

From new formats to the mise en place, and from baked goods to coffee,
**the world of hospitality will receive
a five-star welcome at HostMilano**

More than just furnishings and tableware. A full range of offerings, from food service equipment to bars, and new formats and inspirations for the future: this is what architects, managers, designers and contractors will find at Fieramilano Rho from 20 to 24 October 2017.



Winds of change are blowing through the hospitality industry, just as they are throughout the world, with relationships and lifestyles changing and diversifying. However, for all – from design hotels to charming bed and breakfasts, from luxury hotels in Victorian forts or former plazas de toros, all the way to hotels made out of salt or ice – there are two absolute musts: attracting clients by allowing them to truly have an experience and optimizing all available space, offering new services, including things

like starred restaurants, spas, cooking courses and dog sitting. The new hospitality industry is a complex, varied world that is trying to meet the desires of today's clients who are connected, curious, cosmopolitan, in search of multi-sensorial experiences and looking for relaxation with a "homey" feel.

Focusing on new trends and innovation is therefore fundamental for staying competitive on the market. This is why HostMilano is the perfect place to get up-to-date. The 40th edition of the leading trade show in the Ho.Re.Ca., food service, retail, food, mass-retail chain and hotel markets is to take place at fieramilano in Rho from 20



to 24 October 2017.

What will hospitality professionals find at Host-Milano? Not just furnishings and tableware, but a full range of offerings to help innovate their businesses.

First and foremost, in the exhibition area, which is to offer excellent solutions, all incarnations of the best lines and latest trends will be presented in the enhanced Furnishings and Tableware section. Here, the Contract market is to be the focus, with solutions and materials meant to differentiate hotel interiors and make them ever more welcoming and experiential. More natural layouts meant to highlight the culinary experience are to be a particular focus, perfect for small, charming hotels that are on food-and-wine routes. Then there are Tablewares, which change depending on the moment and needs of each day.

Ranging from innovative eco-friendly disposables to the most classic and sophisticated solutions for the *mise en place*, all the way to the latest design-oriented solutions. There are also uniforms, a calling card for the type of hospitality and service mentioned in a recent survey carried out by Tradelab, representing a major factor that clients expect and appreciate. Of course, smiles and kindness also count, as does a smart presentation in line

with the mood of the hotel – this is one of the factors that helps make a stay more pleasant, and, if it is particularly good, it can make a stay unforgettable.

Some of the companies that have confirmed they will be present in the Furniture and Tableware macro-area are: those representing the table include Abert, Aficom, Dag Style, Giblor's, LSA, MASA, Parotex, Richard Ginori, Rivolta Carnignani, Sambonet, Schoenhuber Franchi, Schoenwalt, Sigg, Tognana and Vista Alegre; while those representing furnishings include Baero, Calligaris, Elbi, Gaber, Indel B, Infiniti, ISM, Scab Design and Vitrifrigo.

The Food Service Equipment and Coffee areas, which can be found under the same roof to offer everything necessary for "outfitting" a hotel, make the show all the more complete. These areas include everything from kitchen equipment

to solutions for bars and serving coffee, which today is ever more important for the hospitality business. There are also to be plenty of technological solutions for hotels.

Fiera Milano's pavilions to feature the future

Hotel managers, architects, interior designers and contractors will not only find innovation and products at HostMilano. There are also to be top-tier events that will help professionals find the best direction to take to improve the image and business of hospitality.

Environmental sustainability is an incredibly important and timely theme when it comes to designing and managing spaces. This topic will be covered from all angles during the Futurbar Green event, conceived by Simone Micheli for Comufficio. This initiative will



offer an up-to-date look with a concrete focus on this complex world, presenting the most interesting case histories in design and requalification projects along with the most innovative design and technology solutions and most recent opportunities offered by legislative changes.

Breakfast - Non solo prima colazione (Not just breakfast), the event/installation by Massimo Mussapi, will be an innovative space meant to reinvent the breakfast area of the hotel, making it useful and profitable 24 hours a day.

Future design will take shape before visitors' eyes thanks to the prestigious international HOSThinking design award, a collaboration between POLI.design, a consortium at Milan's Polytechnic University, and HOST- Fiera Milano. This competition will return to the 2017 edition with a new formula.

With the title 10 Designers for 100 Products, select designers will be called upon to develop their projects "live" during the days of the show. It will offer the excitement of seeing new formats come to life – formats that will take shape in the locations of the future.

HostMilano offers the perfect vantage point for discovering the new trends in food, hospitality and retail. It is a world that becomes "real" in the pavilions of FieraMilano every two years, but it never ceases to exist and stay up-to-date, thanks to special events, the Web and social networks, in constant contact daily with the professionals that go out into the industry to make the most of new business opportunities.

The latest about HostMilano can be found here: www.host.fieramilano.it, @HostMilano, #Host2017 and on the social networks Facebook, Twitter and Instagram.

