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CONFERENCIAS · CONFERENCES

we care about *concept*

México Modera: David Cámara , Curator international mission at interihotel & Director at UNEX	10.30	México cares about concept. Olga Hanono , CEO at Olga Hanono, Nadia Borrás , Interior Design Director at Sordo Madaleno, Juan Pablo Serrano CEO at Serrano Monjaraz Arquitectos, & Gonzalo Pérez , Architecture director at Inmobilia. ^{ES}
we care about Concept Modera: Pilar Civis , Director at Revista Interiores	12.00	Hospitality trends Tendencias hoteleras 22-23 Pepa Casado . Co-Founder at future-A. ^{ES}
	12.30	Como crear un hotel conceptual desde cero. Diego Calvo , CEO & Co-Founder Concept Hotel Group, & Andrea Spada & Michele Corbani , Founders at Ilmiodesign. ^{ES}
	13.00	Concept Power: renovar un país a través de sus hoteles. Diego Gronda . Founder & Creative Director at Studio Gronda. ^{ES}
	13.30	Mesa de debate we care about concept Diego Calvo, Andrea Spada, Michele Corbani, Diego Gronda & Pepa Casado. ^{ES}

we care about *planet*

we care about Planet Modera: Pilar Marcos , Director at Revista Diseño Interior	15.00	Mi hotel, mi planeta Cutu Mazuelos . CEO at Stone Designs. ^{ES}
	15.30	ACCOR's Sustainable Design Strategy Bittor Sánchez-Monasterio . Vice President Design Eco & Midscale Global at ACCOR HOTELS. ^{ES}
	16.00	El entorno construido como agente de cambio sostenible. Lucas Muñoz . Designer & Researcher at Lucas Muñoz Muñoz. ^{ES}
	16.30	Diseño emocional. El diseño de los sentidos. Héctor Esrawe . Founder & Director at ESRAWE STUDIO. ^{ES}
	17.15	Mesa de debate we care about planet Héctor Esrawe, Cutu Mazuelos, Lucas Muñoz, Bittor Sánchez-Monasterio & Juli Capella, Architect & Designer at Capella García Arquitectura. ^{ES}
	18.00	Acto de inauguración, entrega de premios y brindis. Aperitivo mediterráneo cortesía de Estrella Damm.

TALLERES · WORKSHOPS



Taller	10.30	Un acercamiento a la fotografía de interiores. Marcela Grassi . Photographer & CEO at Marcela Grassi Architectural Photographer. ^{ES}
Open Talk	12.00	Open talk a cargo de Chelo Alcañiz Chelo Alcañiz . Interior Design Project Director at DYD interiorismo. ^{ES}
Taller	13.30	Hacia un minimalismo cálido y tangible. Isabel Blanco & Beatriz Blanco , Co-Founders at Burondo Studio. ^{ES}



Taller	15.00	El Hotel y su ruta hacia la sostenibilidad. Zdenka Lara , CEO & Co-Fouder at ECO-one & HUP Interiorismo, & Sandra Figuerola , Co-Fouder & Designer at ECO-one & HUP Interiorismo. ^{ES}
Open Talk	16.15	Hacer con poco y hacerlo fácil. Mariano Martín . CEO at Estudio MARIANO. ^{ES}
Taller	17.30	Diseño de interiorismo circular y sostenible. Raúl García . Partner - Ecodesign & Circular Business at Inèdit. ^{ES}

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CONFERENCIAS · CONFERENCES

we care about *social purpose*

USA Modera: David Cámara Curator international mission at interihotel & Director at UNEX	10.15	USA cares about social purpose. Fernando Arteaga , Design director at HKS (Miami), Keith Stibler , Owner at KM Associates, María José Tejada , deputy director at BA-HAUS KNF & Emilio Pérez , VP Global Design at Marriott. ^{EN}
we care about social purpose Modera: Anatxu Zabaldeasoa , journalist (architecture expert) at El País.	11.30	A la Competitividad por la Felicidad José Díaz Montañés . CEO at ARTIEM hotels. ^{ES}
	12.00	La hospitalidad como el futuro de nuestras ciudades y nuestra arquitectura. Izaskun Chinchilla . Architect at Izaskun Chinchilla Architects. ^{ES}
	12.45	Hospitality with a Purpose. Bill Bensley . Owner & Creative Director at BENSLEY. ^{EN}
	13.30	Mesa de debate we care about Social Purpose Izaskun Chinchilla, Alberto Suárez, Regional Director Technical Services EMEA at Six Senses Hotels, Sandra Bestraten, President at Demarcación del COAC de Barcelona, & Miquel Àngel Julià Hierro. ^{ES}

we care about *well-being*

MESA COAC Modera: Miquel Àngel Julià Hierro , MAJH, Director & Teacher at Escola SERT & Coordinator Grup de Treball Retail at COAC.	15.00	Transversalidad para diseñar espacios saludables. Sonia Hernández , Architect at Arquitectura Sana, María Callis , Director at Alpenstock & President of the RDI, Felip Neri Gordi , Architect at Near Studio, & Iván Capdevilla , Director at ERF. ^{ES}
we care about well-being Modera: Anatxu Zabaldeasoa , journalist (architecture expert) at El País.	16.00	Casas Caiadas: retiro ínitimo en un destino auténtico Mário Domingues , Founder at Casas Caiadas, Luis Pereira Miguel , Founder at PM-ARQ. ^{EN}
	16.45	Birch Community: una forma de pensar Ciáran O'Brien , Founding Director at Red Deer, Lionel Real de Azúa , Director de Red Deer. ^{EN}
	17.30	Designing desire: Studiopepe's new vision of hospitality and storytelling. Chiara Di Pinto & Arianna Lelli Mami . Co-founders & Art Directors at Studiopepe. ^{EN}
	18.15	Mesa de debate we care about well-being Chiara Di Pinto, Arianna Lelli Mami, Mário Domingues, Luis Pereira Miguel, Ciáran O'Brien & Lionel Real de Azúa. ^{EN}
	18.00	Aperitivo mediterráneo cortesía de Estrella Damm.

TALLERES · WORKSHOPS



Taller	10.30	Hoteles accesibles y estéticamente atractivos Soraya Samper . Founder & CEO at Inblue Interiorismo Inclusivo. ^{ES}
Open Talk	12.00	Reflexiones sobre Espacios, Detalles, Persona e Impacto Social. Montse Vicens . Creative Director at Intsight. ^{ES}
Taller	13.30	From trends to action Hoteles con propósito social. Pepa Casado . Co-Founder at future-A. ^{ES}



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Taller	15.00	El confort como estrategia lumínica. Maria Asia Sierra , Co-founder & Project Director en The Light Squad Studio, & Gisela Steiger , Co-founder & Creative Director at The Light Squad. ^{ES}
Open Talk	16.30	BACK TO BASICS: Cuidando de los huéspedes a través de la Neuroarquitectura. Isa Rodríguez , Creative Director at Inda Studio, & Alba Méndez , Founder & CEO at méndezdelpozo Arquitectos. ^{ES}
Taller	18.00	Decodificar el bienestar en espacios hoteleros: emoción, cognición y estrategias proyectuales". Ainoa Abella , Professor & Researcher at ELISAVA Research, & María José Araya , Researcher at ELISAVA Research. ^{ES}

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CONFERENCIAS · CONFERENCES

we care about *humanist tech*

UK	10.15	UK cares about humanist tech. Ricardo Mateu , Founder & Director at UHA, Pablo Martín , Architect at Mackay & Partners, Antonio Rodríguez , Project Director TDH at Dorchester Collection, & Lawrie Nisbet , Managing Director at LDPI. ^{EN}
we care about social purpose	12.00	Function over Form? Gonzalo Miranda . Art Director & 3D Artist at Gonzzzalo. ^{ES}
Moderator: Marisa Santamaría , Founder & Director at Global Innovation Trends Unit	12.30	Tecnología Humanista para espacios. David Alayón . CEO & Chief Foresight Officer at Innuba. ^{ES}
	13.15	Tendencias e innovación en el sector hotelero internacional. Carlos Díez de la Lastra . CEO de Les Roches Marbella. ^{ES}
	13.45	Futuro de la hostelería: innovación e inspiración de todo el mundo. Benjamín Calleja Westling . Founder and CEO at Livit Design. ^{ES}
	14.15	Mesa de debate we care about Humanist Tech David Alayón, Benjamín Calleja Westling, Carlos Díez de la Lastra, Gonzalo Miranda & Isern Serra, Interior Designer at Isern Serra Estudi. ^{ES}
CODIC	15.00	Case study: Tapestry by Hilton Atocha Jordi Cuenca , Interior Designer at Verum Hotel Development, & Daniel Vilavedra , CEO & Co-Founder at Equip Ecopenta. ^{ES}
	16.00	Face to face Isabel López-Vilalta , Founder & Creative Director at IsabellópezVilalta + Asoc., & Francesc Rifé , Founder at Francesc Rifé Studio. ^{ES}

TALLERES · WORKSHOPS



Taller	10.30	Estilismo: Bodegón con collage. Ana de Santos . Interior Designer & 3D artist at Ana de Santos Design. ^{ES}
Open Talk	12.00	Tecnología-Humanizada: la tecnología como elemento potenciador del confort y lujo. Jordi Cuenca . Interior Designer at Verum Hotel Development. ^{ES}
Taller	13.30	El abrazo tecnológico que acompaña a los espacios con encanto. Jonathan Ruiz . CEO at Global Virtual Real Estate (GVRE). ^{ES}