

HÁBITAT 2017 EVENTS AND ACTIVITIES (19-22 SEP)

MAIN ENTRANCE LOBBY.

09:30-19:00 h. CAPDELL SOLIDARITY EXHIBITION, TEODORA FOUNDATION.

MAIN ENTRANCE LOBBY.

To mark its 50th anniversary, Capdell is taking its SIT, THINK...PLAY solidarity exhibition to Feria Hábitat Valencia. The exhibition was commissioned and designed by Carlos Tiscar and Salvador Villalba with proceeds going to the Theodora Foundation.

09:30-19:00 h. ANIEME TALKS. MAIN ENTRANCE LOBBY.

These sessions will tackle content relating to the new business models in the industry and the influence of design in sales channels.

MAIN LOBBY

09:30-19:00 h. nude + ÁGORA NUDE. MAIN LOBBY

Space dedicated to stands for new designers, plus the Ágora space featuring talks on design and culture.

09:30-19:00 h. ADCV EXHIBITION ZONE. MAIN LOBBY

This exhibition is being represented graphically at Feria Hábitat Valencia, with the full version staged in Las Naves. Curated by More With Less and produced by La Galería Estudio in collaboration with Frinsa, the exhibition brings together the best of design from the Comunitat Valenciana in 2015 and 2016 and will be open throughout September.

09:30-19:00 h. LLADRÓ EXHIBITION ZONE. MAIN LOBBY

Unique exhibition of pieces and unusual creations by this legendary manufacturer.

09:30-19:00 h. ACA ESPAÑA TECHNOLOGY ZONE. MAIN LOBBY

Feria Hábitat Valencia and ACA España have struck a partnership deal whereby the developer of DECO software designed specifically for the interiors manufacturing and retailing sector will be the technology partner to the upcoming edition of Hábitat, which takes place from 19th to 22nd September at Feria Valencia. The deal means that Hábitat will be making the tech company's latest advances and developments available to all trade visitors coming to the fair, in an exclusive, dedicated space.

09:30-19:00 h. OLIVARI ARCHITECTURE AND DESIGN EXHIBITION SPACE. CENTRAL LOBBY.

Macchina Semplice: "100 years, from Architecture to Design". An display that shows how architecture has evolved towards design over the last hundred years. With handles as a common thread.

09:30-19:00 h. FEDAI TALKS. CENTRAL LOBBY.

The Fedai stand will be hosting a round of presentations and meetings for professionals, all centre on the lighting industry.

FERIA HÁBITAT VALENCIA PAVILIONS

- 09:30-19:00 h.** **“THE BEST FURNITURE IN THE WORLD” EXHIBITION ZONE. PAVILION 4. STAND O26**
The Municipality of Paços de Ferreira will be at Feria Habitat Valencia 2017, showing a collection of pieces in an exhibition titled “The Best Furniture in the World”.
On display will be a number of prototypes for pieces of furniture designed for a range of prestigious international manufacturers such as Phillips, BP and Cartier, and made by manufacturers in Paços de Ferreira. The display demonstrates local manufacturers’ design and manufacturing capabilities.
- 09:30-19:00 h.** **HÁBITAT GASTRONOMY ZONE. PAVILION 3**
Professionals visiting Feria Hábitat Valencia between 19th and 22nd September will have the opportunity to enjoy the best of Mediterranean cuisine in an exclusive gastronomy zone, set up as a complement to Feria Valencia’s standard catering facilities.
- 09:30-19:00 h.** **MEETING POINT ACTIU. PAVILION 2. D10**
Actiu, which was recently awarded the National Design Prize, will be hosting a series of meetings with and talks by designers and other industry professionals.

CITY OF VALÈNCIA

CITY OF VALÈNCIA. VALENCIA DESIGN WEEK

A number of events related to design and creativity are being staged around the city between 19th and 22nd September. The events have been organized by the Association of Designers of the Comunitat Valenciana (ADCV), which co-ordinated the programme and provided support in the form of publicity. The ADCV has thus become the voice of the design sector in the city.

HÁBITAT 2017 PROGRAMME (19-22 SEP)

TUESDAY 19th SEPTEMBER

13:00-14:00 h. *"INNOVATION, TRENDS AND FORECASTING: DRIVING THE CREATIVE BUSINESS MODEL AND GENERATING BUSINESS STRATEGIES TO GUARANTEE THE FUTURE".*

ACTIU MEETING PONT. PAVILION 2

Speakers: NIEVES NOHA and JAVIEL MIGUEL (ÉXITO)

16:00-17:00 h. **RETAIL FORUM. ACTIU MEETING POINT. PAVILION 2. D10**

Speaker: MIGUEL ANGEL JULIÁ (NUKLEE)

Moderator: JUAN MELLEN

16:30-17:30 h. **DIEGO GRONDA nude ÁGORA (CENTRAL LOBBY)**

"Guidelines for strategic design centred on user experience" (SED)* Strategic Experience Design

17:30-18:30 h. **INTERCIDEC'17 AWARDS. nude ÁGORA (CENTRAL LOBBY)**

International Competition of Environmental Design Contract Beltá & Frajumar

WEDNESDAY 20th SEPTEMBER

11:00-12:00 h. **LECTURE BY MIGUEL MILÁ nude ÁGORA (CENTRAL LOBBY)**

12:00-13:00 h. **LECTURE BY MARIO RUIZ. nude ÁGORA (CENTRAL LOBBY)**

12:00-13:00 h. **HABITAT 2017 CONGRESS PRESENTATION. Press Club (MALL LEVEL)**

Organize: AIDIMME

13:00-14:00 h. **ROUND TABLE: "DESIGN GEARED TO DELIVERING SOLUTIONS" nude ÁGORA (CENTRAL LOBBY).**

Speakers: MIGUEL MILÁ and MARIO RUIZ

Moderator: RAFAEL FDEZ. BERMEJO (HOZZ)

12.30-13.30 h. **MURIEL ALTUNAGA. ACTIU MEETING POINT. PABELLÓN 2. D10**

CBR – Consultora Arquitectura

17:00-18:00 h. **RODRIGO MARTÍNEZ. ACTIU MEETING POINT. PAVILION 2. D10**

Identity and positioning of Brand Spain

17:00-18:00 h. **OBSERVATORY FOR TRENDS IN INTERIORS. nude ÁGORA (CENTRAL LOBBY)**

Launch of the Cuaderno de Tendencias Hábitat (Review of Trends in Interiors) 17/19

Speakers:

VICENTE SALES. Head of market research and strategy (AIDIMME)

PAQUI ORIHUEL. Specialist, design and fashion department (AITEX)

THURSDAY 21st SEPTEMBER

10:45-11:45 h. KEYNOTE SPEECH, ENAD CONFERENCE (5th NATIONAL MEETING OF DESIGN ASSOCIATIONS (5ENAD)). "TECHNOLOGY AND THE CIRCULAR ECONOMY" BY EMMA FROMBERG, ELLEN MACARTHUR FOUNDATION." **5th ENAD CONFERENCE (EVENTS CENTRE)**

11:00-12:00 h. E-COMMERCE IN THE INTERIORS MARKET IN GERMANY. AUSIAS MARCH ROOM (MALL LEVEL) Free of charge. Limited seats. Register at www.icex.es

Speaker: ANTONIO MARTÍNEZ (Head of the Interiors Dept., Economic & Commercial Office of Spain in Dusseldorf)

10:00-11:30 h. ROUND TABLE: "TEACHING INTERIOR AND INDUSTRIAL DESIGN IN LATIN AMERICA". nude ÁGORA (CENTRAL LOBBY)

Moderator: JUAN BERNARDO DOLORES

Speakers:

ARQ. GUILLERMO ACOSTA (Motolinía del Pedregal University, Mexico)
D. INTS. SANDRA GÓMEZ MAÑÓN (UNIBE, Dominican Republic)
D. IND. ADRIÁN ROSADO (Anáhuac University, North Mexico)
ARQ. ENRIQUE GÓMEZ DE LA TORRE (UPC Peru)

12:00-13:00 h. AITOR GARCIA DE VICUÑA. nude ÁGORA (CENTRAL LOBBY)

"Industrial design as a link between industry, architecture and people "

16:00-17:00 h. JORGE CONSUEGRA. nude ÁGORA (CENTRAL LOBBY)

"Décor and architecture. How to build your brand online".

17:30-18:30 h. DESIGN PARTY. ACTIU MEETING POINT. PAVILIO N 2. D10
NATIONAL DESIGN AWARD. Moderator: RED.

FRIDAY 22nd SEPTEMBER

11:00-12:00 h. E-COMMERCE IN THE INTERIORS MARKET IN GERMANY. AUSIAS MARCH ROOM (MALL LEVEL) Free of charge. Limited seats. Register at www.icex.es

ANTONIO MARTÍNEZ CESTERO (Head of the Interiors Dept., Economic & Commercial Office of Spain in Dusseldorf)

11:00-12:00 h. JAVIER PASTOR. nude ÁGORA (CENTRAL LOBBY)

"Design direction vs. Artistic direction."

Presentation on the relationship between strategic, operational direction of design and artistic direction, with reference to case studies.

12:00-13:00 h. KARL BERTILSSON. MEETING POINT ACTIU. PAVILION 2. D10
Colour and Trends

12:30-13:30 h. MILLÁN GARRIDO and MARIBEL FEMENÍA. **ÁGORA nude (CENTRAL LOBBY)**
Crafts & Architecture

16.00-16:30 h. VIDEO CENTENARY FERIA VALENCIA. EASD IN AGORA NUDE