at 15.30 on Thursday 22nd) that will demonstrate how to apply the learning points in the various Reviews of and Papers on Trends in Interiors to the process of creating new products.

The Observatory of Trends in Interiors is made up of three technology centres and was set up by the Valencia Regional Government’s Ministry for the Economy, Industry and Trade. It aims to be a system for generating and promoting broad based knowledge about trends in interiors at the service of manufacturers. The observatory undertakes studies, analysis and research centred on interiors.



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Coffee Ideas, a space for reflection and promoting creativity

Creativity and gastronomy have always gone hand in hand. The act of having a cup of coffee invites people to talk to each other, exchange ideas and opinions and share experiences. This is what the Coffee Ideas space, which has been created by Alberto Arza, a designer who has very close links with the nude show, hopes to do within the framework of the activities going on at Feria Hábitat Valencia.

Coffee Ideas is an initiative that has been devised in order to get people thinking about creativity and how to foster it. It is an opportunity for connections to be built that will foster the development of the community's intelligence as a whole and the pollination of ideas amongst its various component circles – students, professionals and companies.

Coffee Ideas is a comfortable space where you can discuss issues with professionals in the workshops and seminars that have been programmed: *“Another way of making coffee”* by Triángulo design + food on Wednesday 21st at 15.30; *“The box that was never there: old concepts new realities”*, by Thinkers Co. On Thursday 22nd at 15.30 and the *“Food and Creativity”* workshop led by Alberto Arza on Friday 23rd at 15.30.

As well as the seminars Coffee Space also features an exhibition titled *“A short history of coffee”* that takes visitors on a trip linked to coffee and its influence on new ideas through literature, art and historical events such as the French Revolution and the Enlightenment.

This space dedicated to reflection and innovation is located in the exhibition venue's pavilion 6 'alto' next to Feria Hábitat Valencia's Flash zone.



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Valencia Disseny Week takes design into the city's streets

The Association of Designers of the Comunidad Valenciana (ADCV) is promoting Valencia Disseny Week (VDW) for the third year running. This is a major event, with activities relating to design going on in the city of Valencia from 19th to 24th September 2011 and coinciding with Feria Hábitat Valencia. The week aims to be the voice, as it were, of all forms of activity relating to design that go on in Valencia and thereby promote the culture of design to all audiences, supporting all agents involved. The organisation of VDW and all the activities set up by the ADCV are financed by IMPIVA and co-financed by the European Regional Development Fund.

For this week Valencia becomes one of the most important capitals in the world as far as design is concerned and the benchmark for design in Spain. Almost a hundred events are taking place including exhibitions, showrooms, presentations, launches, seminars, talks, workshops... all for the purpose of promoting Valencian design whilst also showing Spanish and international design and its importance as an efficient tool for improving industry and the economic sustainability of business as a whole.

One of the main activities taking place over this week and which is being organised by the ADCV is the second ADCV Prizes competition, an initiative that promotes the importance of the work of designers in the Comunidad Valenciana and gives recognition to the excellence of Valencian design. The winning and other selected projects (217 out of almost 500 pieces of work entered), will form the "BiAnuario", the fifth edition of a catalogue that reviews the best design in Valencia.

The Olympia Theatre is to be the setting of the award ceremony at 19.30 on the evening of Monday 19th September at a gala presented by Canal 9 journalist Maribel Vilaplana. A total of 22 prizes will be given at this ceremony, divided into three different categories: eight for Graphic Design, eight for Industrial Design and six for New Media. This year an honorary international prize is being awarded too, to MUJI, the Japanese furniture, textile and accessories company for, amongst other reasons, its many years of supporting the design of products for the home.

The gala will mark the start of a week in which almost a hundred events to do with design are taking place all over the city. Commercial brands such as Gandia Blasco, Lladró, Muji, and Valencia based design practices including Vicente Gallega, Estudio ZYX – Vicente Blasco and Pepe Gimeno are putting on activities, exhibitions, presentations and parties to promote their design work. This year, as something new, the activities are centred on three areas of Valencia (Ruzafa, Carmen y Centro). Each area will launch its events on a different same day so as to make it easier for visitors to go to as many as possible. CENTRAL ZONE: Tuesday 20th September; RUZAFZA ZONE: Wednesday 21st September; CARMEN ZONE: Thursday 22nd September.



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As an enticement, one of the main streets in each one of these zones will be dressed by designer and architect Borja Garcia.

As well as the presentations in the three areas of Valencia a number of events organised by the ADCV and geared to design professionals will be going on at the same time.

The ADCV at Feria Hábitat Valencia

The ADCV will be visible at Feria Hábitat Valencia with its own space in pavilion 6 where a programme of interesting events and activities for the business audience, the press and heads of companies operating in the field of design will roll out. Visitors to this year's space will also be able to see an exhibition of the winning items from the ADCV Prizes competition and a selection that were featured in the BiAnuario 2011, created by ADCV members. The exhibition opens on 20th September as the Habitat fair opens and will close on 24th September.

Another of the major events is FEED, the Second International Bloggers and Digital Design Media seminar, to which the most influential digital media in the design industry have been invited to get to know Valencian design, the city and VDW. The seminar offers a full programme of varied activities that give the city of Valencia a brand image and an image of modernity. This year 20 international journalists have been invited who will arrive in Valencia on 18th September and will visit all the Valencia Disseny Week events, Feria Hábitat Valencia, and design practices and specialist companies.

This year will also feature "Tendesign". The shopkeepers on Cirilo Amorós and adjacent streets will be taking part as they are in an area of the city that is of immense significance in terms of design in Valencia, in VDW. The idea is to invite the multitude of visitors who will be in the city over these few days to experience their products and share the 'savoir faire' of a city and a community for which design is a fact of everyday life. The project is being overseen by Yolanda Herráiz. The 'Crea Hogar' (Making a Home) department of El Corte Inglés department store is also participating in VDW with a project titled "La Casa de Lucía y Jorge" (Lucy and George's House), an initiative that reflects how important it is for a designer to get to know his client while he is creating the design of their home.

For further information contact: ADCV. 963 510 028. Web: www.adcv.com
Press: **María Lapiedra. 655 67 95 77.**



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Programme of Events Feria Hábitat Valencia 2011

Tuesday 20th September

12:00 Official Opening. Central Forum

Events for Exhibitors:

13:15 Sofá Domótico (Smart Sofa) and Koo Corner presentation. Lev.2 Pav.6 D97

13:30 Andreu World design awards ceremony, Lev. 2 Pav.6 B97

ADCV (L2 P6)

12:00 Barcamp: "Why it is important to know what they are saying about you on the internet and to manage your social communications right". Alicia García (Filmac)

13:30 Barcamp: Elena Benito (Ubikuos)

16:00 Screening of "Cuarto Creciente" documentary about 25 years of design in the Comunidad Valenciana

nude Agora: (L2 P6 Bis)

16:45 VDW and Ruta V Presentation (Central Zone)

17:00 Sawaya & Moroni (Andreu World's design studio): A different vision of design

18:00 nude 10th anniversary celebration. Tribute to the creators of the nude Show: Vicent Martínez y Florencio Pérez

Home Textiles Events (L2 P3)

16:00 Joan Mellen, director, RED- AEDE; Contract business in the textile industry

17:30h "ATEVAL INNOVA" International Innovation in Textiles Competition Awards ceremony. L2 P3 Stand C39

Wednesday 21st September

Events for Exhibitors:

17:30 Koo International and Diaego, 'gin and tonic' pairings. Koo International L2 P6 D97

ANIEME – MUEBLE DE ESPAÑA. N2 Distr. Stand 11

11.00h "International interior design trends" - Francesc Rifé (Industrial and interior designer)

12.30h "Introduction to the Spanish Design Jury" - Ignacio Alamar (Alamar Lawyers – President of the Spanish Design Jury)

17.00h "Technological innovation in upholstery to reach international markets" – Antonio Muñoz (General manager of KOO INTERNATIONAL) and Alfredo Villalba (General Manager of INMOMATICA)



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ADCV (L2 P6)

11:00 Screening of “Cuarto Creciente” documentary about 25 years of design in the Comunidad Valenciana

12:00 Short Meetings: FEED – Designers

13:30 Jury design. Round table about relevant experiences: composed by members of the jury and businessman

15:30 New Materials for New times by Carmen Biel and Fabien Chezeau: AIDIMA

16:00 Design within everyone’s grasp, by Jacobo Muñoz. Tecnológico de Monterrey, North Sonora Campus, México.

nude Agora (L2 P6 Bis)

12:00 ACTIU: Sustainability of the oncoming space and products. Vicente Berbegal, President of Actiu; Carlos Vila, UJI; Marcelo Alegre, Alegre Industrial; Moderator ; D. Luis Sendra; President of the Colegio Teritorial de Arquitectos de Valencia (Regional College of Architects of Valencia)

16:45 Ruta D Presentation (Ruzafa Zone)

17:00 Meet Alberto Liévore

Textil Hogar Events (L2 P3)

12:00 Advertising and its value to companies. Nacho Gómez Trenor (Estudios NGT)

WAKE UP!!! OBSERVATORIO TENDENCIAS DEL HÁBITAT OTH

11:00 – 13:00 WAKE UP! Lecture and launch of Monograph. How to apply trends and who to target them at. (Auxias March room)

From 20th to 23rd Sep. **OTH Ideas Wall** and information point on L3 P6

Coffee Ideas Space (L3 P6)

15:30h: “Another coffee!” workshop led by Triángulo design + food

The Coffee Ideas space is designed to get you thinking about creativity and how to foster it through different activities such as exhibitions, lectures and workshops that revolve around a cup of coffee.

ICEX – CAFÉ CON EXPERTOS Stand ICEX. L2 P2 Distr. Central

10:00 – 11:00 Hospitality Design, your connection to the hospitality market in the USA

D.Paul Bienkowsky. Publisher of Hospitality Design magazine

D. Mikel Orbe. Market Analyst Spanish Office in New York

12:00 – 13:00 Hospitality Design, your connection to the hospitality market in the USA

D.Paul Bienkowsky. Publisher of Hospitality Design magazine

D. Mikel Orbe. Market Analyst Spanish Office in New York



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Buying Groups:

13:00 CETELEM (Auxias March Room 1 - 2)

Thursday 22nd September

Events for Exhibitors:

17:30 Sofá Domótico (Smart Sofa) and Koo Corner presentation. L2 P6 D97

17:30 Koo International and Diaego, gin & tonic pairings. Koo International L2 P6 D97

ANIEME – Muebles de España. N2 Distr. Stand 11

11.00h “2.0 communications applied to furniture producers”– Marcos de Nutte (Export manager and communication responsible of CAPDELL) and Vicente Malo (Brand Strategy & Design of the communications agency BOLDBUREAU)

16.30h “Business opportunities in the north African markets” – Ana González (Economy and business specialist of CASA ÁRABE) and COFACE

18:00 MUEBLES PICO. N2 P2 A 58

Ceremony AENOR certification by de company Muebles Picó of ISO 9001 -2008

ADCV (L2 P3)

11.00 Presentation of "The light on the creative process" documentary. This documentary is made for the exhibition *Alight Spain*, organized by ICEX for the Tokyo Designer's Week: José María Hernando (Director of the Division of Consumer ICEX), Eva Prego (designer Stone Designs), Mateo Garcia (Narita Studio Designer).

12:00 MUJI presentation, by Joaquín de Toca Andrew, director, MUJI Spain.

Studio Stone Designs presentation (Eva Prego and Cutu Mazuelos), Muji's “Enjoy (...) Energy” Project. Hector Serrano (Designer) products designed for Muji. Round Table

nude Agora (L2 P6 Bis)

12.00 Bancaja-nude Bursaries award ceremony.

16.30 TECHNICAL LIGHTING SEMINAR SPONSORED BY ARTEMIDE: Light development, from the concept to the performance. Belén Moneo, Jeff Brook (Estudio Moneo Brock) and Maurici Gines. Moderator: Carmen Baselga. Assembly Room Feria Valencia

16.45 Ruta W presentation (Carmen Zone)

17:00 Simply good design by Petz Scholtus (Ecodesigner Studio Pöko Design, Treehugger collaborator and founder OdosSpain and R3project)

WAKE UP!!! OBSERVATORY OF TRENDS IN INTERIORS

15.30 WAKE UP! Workshop on trends as a resource, led by the multidisciplinary research team at the OTH: Silvia M. Rodriguez (Industrial Designer), Pepa Casado (Advertising specialist), Cristina Revert (Market Analyst), Carmen Biel (Industrial Designer) and Sales Tatay (Advertising specialist). ADCV Space N2P6.



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From 20th to 23rd Sep. **OTH Ideas Wall** and information point on Lev.3 Pav.6

Textil Hogar Events (L2 P3)

12:00 AITEX presentations: How do I apply this thing called a trend to how I ...?
... Strategies! Sara Barquero (ESET – CEU)
... Design! Cristina Serrano. La Otra Cristina Serrano.
... Communication! Sales Tatay. Observatory for trends in the Home - AITEX
... Retail! Vicente Calabuig. Interior designer

Coffee Ideas Space (L3 P6)

15:30h Lecture: “The box that never existed: old concepts, new realities” by Thinkers Co

ICEX – CAFÉ CON EXPERTOS Stand ICEX. N2 P2 Distr. Central

16:00 to 17:00 German Market: the areas of habitat in the channel contract
D. Antonio Martínez Cestero. Head of Habitat and Cultural Industries of the
Commercial Office of Spain in Düsseldorf

Buying Groups:

13:00 – 14:00 CETELEM (Ausias March Room 1 - 2)

Friday 23rd September

Events for Exhibitors:

ANIEME – MUEBLE DE ESPAÑA. N2 Distr. Stand 11

11.00h. “The need and importance of the corporate identity”. Ibán Ramón

ADCV (L2 P6)

15.30 AIDO “Smart objects: smart developments applied to graphic and industrial design”
18.00 Screening of “Cuarto Creciente” documentary about 25 years of design in the
Comunidad Valenciana

nude Agora (L2 P6 Bis)

11:00 AITEX. Round Table: Design and operations management. Vicente Sanchis,
Director, Piel S.A; Sara Barquero, ESET - CEU; Carmen Gisbert, lecturer at the Alcoy
EASD and expert in Textiles and Fashion. Moderator: Carmen Jover, Head of Training
Division and director of the Research Group at AITEX

12:00 Baaang! Design Labs: Granada Barrero (Founder and Director of Dei digital web-
blog and co-founder of Baaang! Design Lab project)

17.00 A creative Reading of heritage. Pere Moliné (Texmedin)

Textil Hogar Events (L2 P3)



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13:00 The individual object: Carmen Gisbert (Business consultant, External Relations Head, Project Director Department Textile of School of Art and Design Alcoi)

Espacio Coffee Ideas (L3 P6)

15.30h Workshop: “Food and creativity” by Alberto Arza

Habitat Paper (L3 P6)

12.00h. Ramón Esteve

13.00h. Ana Lozano

ICEX – CAFÉ CON EXPERTOS Stand ICEX. N2 P2 Distr. Central

16:00 to 17:00 German Market: the areas of habitat in the channel contract

D. Antonio Martínez Cestero. Head of Habitat and Cultural Industries of the Commercial Office of Spain in Düsseldorf

Saturday 24nd September

ADCV (L2 P3)

11.00 – 12.30 – 14.00 Screening of “Cuarto Creciente” documentary” about 25 years of design in the Comunidad Valenciana

... and at Valencia Design Week

WAKE UP! ‘Gymkhana’ of trends from the OTH

Date: 22/09/2011

Time: from 19:30 to 23:30

Place: DISEÑO BUSCA DISEÑO in the Correoviejo building. Plaza del Correo Viejo, 3. Valencia. 46001 (in the ‘el Carmen’ district)

WAKE UP! OTH ideas wall and information point

Date: from 20 to 23/09/2011

Time: from 19:30 to 21:30

Place: DISEÑO BUSCA DISEÑO in the Correoviejo building. Plaza del Correo Viejo, 3. Valencia. 46001 (in the ‘el Carmen’ district)



Feria Hábitat Valencia
20/24 sept. 2011

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