



Wrap Report 2021

Hotel Interiors
Experience

London's BDC, N1
18 & 19 Nov 2021





HIX is now the spiritual home of the hotel community

Ilker Hussein, Global Projects Director, **ROCA Group**



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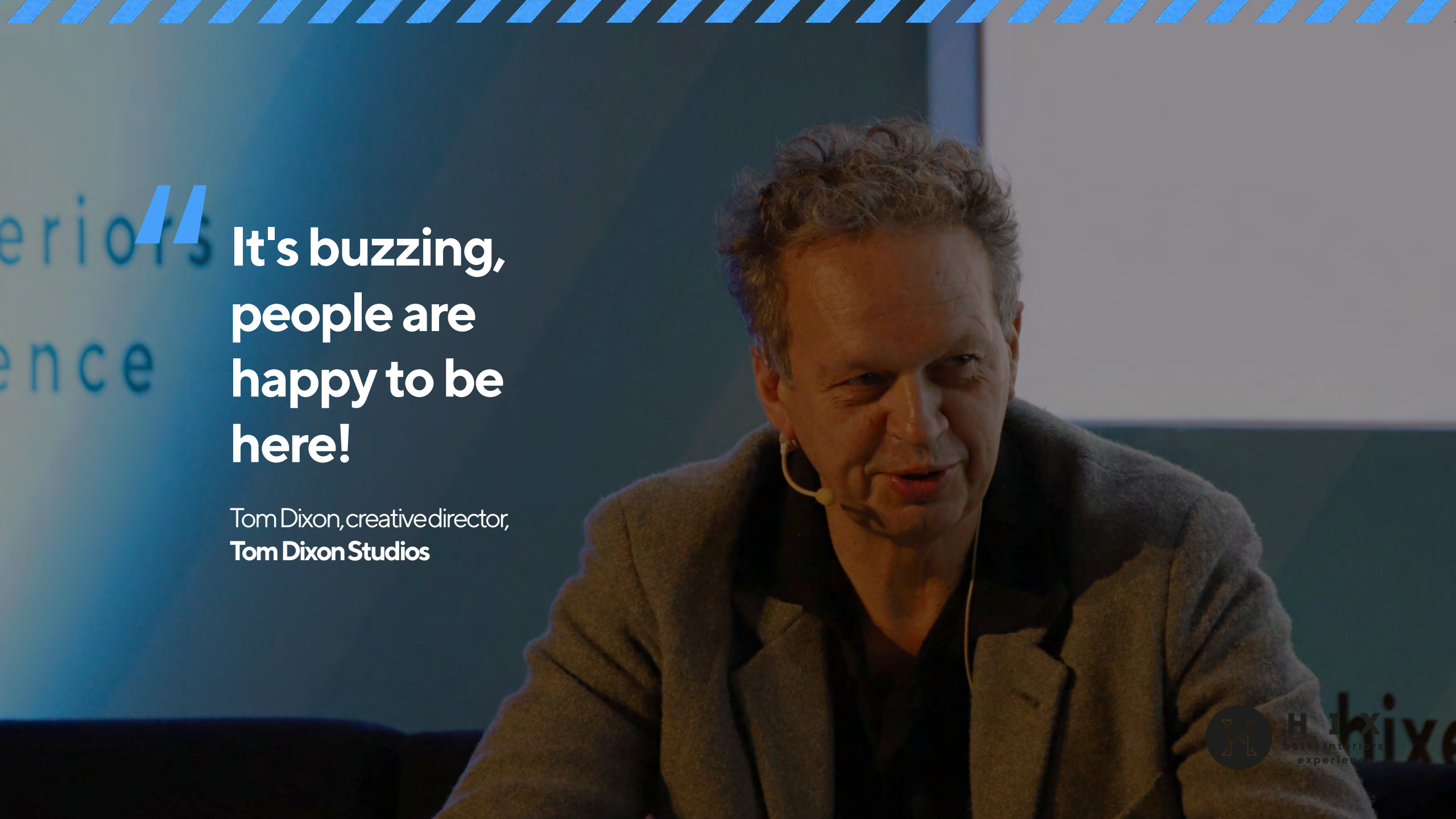
Optimism and opportunities: HIX launches at the BDC

After two years of planning, postponing and persevering, HIX finally happened! Over the two-day event, **3,202 attendees** from across the entire hotel and hospitality design supply chain attended.

130 exhibiting companies were showcasing products, projects and new concepts for hotel design, including some of the world's leading FF&E suppliers, such as **Carl Hansen & Son, Sanipex, Burgess Furniture, Panaz, Laufen, BETTE, Porcelanosa, Chelsom, Hansgrohe, Astro Lighting, GROHE, Case Furniture, Ligne Roset Contract, GUBI, Morgan, Fredericia, L.Ercolani, LEDS C4, Wall&decò, Villeroy & Boch**, plus many more.

89% of attendees visited from the UK, showing that the domestic hotel industry is bouncing back. Among the many stand-out moments during HIX were: the HIX Talks, featuring Tom Dixon, who's message, whilst talking on the issues of sustainability and materiality was simply to make less and re-use and recycle more and be more selective about the choice of materials when designing. The NESTWELL installation captured another of the central themes of HIX, which hoteliers are making a priority: consumer wellbeing and how hospitality spaces can improve guests' wellness and mental health. Starring **Areen Design, Conran and Partners** and **stroop design**, the Hotel Tomorrow collaborative project, manifested in a pavilion and panel discussion, provided an immersive setting for hotels as flexible workplaces.





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**It's buzzing,
people are
happy to be
here!**

Tom Dixon, creative director,
Tom Dixon Studios



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Facts & figures



130
exhibiting
companies

3,202
visitors

5,231
registrants

84% of
exhibitors
rebooked their
stand onsite

29% of
attendees
are designers
or architects

26% of
attendees
are C-level

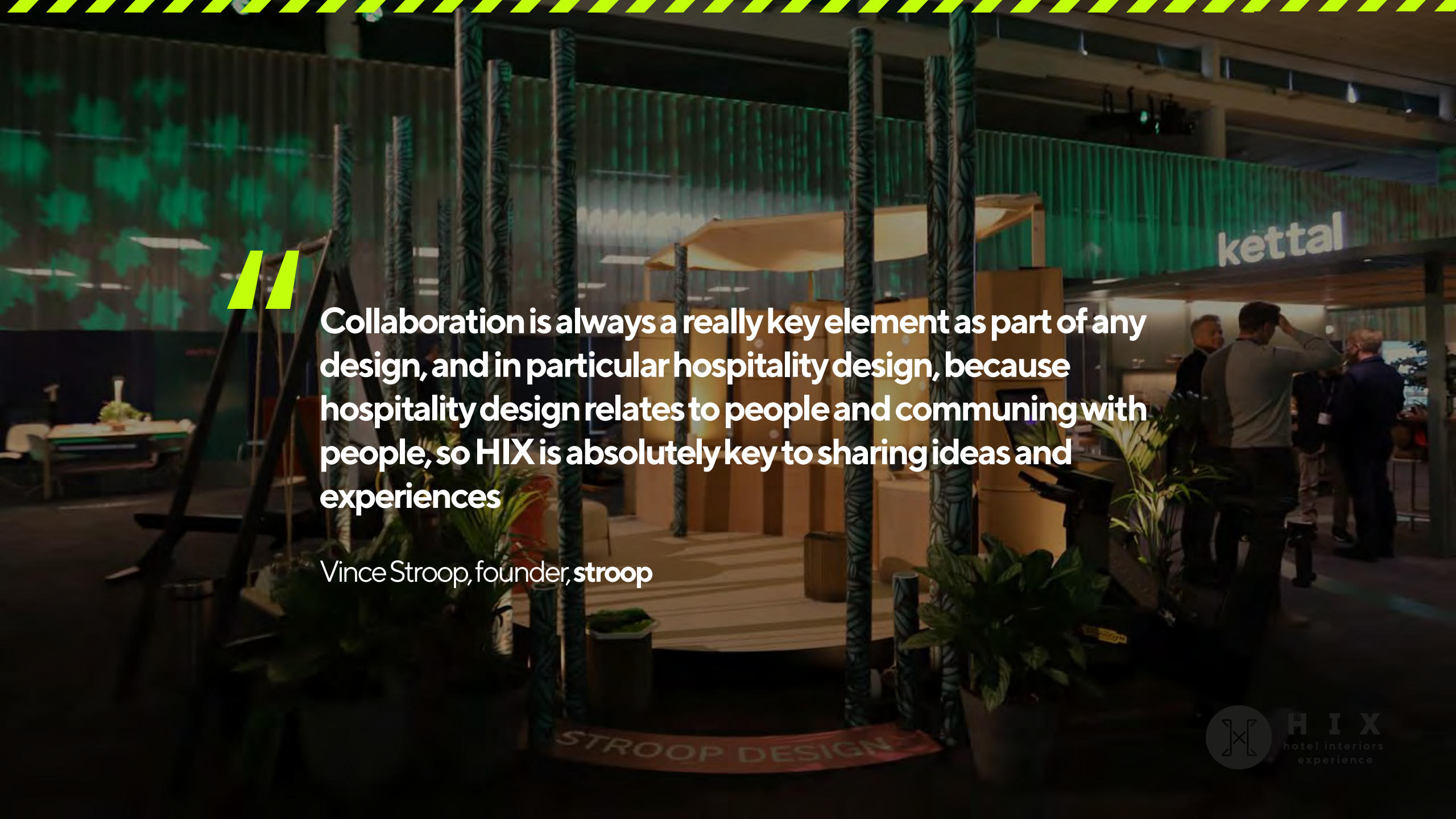
9% of
attendees
are owners
or operators

45% of
attendees
are managers

6% of
attendees
are project
managers



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The background image shows a trade show booth for Stroop Design. The booth features several tall, cylindrical pillars with a dark, textured pattern. A curved wooden counter is visible, and the name 'STROOP DESIGN' is printed on a curved wooden base. In the background, a large green wall with a patterned design is visible, and the name 'kettal' is displayed on a wall. Several people are standing in the background, and a potted plant is in the foreground.

Collaboration is always a really key element as part of any design, and in particular hospitality design, because hospitality design relates to people and communing with people, so HIX is absolutely key to sharing ideas and experiences

Vince Stroop, founder, **stroop**

Immersive installations



CASE

The image shows a modern exhibition stand for Kettal. At the top, the word "kettal" is illuminated in white against a dark background. Below it, there's a bar area with a wooden countertop, a metallic backsplash, and various coffee-making equipment. Two black pendant lights hang over the bar. In the foreground, there are several high-backed chairs with light-colored upholstery and dark frames. To the right, there's a lounge area with a low table and more chairs. A person is visible sitting in the background. The overall lighting is warm and focused on the bar area.

kettal

Hotel Tomorrow

Conran & Partners, Areen Design and stroop design created an immersive collaboration exploring the relationship between workplace and hospitality design




Quietness with attitude

Nestwell created an international design collective, led by Studio Carter, Corkino and Sieger Design to challenge and define a meaningful wellness in hospitality design.



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A man with a beard and glasses, wearing a bright red bucket hat and a dark jacket, is shown in profile, gesturing with his hands while speaking. He is holding a smartphone in his left hand. The background is a plain, light-colored wall.

NISSEN JOHANSEN

HIX Talks



Hospitality and social visionaries discussed
the new world of hotel design





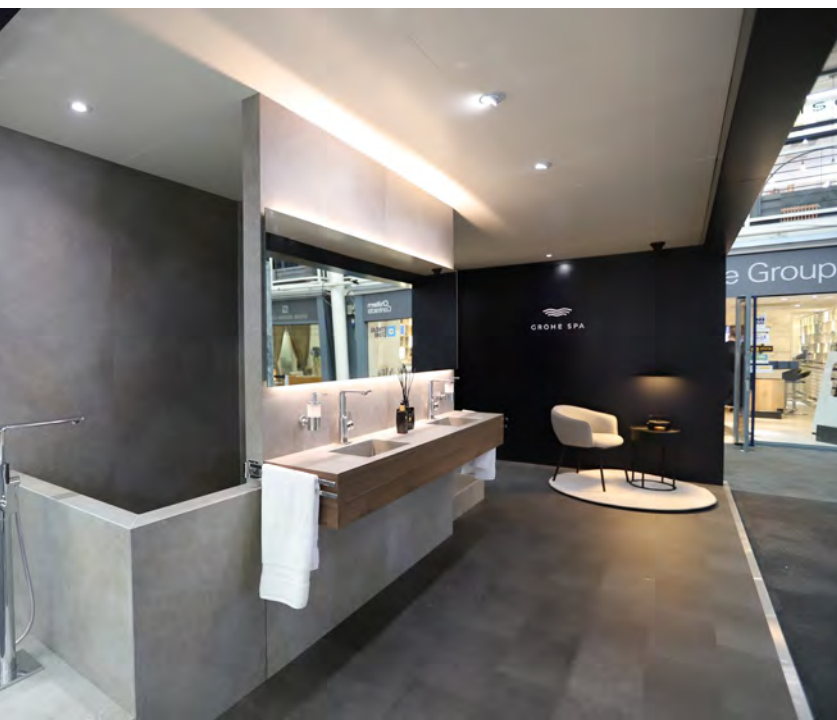
ege

The Design Experience of 2021

The Exhibitor's stands were the heart and soul of the event, the 'content'

egecarpets.com


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Connecting a community

Just a few of the studios and brands represented at HIX2021

1508 London • absolute bottega • Accor • AECOM • Alex Kravetz Design • AMAFHH Investments • AnitaRosato Ltd
• Areen Design • Argenta Projects • Ltd • BDP • Beck Interiors • Benjamin West • Blacksheep • Blue Moon
Procurement • Brime Robbins • Cheval Collection Limited • Citiheight Hotel • Conran and Partners • CSF Interior
Design • David Collins Studio • Dexter Moren Associates • Dorchester Collection • Double Decker • DV8 designs •
E P R Architects • Emma Masters Interiors • ET Edison Hotels Sdn Bhd • Foster + Partners • G1design • GA
Design International • GA Group • Goddard Littlefair • Guy Holloway Architects • Habitus Design Group • HBA •
HBA Singapore • Holloway Li Ltd • Hong Kong and Shanghai Hotels • Horwath HTL • IA Interior Architects • ID
Concepts • IHG Hotel Group • inD Creations • Jestico + Whiles • JK Interiors • JLL Hotel & Hospitality Group • JPA
Design • JPA Workspaces • Knight Frank • KPF Architects • La Villaine • LAM Architektur studio • Lanelay Hotel •
Laura Cleary Interiors • Living Design of Sweden • M Studio London • m83Associates • Mackay + Partners Ltd •
Make Architects • Mandarin Oriental Hotel Group • Marcel Wanders • Marriott International Asia Pacific • Meyer
Davis • Michaelis Boyd Associates • milan babic architects Ltd • MKV Design • Nordic Choice Hotels • Nordic
Property management • Nous Design • OTO architecture • PDP London • PENSON • Perkins & Will • Pizza
Express • Reardon Smith Architects • Richmond International • Robert Angell Design International • Sarah
Beazley Designs • Shangri-La Group • SHH • Shiva Hotels • SPHG • Spirited Projects Ltd • Squire & Partners • St.
Pancras Hotels Group • Staycity • Stride Treglown • Studio Carter • studio lux berlin • Studio Mica • Stylt Trampoli
• Suna Interior Design • THDP • The Ivy Collection • The Leonard Hotel • THE MANSER PRACTICE • The Olivar
Suit, Voulgaris hotel group • The Paramount Hotel • The Wellesley Hotel • These White Walls • Tom Dixon • TP
Bennett • Translation Architecture • Universal Design Studio • Upperworth Studios • Vincenzo De Cotiis Architects
• Warner Leisure Hotels • Wee Hotel Company • WeWantMore Studio • WGSN • Wimberly interiors • Wimotte &
Associates Architectes • Woods Bagot • Wyndham Hotels & Resorts Group • YOO • YOTEL • Zaha Hadid Architects •

The background image shows a trade show booth for Panaz. A woman in a black dress stands on the right, smiling. A man in a dark jacket and glasses walks on the left. The booth has a white backdrop with the Panaz logo, a table with chairs, and various display items. The floor has a geometric pattern.

Hospitality is about creating the experience for customers and to create that experience you've got to understand who your customers are; and there is a lot of personal interaction. HIX is a great opportunity to entertain clients in the central part of London, the best city in the world

Tony Attard, CEO, Panaz

HIX will be back in 2022, 17-18 November

Contact hello@hixevent.com
to get involved

