

PREVIA GENERAL | PRESS PREVIEW

# Interiors, textile and kitchen industry brings almost 1000 exhibitors together at Feria Valencia in sector's biggest event

Feria Hábitat València, Textilhogar and Espacio Cocina SICI run from 30<sup>th</sup> September to 3<sup>rd</sup> October at Feria Valencia, with every last detail now in place.

The three events occupy 96,000m<sup>2</sup> across eight halls, with all the exhibition space available taken up, by 925 companies and brands including 20% from outside Spain.

A hotel designed entirely with 'made in Spain' products, a cutting-edge Mediterranean-inspired textile space, a ground-breaking insight into the kitchen of the future and a programme of more than 100 talks are just some of the attractions at the upcoming Feria Valencia event.

Full speed ahead! From next **Monday, 30<sup>th</sup> September, to Thursday 3<sup>rd</sup> October**, Feria Valencia is set to host one of the biggest joint interiors, home textiles and kitchen furniture and equipment trade fairs of recent years. With this major, global event, **Feria Hábitat València** is further driving the growth the fair has experienced in recent editions, whilst complementing its own offering with new editions of the long-established **Textilhogar Home Textiles Premium** and the biennial **Espacio Cocina SICI** fairs

The figures reflect the magnitude of the event and its pulling-power. The three fairs will in fact completely fill the eight halls on both levels of **Feria Valencia's Foro Centro**, with a total of **96,000** square metres of exhibition space. The final line-up comprises 925 brands and companies from the three sectors of industry represented at the different fairs, with **20%** of exhibitors coming from 16 countries other than Spain.

## **Feria Hábitat València – always evolving**

Hábitat is once again set to be the **main driver** of this joint event. There appears to be no end in sight to the growth the 'made in Spain' interiors industry's major fair

has experienced year-on-year recently and 2024 sees it bring together **384 direct exhibitors and 655 companies represented**, 4% up on last year's numbers and almost 9% up on 2022, the last time the three fairs ran together.

Exhibitors include the leading players in the field of furniture, lighting and décor, with an entire hall being given over this year to the top international décor and interior design companies. **21%** of the showcase comprises **foreign companies** including, notably, high-end, cutting-edge Italian design companies. Also worth noting is that a dynamic campaign targeted at Spanish and international buyers has recruited more than **3000 buyers from 70 countries** to visit as guests. The initiative has been supported by Feria Valencia itself, **Anieme**, the **Generalitat Valenciana (Valencia Regional Government)**, **IVACE + i Internacional** and **ICEX**.

Hábitat continues to grow, occupying **78,000 square metres** across six halls. This year, in response to high demand in the tourism sector and the field of hotel renovation, it is turning the spotlight on the hotel industry and the contract sector. The fair has in fact partnered with the **Instituto Tecnológico Hotelero – ITH** to offer a series of exclusive talks about the hotel industry that will be given by the **leading hotel chains** and by project managers such as **Tom Ito**, head of hospitality at the world's largest architecture practice, Gensler.

In line with this move, Hábitat is setting up '**Hotel Hábitat**', an innovative installation devised by architect **Héctor Ruiz-Velázquez**. Comprising 800 m<sup>2</sup>, the installation recreates an authentic designer hotel using the best products from Spain's interiors industry.

Other attractions at the fair are **Salón nude**, the hothouse of emerging design that this year features designers from France, Argentina and Spain, and the '**Ágora nude**' series of lectures on trends and design, with speakers including stellar designers such as **Inma Bermúdez** and **Ramón Esteve**.

This year's Feria Hábitat València has already sparked interest on social media and has secured seven of the top **influencers** in the field of interior design and décor to be ambassadors for the fair, with all poised to post about what is going on in the aisles on their networks.

#### **Textilhogar, textiles for the home and the contract sector**

**Textilhogar Home Textiles Premium**, for its part, is consolidating its position as Hábitat's best travelling companion and this year brings together **61 direct exhibitors and 183 companies represented**, 11% of which are from France, Holland and Portugal.

The best designs in **textiles for the home and for contract projects** are a highlight of this edition of the fair. A dedicated space for textile manufacturers features designer **Sigfrido Serra's** installation as the main attraction. Serra has been named one of the creatives of the year and devised textile fantasy **'Orange Forest'** in partnership with Interiores magazine. The Mediterranean-inspired 'Forest' also houses the **AITEX trends in textiles** zone.

Textilhogar is set to boost its international business platform as well and, in association with **ATEVAL – Home Textiles From Spain** and supported by IVACE and ICEX, has arranged an inbound mission for international buyers and specifiers from 38 countries to visit the fair.

### **Espacio Cocina SICI looks to the kitchens of the future**

Even-numbered years like 2024 see Spain's only 100% trade fair dedicated to the kitchen furniture and equipment sector return to Feria Valencia. **Espacio Cocina SICI** takes place alongside Hábitat and Textilhogar once again, having done so for the first time in 2022. This year, it offers more to see and will attract even more visitors, with **65 direct exhibitors and 87 companies represented**, a major proportion of which are manufacturers of kitchen furniture.

The kitchen has become firmly established as the hub of our homes, and this year a revolutionary setting created by **Ximo Roca's** design consultancy affords them a spectacular backdrop, spread along several different 'routes' through the hall.

Supported by trade association **AMC**, Espacio Cocina SICI also features unique spaces such as the AMC Kitchen LAB, aimed at suppliers to the industry, and the **Auditorio AMC Kitchen Lab**, which over the four days the fair runs for will be staging all sorts of events from cooking demonstrations to technical sessions centred on the marble industry, kitchen shops and a session with famous kitchen specialist YouTuber **Dani Colino**.

It is worth remembering that these three fairs, Feria Hábitat València, Textilhogar and Espacio Cocina SICI, are not the only ones running simultaneously next week at Feria Valencia. Also running simultaneously, albeit from 1<sup>st</sup> to 3<sup>rd</sup> October, are **Iberflora** and **Eurobrico**, two trade fairs that share synergies in the fields of landscaping, the home and sustainability.

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