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AGENDA /

PRO
-GRA
MA

BLOOM design

19 NOV

SESION DE MAÑANA / MORNING SESSION

AGORA

PRESENTA Y MODERA / PRESENTED AND CONDUCTED BY

Pilar Marcos Director, Diseño Interior magazine

10.30 CONFERENCIA / CONFERENCE

Palazzo dei Fiori: un recorrido por los jardines secretos de Venecia ^{ES}

Teresa Sapey Founding partner, Teresa Sapey + Partners

Francesca Heathcote Sapey Managing partner, Teresa Sapey + Partners

11.15 CONFERENCIA / CONFERENCE

Tendencias Hospitality 25/26 ^{ES}

Pepa Casado Co-founder & head of research and trends, Futurea

Lucía Marín Trend forecaster, Futurea

12.15 CONFERENCIA / CONFERENCE

El paso de VP Hoteles, un paso de la tradición al lujo. Diseño, Arte y Sostenibilidad ^{ES}

Javier Pérez General director, VP Hoteles & Ginkgo Restaurants

13.00 CONFERENCIA / CONFERENCE

Hoteles con alma y Rock and Roll ^{ES}

Diego Calvo CEO & co-founder, Concept Hotel Group

13.30 MESA REDONDA / ROUND TABLE

BLOOM design ^{ES}

Diego Calvo CEO & co-founder, Concept Hotel Group

Pepa Casado Co-founder & head of research and trends, Futurea

Ángela Montagud Creative director, Clap Studio

Javier Pérez General director, VP Hoteles & Ginkgo Restaurants

Teresa Sapey Founding partner, Teresa Sapey + Partners

ATELIER

10.30 TALLER / WORKSHOP

Mitos y leyendas sobre la iluminación en espacios hospitality ^{ES}

Gisela Steiger CEO & Founder, Auténtico Lighting Design

Estéfani Marx Project manager & BIM coordinator, Auténtico Lighting Design

12.15 TALLER / WORKSHOP

Transformando espacios multiuso: innovación y artesanía en la experiencia del usuario ^{ES}

Andrea Caruso Dalmas Co-founder, Ciszak Dalmas Studio

LOUNGE

10.30 MESA REDONDA / ROUND TABLE

Diálogos: BLOOM design (I) ^{ES}

Modera / Curated by **Mireia Cervera** Hospitality & Contract strategic consultant, Kintsugi Strategy

Participan / Participants **Marta Álvarez del Manzano** Dichoso Estudio, **Elena Durán** Dichoso Estudio, **María Iniesto** Soffitti Pelli by Mariano Farrugia, **María Ruiz** Atelier MEL, **Ricard Vicens** Calma, **Alba Vila** CIDON, **María Villalón** Villalón Studio

11.30 MESA REDONDA / ROUND TABLE

CODDIM | El poder del interiorismo: cómo diseñar espacios que impulsan las ventas y el éxito empresarial ^{ES}

Presenta / Presented by **Gracia Cardona** CEO, Decotherapy

Participan / Participants **M^a de los Ángeles Díaz**, **Galir Martínez-Barros** & **Cynthia Román** CODDIM

12.15 MESA REDONDA / ROUND TABLE

APDI | Luz memorable ^{ES}

Presenta / Presented by **Gracia Cardona** CEO, Decotherapy

Modera / Curated by **José Luis Tobalina** Coordinador, APDI

Participan / Participants **Rafael Gavira** CLICKON Studio, **María Gildemontes** Elbazgildemontes, **Marta Llamas** Arup, **Lucía Moreno** Arkilum

13.00 MESA REDONDA / ROUND TABLE

Diálogos: BLOOM design (II) ^{ES}

Modera / Curated by **Mireia Cervera** Hospitality & Contract strategic consultant, Kintsugi Strategy

Participan / Participants **Jesús Álvarez-Ossorio** Ilione, **Abel de Mingo** Simon, **María Lozano** TheDreamLab, **Paolo Mauri** Paolo Mauri Interni, **Paula Rosales** More&co, **Blanca Serrano** Sanycces

TOURS GUIADOS / GUIDED TOURS

10.30 TOUR SOSTENIBILIDAD
/ SUSTAINABILITY TOUR ^{ES}

Visita guiada al Materials Lab y una selección de marcas con productos sostenibles.

Meeting point: stand de interihotel (S02).

12:30 TOUR INNOVACIÓN
/ INNOVATION TOUR ^{ES}

Visita guiada al Concept Rooms Lab, Xperience Lab y una selección de marcas con productos innovadores.

Meeting point: stand de interihotel (S02).

BLOOM design

19 NOV

SESION DE TARDE / AFTERNOON SESSION

AGORA

MODERA / CONDUCTED BY

David Cámara Curator international mission at interihotel & Director, Unex

15.15 MESA REDONDA / ROUND TABLE

Américas (USA+México+Caribe). Trends, current situation and perspectives ^{EN}

Sarah Hartman Vice-president of interior design, Sandals and Beaches Resorts

Ruth Arsenijevic Senior project director, The Parker Company

Roberto Velasco Principal, KMD Architects

Salomón Johnson Procurement director, Enjoy Group Costa Rica

Doug Marsh Director of interior design, L2 Studios

Daniel Pierce Co-founder & Design principal, Curioso

Pedro Solaegui Managing partner, Ares Arquitectos

Min Peniche Creative director, Arkham Projects

Santiago Gil Interior architecture director, M+Group

PRESENTA / PRESENTED BY

Pilar Marcos Director, Diseño Interior magazine

16.30 CONFERENCIA / CONFERENCE

Thinking like a kid, working as designers ^{ES}

Àngela Montagud Creative director, Clap Studio

Jordi Iranzo Creative director, Clap Studio

17.15 CONFERENCIA / CONFERENCE

La rebeldía de innovar ^{ES}

Ana Milena Hernández Palacios Creative director, Masquespacio

Christophe Penasse CEO, Masquespacio

18.00 ACTO DE INAUGURACIÓN, ENTREGA DE PREMIOS INTERIHOTEL MAD24 Y BRINDIS /
OPENING ACT, INTERIHOTEL MAD24 AWARDS CEREMONY & TOAST

Presenta / Presented by **Marta Riopérez** Director ELLE Decoration & Nuevo Estilo, HEARST España

ATELIER

15.30 TALLER / WORKSHOP

El lenguaje de los materiales. Conjugando hotel y restauración a través de soluciones sencillas y dinámicas ^{ES}

Leyre Ortuño Creative director, MIL Studios

17.15 TALLER / WORKSHOP

Más allá del jarrón... ^{ES}

Manuel Godoy Art director, Madrid Flower School

Daniela Ortiz Manager and floral designer, Madrid Flower School

Ana Belén Rodríguez Floral artist & teacher, Madrid Flower School

LOUNGE

15.30 MESA REDONDA / ROUND TABLE

Diálogos: BLOOM design (III) ^{ES}

Modera / Curated by **Mireia Cervera** Hospitality & Contract strategic consultant, Kintsugi Strategy

Participan / Participants **Sara Adell** Essenthia Contract, **Maria Brime** Brime Robbins, **Jorge**

Catanzariti Luxes, **Alba Hernández** Dorotea Studio, **Anna Maresch** Grupo Roca, **Juan Pons** POINT

Gloria Viejo Dorotea Studio

16.30 MESA REDONDA / ROUND TABLE

Sesión comisariada por UDIT ^{ES}

TOURS GUIADOS / GUIDED TOURS

15.15 TOUR SOSTENIBILIDAD / SUSTAINABILITY TOUR ^{ES}

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IMPACT design

20 NOV

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AGORA

PRESENTA Y MODERA / PRESENTED AND CONDUCTED BY

Javier Peña Director, Festival Concéntrico

10.30 CONFERENCIA / CONFERENCE

Construir con seda: Investigaciones sobre nuevos sistemas y posibilidades constructivas ^{ES}

Paloma Cañizares Architect & founder, Paloma Cañizares Office

11.15 CONFERENCIA / CONFERENCE

Toso-oso ^{EN}

Dimitris Karampatakis Founding partner, K-Studio

12.00 CONFERENCIA / CONFERENCE

Pormishuevismo: recorrer España ^{ES}

Erik Harley Expert in Urban Studies, Oficina Periferia

12.45 CONFERENCIA / CONFERENCE

chic&basic: la propuesta canalla que revoluciona el panorama hotelero ^{ES}

Hugo Bertrand CEO & Founder, chic&basic

13.30 MESA REDONDA / ROUND TABLE

IMPACT design ^{EN}

Miguel Ardid President, CoolRooms

Paloma Cañizares Architect & founder, Paloma Cañizares Office

Anne-Cécile Comar Architect co-founder, Atelier du Pont

Philippe Croisier Architect co-founder, Atelier du Pont

Dimitris Karampatakis Founding partner, K-Studio

Anupama Kundoo Director, Anupama Kundoo Architects

ATELIER

10.30 TALLER / WORKSHOP

Diseñando interiores saludables: cómo seleccionar productos que pueden mejorar la calidad del aire ^{ES}

Elena Djakite Cluster manager, Indoor Air Quality Cluster

Alejandro Labeur GAC Projects Department Architect & Director, GAC 3000

Jordi Marrot Director, Cateb

12.15 TALLER / WORKSHOP

Transformación Orgánica: redefiniendo espacios en hotelería y restauración ^{ES}

Patricia Bustos Founder & Creative director, Patricia Bustos Studio

LOUNGE

10.30 MESA REDONDA / ROUND TABLE

Diálogos: IMPACT design (I) ^{ES}

Modera / Curated by **Mireia Cervera** Hospitality & Contract strategic consultant, Kintsugi Strategy

Participan / Participants **Anna Ararà** Brucs, **Antoni Gil** Bolon, **Jacinto Seguí** Ziclick,

Carlos Velázquez Grupo Roca, **Mar Vera** Welcome Design

11.30 MESA REDONDA / ROUND TABLE

ITH | Let it be: como generar impacto positivo a través del diseño en el hotel ^{ES}

Presenta / Presented by **Marcel Benedito** Editorial director, Distrito Oficina

Modera / Curated by **Álvaro Carillo de Albornoz** General Director, Instituto Tecnológico Hotelero

Participan / Participants **Águeda Areilza** Paradores, **Félix Martí** Resuinsa, **Beatriz Miguel** Ilunion

Hoteles, **César Pérez** Vincci Hoteles

12.15 MESA REDONDA / ROUND TABLE

AEI Re Think Tourism | Sostenibilidad como factor en la industria hotelera ^{ES}

Presenta / Presented by **Marcel Benedito** Editorial director, Distrito Oficina

Modera / Curated by **Montse Arnau** Business development manager, AEI Re Think Tourism

Participan / Participants **Anna Claver** Hotel Cala Jóncols, **Juan Fernández** Awe International

Developments, **Elvira Ràfols** Wecamp, **Francisco Santisteban** T10

13.00 MESA REDONDA / ROUND TABLE

Diálogos: IMPACT design (II) ^{ES}

Modera / Curated by **Mireia Cervera** Hospitality & Contract strategic consultant, Kintsugi Strategy

Participan / Participants **Roser Abelanet** Cosmic, **José Alonso** Pepe & Alonso, **David González**

DAAR Arquitectura, **Marta Masdeu** Estiluz, **Alfonso Merry** Merry Design, **Belén Moneo** Moneo

Brock, **Loli Morono** PF1 Interiorismo Contract, **Luis Rodríguez** Speho

TOURS GUIADOS / GUIDED TOURS

10.30 TOUR SOSTENIBILIDAD
/ SUSTAINABILITY TOUR ^{ES}

Visita guiada al Materials Lab y una selección de marcas con productos sostenibles.

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12.30 TOUR INNOVACIÓN
/ INNOVATION TOUR ^{ES}

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David Cámara Curator international mission at interihotel & Director, Unex

15.15 MESA REDONDA / ROUND TABLE

EMEA (Europa & Middle East). Trends, current situation and perspectives ^{EN}

Amr Abdelaziz Interior designer, LW

Catalina Arciniegas Procurement manger, Chris Turner Procurement

Inna Aydogan CEO & Procurement manager, PROQ Hospitality Sourcing

Agnese Caporossi Senior design manager & Project management, Marriott

Ihab El Haddad Director of design and development, PIF Projects

Erica Fornara, Interior designer associate, 1508 London

Sherif Hassan Associate design director, Nakheel

Matthew Lemar Associate, G.A. Group

Dina Rashed Senior interior designer & Associate, DLR Group

PRESENTA Y MODERA / PRESENTED AND CONDUCTED BY

Anatxu Zabalbeascoa Journalist, architecture specialist

16.30 CONFERENCIA / CONFERENCE

Son Blanc Farmhouse, a self-sufficient and sustainable hotel in the UNESCO biosphere reserve of Menorca ^{EN}

Anne-Cécile Comar Architect co-founder, Atelier du Pont

Philippe Croisier Architect co-founder, Atelier du Pont

17.15 CONFERENCIA / CONFERENCE

Rethinking Materiality, Natural Resources and Human Resourcefulness ^{EN}

Anupama Kundoo Director, Anupama Kundoo Architects

MODERA / CONDUCTED BY

Daniel Truran Co-founder B Lab Europe & Ambassador Europe, B Corp

18.00 MESA REDONDA / ROUND TABLE

IMPACT business ^{ES}

Álvaro Matias Founder, ALMADÁS & Development director, Soulsight

Lydia Pérez Chief marketing officer, CoolRooms

José Ángel Preciados CEO, ILUNION Hotels

Laia Puig Deputy director, Heretat Oller del Mas

Where is my hotel? Hotel curation. Rethinking the Foundations of the New Hospitality

ATELIER

15.30 TALLER / WORKSHOP

Contexto, tendencia e identidad: el interiorismo como herramienta ^{ES}

Íñigo Aragón Art & design director, Casa Josephine

Pablo López PR & sales manager, Casa Josephine

17.15 TALLER / WORKSHOP

Origen y carácter. La primera idea de un proyecto ^{ES}

Lorenzo Gil Founder & project director, Plantea Studio

Luis Gil Founder & project director, Plantea Studio

LOUNGE

15.30 MESA REDONDA / ROUND TABLE

Diálogos: IMPACT design (III) ^{ES}

Modera / Curated by **Mireia Cervera** Hospitality & Contract strategic consultant, Kintsugi Strategy

Participan / Participants **Joel Bravo** Ambiazza, **Arantxa Esnaola** Grupo Lamadrid, **Anna Ferrer**

CU4 Arquitectura, **José Manuel Ferrero** EstudiHac, **Elena Sastre** Furtivo, **Enrique Quirós** Innovus

Decorative Products, **Representante de IKEA**

16.30 MESA REDONDA / ROUND TABLE

Matter Group | Materialidad e innovación ^{ES}

Presenta / Presented by **Marcel Benedito** Editorial director, Distrito Oficina

Modera / Curated by **Natalia Ojeda** Architect & Communications director, Matter Group

Participan / Participants **Laura Sunyer & Chus Sastre** Matter Group

TOURS GUIADOS / GUIDED TOURS

15.15 TOUR SOSTENIBILIDAD / SUSTAINABILITY TOUR ^{ES}

Visita guiada al Materials Lab y una selección de marcas con productos sostenibles.

Meeting point: stand de interihotel (S02).

17.00 TOUR INNOVACIÓN / INNOVATION TOUR ^{ES}

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AFTERWORK

20.00 **Showroom docontract MAD**, Calle de Velazquez, 35, 4ºD.

Solo con invitación, disponible en: / Invitation only, available at: Bariperfil (E07), Sonae Arauco (K17), RCR Deco (H20), Supratex (K04), Tarimatec (D16B), TM/Leader Contract (L33) y Zennio (K23)

VISIONARY design

21 NOV

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PRESENTA Y MODERA / PRESENTED AND CONDUCTED BY
Anatxu Zabalbeascoa Journalist, architecture specialist

10.30 CONFERENCIA / CONFERENCE

Colours & materials for a flourishing future ^{EN}
Ruby Smith Senior strategist, FranklinTill

11.15 CONFERENCIA / CONFERENCE

Impact by Design: The story of IKEA's visionary innovation lab, SPACE10 ^{EN}
Simon Caspersen Co-founder, SPACE10

12.00 CONFERENCIA / CONFERENCE

Designing Hospitality: Crafting memorable Hotel and Restaurant experiences ^{EN}
João Albuquerque Partner, Bjarke Ingels Group (BIG)

12.45 CONFERENCIA / CONFERENCE

The Future of Design ^{EN}
Karim Rashid Kreator, Karim Rashid

13.30 MESA REDONDA / ROUND TABLE

VISIONARY design ^{EN}
João Albuquerque Partner, Bjarke Ingels Group (BIG)
Simon Caspersen Co-founder, SPACE10
Damien Perrot Global design chief, Technical services and Innovation officer Accor Premium, Midscale & Economy brands, Accor
Ruby Smith Senior strategist, FranklinTill
Carmelo Zappulla PhD Architect & CEO, External Reference

ATELIER

10.30 TALLER / WORKSHOP

Detectando nuevas tendencias en materiales para el futuro de la arquitectura y el interiorismo ^{ES}

Maria Carrillo Architect, MATCOAM (Departamento de edificación del COAM)
Zuriñe Iturbe Coordinator architect, MATCOAM (Departamento de edificación del COAM)

12.15 TALLER / WORKSHOP

LIMITLESS: imágenes con alma realizadas con AI ^{ES}

Beatriz Blanco Co-founder & Designer, Burondo
Isabel Blanco Co-founder & Designer, Burondo

LOUNGE

10.30 MESA REDONDA / ROUND TABLE

Diálogos: VISIONARY design (I) ^{ES}

Modera / Curated by **Mireia Cervera** Hospitality & Contract strategic consultant, Kintsugi Strategy
Participan / Participants **Pablo Figuera** GOFI, **Guillem López Finsa**, **David Millón** Decohub, **Jesús Mora** Zennio, **Pablo Roig** Pablo Roig, **Manel Segarra** Nuvant, **Lourdes Treviño** Freehand Arquitectura

11.30 MESA REDONDA / ROUND TABLE

IE Business School | Hospitalidad boutique: la sinergia entre grandes corporaciones y diseñadores para crear experiencias únicas ^{ES}

Presenta / Presented by **Ariadna Rousaud** Director, elástica magazine
Participan / Participants **Cristina Mateo** IE University, **Gianluca Pugliese** LOWPOLY, **Raúl Téllez** Minor Hotels

12.15 MESA REDONDA / ROUND TABLE

IED Madrid & Accor Design | Re-imaginando la hospitalidad del mañana ^{ES}

Presenta / Presented by **Ariadna Rousaud** Director, elástica magazine
Participan / Participants **Beatriz Amann** IED Madrid, **Sara Romero** Global Design Director, Accor

13.00 MESA REDONDA / ROUND TABLE

Diálogos: VISIONARY design (II) ^{ES}

Modera / Curated by **Mireia Cervera** Hospitality & Contract strategic consultant, Kintsugi Strategy
Participan / Participants **Jorge Alonso** Chapman Taylor, **Paco Álvarez Niessen**, **Soledad Berbegal** Actiu, **David Gay** Absotec, **Damián Figueras** Septiembre Arquitectura, **Davide Rampino** IRSAP, **Aldo Sollazzo** LAMÁQUINA

TOURS GUIADOS / GUIDED TOURS

10.30 TOUR SOSTENIBILIDAD
/ SUSTAINABILITY TOUR ^{ES}

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VISIONARY design

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AGORA

PRESENTA Y MODERA / PRESENTED AND CONDUCTED BY

Cecilia Camacho Creative director & Strategic consultant, CC/Studio

16.00 CONFERENCIA / CONFERENCE

Design drives performance ^{EN}

Damien Perrot Global Design Chief, Technical Services and Innovation Officer Accor Premium, Midscale & Economy brands, Accor

16.30 CONFERENCIA / CONFERENCE

Diseño de espacios y otros vicios ^{ES}

Carmelo Zappulla PhD Architect & CEO, External Reference

17.00 MESA REDONDA / ROUND TABLE

New Talents ^{ES}

Emmanuel Álvarez Co-founder, Casa Antillón

Ismael López Co-founder, Casa Antillón

Yosi Negrín Co-founder, Casa Antillón

Marta Ochoa Co-founder, Casa Antillón

Íñigo Palazón Co-founder, estudio DIIR

Jorge Sobejano Founding partner, Burr Studio

18.30 FOTO DE GRUPO

Expositores, ponentes y equipo interihotel

ATELIER

15.30 TALLER / WORKSHOP

Diseño de mobiliario con nuevas técnicas digitales ^{ES}

Gonzalo Miranda Founder & Director, Blanco Void

17.15 TALLER / WORKSHOP

Innovación a través de la Neuroarquitectura y metodologías de investigación aplicadas ^{ES}

María Araya Researcher, Elisava

Ainoa Abella Researcher, Elisava

LOUNGE

15.30 MESA REDONDA / ROUND TABLE

Diálogos: VISIONARY design (III) ^{ES}

Modera / Curated by **Mireia Cervera** Hospitality & Contract strategic consultant, Kintsugi Strategy
Participan / Participants **Oscar Blasco** Scob Arquitectura, **María Carrasco** RS Barcelona, **Manuel Fernández** Added Design & Consulting, **Miguel Hernández** EcoCero, **Albano Moreno** Kave Home, **Gianluca Pugliese** LOWPOLY, **Xavier Torras** Grupo Roca

16.30 MESA REDONDA / ROUND TABLE

Mujeres en Hospitality | ¿Es el futuro del hospitality femenino? ^{ES}

Presenta / Presented by **Ariadna Rousaud** Director, elástica magazine

Modera / Curated by **Helena Burstedt** Mujeres en Hospitality

Participan / Participants **Gema Alfaro** Alfaro-Manrique Atelier, **Sara Ramis** Barceló Hotel Group, **Barbara Zubiria** Selina

TOURS GUIADOS / GUIDED TOURS

15.15 TOUR SOSTENIBILIDAD / SUSTAINABILITY TOUR ^{ES}

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