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EL PROGRAMA / AGENDA

Made to inspire

05 OCT

Sesión de mañana / Morning session

LAS CONFERENCIAS /
CONFERENCES

PRESENTA

Anatxu Zabaldebeascoa Journalist, architecture specialist

10.30 CONFERENCIA

Hospitality Trends Report 23/24 ^{ES}**Pepa Casado** Co-founder de Futurea

11.15 CONFERENCIA

Inspirar... "Aspirar"... Inspirar ^{ES}**Natali Canas** Partner, Co-founder & Creative Director, El Equipo Creativo

12.00 CONFERENCIA

Smart CAPEX ^{ES}**Marc Rahola** Founder & CEO, OD Group

13.00 MESA REDONDA

Made to Inspire ^{ES}**Pepa Casado** Co-founder de Futurea**Natali Canas** Partner, Co-founder & Creative Director, El Equipo Creativo**Marc Rahola** Founder & CEO, OD Group**Tomás Alía** Creative Director, Estudio Caramba**Oliver Franz Schmidt** Co-Founder, Designer and Architect, El Equipo Creativo

05 OCT

Sesión de mañana / Morning session

LOSTALLERES /
WORKSHOPS

10.30 TALLER

La luz: el material invisible ^{ES}**Jordi Ballesta**

Co-founder & design director,

Anoche

12.30 TALLER

Desde la abstracción a la realidad ^{ES}**Marta Alonso Yebra**

Co-founder, Mayice Studio

Imanol Calderón Elósegui

Co-founder, Mayice Studio

LOUNGE

12.30 MESA REDONDA

Los Diálogos.**Made to inspire** ^{ES}**Paula Cabo** Designer & Founder, Cala Creative Studio**Isabel Blanco** Architect & Co-founder, Burondo**Beatriz Blanco** Technical Architect & Co-founder, Burondo**Alba Hurlé** Co-founder & Designer, Cousi InteriorismoModera **Mireia Cervera** Hospitality & Contract Strategic
Consultant, Kintsugi Strategy^{ES}

Made to transcend

05 OCT

Sesión de tarde / Afternoon session

LAS CONFERENCIAS / CONFERENCES

PRESENTA

Anatxu Zabalbeascoa Journalist, architecture specialist

15.00 MESA REDONDA

EMEA (UK +UAE) Trends, current situation and prospects.

Keys, challenges and opportunities for Spanish & European companies ^{EN}

Justin Wells Founder & CEO, Wells International

Hilda Impey Co-Founder & Creative Director, Hilda Impey Interior Design Studio

Vera Dieckmann Founder & Creative Director, XO Atelier

Cheryll Cajandab Founder & Creative Director, Stellar Concepts Interiors

Lorna Raza Project and Design Manager, Wells International

Elena Caballero Associate Hotel Interior Designer, MKV Design

Conducted by **David Cámara** Curator International Mission at interihotel & Director at UNEX

16.00 CONFERENCIA

El camino imperfecto ^{ES}

Lorna de Santos Architect, Lorna de Santos

16.30 CONFERENCIA

Joy in design ^{ES}

Eva Longoria Principal & Studio Leader, Rockwell Group

17.15 CONFERENCIA

Storytelling in hospitality ^{EN}

Dorothee Meilichzon Designer, founder & director, CHZON

18.00 MESA REDONDA

Made to transcend ^{EN}

Dorothee Meilichzon Designer, founder & director, CHZON

Lorna de Santos Architect, Lorna de Santos

Eva Longoria Principal & Studio Leader, Rockwell Group

Belén Moneo Architect & interior designer, Moneo Brock

18.30 ACTO DE INAUGURACIÓN, ENTREGA DE PREMIOS Y BRINDIS

05 OCT

Sesión de tarde / Afternoon session

LOSTALLERES / WORKSHOPS

15.00 TALLER

Qué es la Sostenibilidad Hotelera y cómo llegar a ser un alojamiento BCorp ^{ES}

Gorka Rosell

Director, SLEEP'N Atocha

17.00 TALLER

Taller de composición botánica en bastidor ^{ES}

Veronica Bellina

Partner & Co-founder,
Taller Silvestre

LOUNGE

16.00 MESA REDONDA

Cara a cara ^{ES}

Michela Mezzavilla
Founder & Partner, MMAS
Lighting

Gabriele Schiavon

Co-founder & Partner,
Lagranja Design

Modera **Mariel Fuentes**

Founder at MMAS Lighting
& president at Asociación
Española de diseñadores de
iluminación (APDI)

17.00 MESA REDONDA

Los Diálogos.

Made to transcend ^{ES}

Cristina Peiró

Coach, Consultant & Trainer,
Cristina Peiró coach

David Puerta

Architect & Co-founder, Viruta
Lab

Esther Mengual

Co-founder & Creative
Director, Wanna

Modera **Mireia Cervera**

Hospitality & Contract
Strategic Consultant, Kintsugi
Strategy

EXTRAS

16.00 VISITA GUIADA

Concept Rooms

Meeting point:
stand de interihotel

Made to last

06 OCT

Sesión de mañana / Morning session

LAS CONFERENCIAS / CONFERENCES

PRESENTA

Marta Riopérez Director, Hearst España

10.30 CONFERENCIA

Crear valor y hacer posible un consumo consciente ^{ES}

Felipe Turell CEO & Co-Founder, Mo de Movimiento

11.15 CONFERENCIA

Ser viajero, no turista ^{ES}

Carlos Couturier CEO, Grupo Habita

12.00 CONFERENCIA

Contexto y experiencia de cliente. Diseñando para - y más allá de - la hospitalidad sostenible ^{ES}

Arrate Arizaga Architect & project manager, Snøhetta

13.00 MESA REDONDA

Made to last ^{ES}

Arrate Arizaga Architect & project manager, Snøhetta

Carlos Couturier CEO, Grupo Habita

Maria Villalón Founder & CEO, Villalón Studio

Felipe Turell CEO & Co-Founder, Mo de Movimiento

06 OCT

Sesión de mañana / Morning session

LOS TALLERES / WORKSHOPS

10.30 TALLER

Comunicación ambiental ^{ES}

Andrés Gallardo

Project Manager & Circular Economy & Ecodesign Expert, Innèdit

12.30 TALLER

Cómo hacer que tu hotel sea sostenible y qué certificaciones necesitas ^{ES}

Zdenka Lara

Co-founder & CEO, HUP Interiorismo & ECO-ONE

Carlos Fluxá

CEO & Co-founder, ECO-ONE

LOUNGE

11.00 PRESENTACIÓN

Presentación de la revista Distrito Hotel ^{ES}

Marcel Benedito

Director, Distrito Oficina/ Distrito Hotel

12.30 MESA REDONDA

Los Diálogos. Made to last ^{ES}

Óscar Engroba

Creative Director & Co-founder, Aстет Studio

Modera **Mireia Cervera**

Hospitality & Contract Strategic Consultant, Kintsugi Strategy

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PRESENTA

Tachy Mora Culture journalist specialized in design

15.00 MESA REDONDA

Américas (USA+México+Caribe). Trends, current situation and prospects. Keys, challenges and opportunities for Spanish & European companies ^{EN}

Marcela Villegas Founder & Director, Entornos Productivos

João Amaral Director of Interior Design, CALA Region, Marriott International

Ada Díaz Design Manager Global Design, Marriott International

Stephany Haro Design Manager Global Design, Marriott International

Bryan Liska Director of Design, CALA Regio, Hilton

Juan Guillermo Pérez Owner & Creative Director, Discorp

Conducted by **David Cámara** Curator International Mission at interihotel & Director, UNEX

16.00 CONFERENCIA

Crafting futures ^{ES}

Jorge Penadés Founder, Oficina Penadés

16.45 CONFERENCIA

El viajero y el hogar mediterráneo ^{ES}

Carlos Higinio Esteban y Manuel Villanueva Partner, Founding partner & Architecture director, Moredesign

17.30 CONFERENCIA

Diseño consciente / diseño que consiente. ^{ES}

Héctor Esrawe Designer & Director, Esrawe Estudio

18.30 MESA REDONDA

Made by hand

Jorge Penadés Founder, Oficina Penadés

Carlos Higinio Esteban Partner, Moredesign

Manuel Villanueva Founding partner & Architecture director, Moredesign

Héctor Esrawe Designer & Director, Esrawe Estudio

Roberto Paporcone Architect, Designer and Pottery artist, Paparkone Studio

Giusi Lara Director, Instituto Europeo de Design

06 OCT

Sesión de tarde / Afternoon session

LOSTALLERES / WORKSHOPS

15.00 TALLER

Arte, diseño y tradición ^{ES}

Roberto Paporcone

Architect, designer and pottery artist, Paparkone Studio

17.00 TALLER

Artesanía contemporánea, entre lo local y lo global ^{ES}

Lucas Zaragosi

CEO, Estudio Savage

Adrián Salvador

Creative director, Estudio Savage

LOUNGE

16.00 MESA REDONDA

Artesanía, tradición y vanguardia: Nuevas tendencias en materiales Comisariada por el COAM

Juan Fco. Fuentes-Lojo
Zuriñe Iturbe

María Carrillo

Architects, MATCOAM

Departamento de Edificación del Colegio Oficial de Arquitectos de Madrid

17.00 MESA REDONDA

Los Diálogos. Made by hand ^{ES}

Clara Sullà

CEO & Creative Director, Sullà Studio

Macarena Navarro-Reverter

Journalist & historian, Amano

Juan Bengoa

Founder, Juan Bengoa

Modera **Mireia Cervera**

Hospitality & Contract Strategic Consultant, Kintsugi Strategy

EXTRAS

16.00 VISITA GUIADA

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20.00 AFTERWORKS

docontract MAD

Calle de Velázquez 35, 4ºD

ESPAZIO tattoo

SILK, Av. Olímpica, 9, 28108 Alcobendas, Madrid

Showroom Pilma

Calle Velázquez, 23

Simon - La Casa de la Luz

C. de Sta. Cruz de Marcenado, 1

Made to evolve

07 OCT

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LAS CONFERENCIAS / CONFERENCES

PRESENTA

Marisa Santamaría Researcher, teacher and disseminator of global trends in design & architecture

10.30 CONFERENCIA

La experiencia inmersiva como aliada en el proceso de co-creación ^{ES}

Alba Méndez Co-founder & architect, Qualia Estudio

Isa Rodríguez Creative director, interior designer & founder, INDASstudio

Sònia Grau Designer, creative & founder, Oxigen/Sideral

11.15 CONFERENCIA

Diseñando para el futuro ^{ES}

Diego Iglesias Co-founder & Creative Director, Hyper Studio

12.00 CONFERENCIA

Nuevas experiencias físico-digitales en el mundo de los hoteles ^{ES}

Nacho Martín Design Director Accenture Song (Hybrid Spaces), Fjord Accenture Song

12.45 CONFERENCIA

People Centric Design ^{ES}

Rebeca Muñoz CEO & Partner, Livit Design

13.30 MESA REDONDA

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Diego Iglesias Co-founder & Creative Director, Hyper Studio

Nacho Martín Design Director Accenture Song (Hybrid Spaces), Fjord Accenture Song

Rebeca Muñoz CEO & Partner, Livit Design

Lara Elbaz Founder & Partner, Elbazgildemontes & Vicepresident, APDI

07 OCT

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LOS TALLERES / LOUNGE WORKSHOPS

10.30 TALLER

Espacios semi-funcionales digitales. ^{ES}

Gonzalo Miranda

Art director & Digital Designer, Gonzzzalo

12.30 TALLER

Claves para diseñar espacios de innovación gastronómica ^{ES}

Roberto González

CEO, Foodthinkers Co.

11.00 PRESENTACIÓN

IE University ^{ES} **'Designing a classic'**

Elvira Muñoz

Academic Director Diploma in Strategic Interior Design,

Director of Interiors EMEA

Interior Design Practice

Leader AECOM, IE School of

Architecture and Design

12.30 MESA REDONDA

Los Diálogos. Made to evolve ^{ES}

Álvaro Mesonero-

Romanos

Director, MRGO Arquitectos

Álvaro González

Director, MRGO Arquitectos

Pilar Peman

Co-founder & Designer, Forja

Studio

Moderadora **Mireia Cervera**

Hospitality & Contract

Strategic Consultant, Kintsugi

Strategy

EXTRAS

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