

## Hogatec theme park “AMBIENCE + Ambitions“:

### “Public Areas“ – an advertisement for any hotel!

### Attractive room scenarios for lobby, bar bistro and live wellness at Hogatec 2010

An “AMBIENCE + Ambitions“ theme park shall be one of the biggest attractions of Hogatec, the International Trade Fair for Hotels, Gastronomy and Catering, to be held from 12 to 15 September in Düsseldorf. In 2010, the focus of the special area, presented as a “walk-in hotel” will be concentrated on the “public areas”: lobby, restaurant, bistro, and conference facilities as well as the wellness section. All parts of these facilities will be demonstrated in a “natural environment“, allowing for a perfect match of inspiration and decision making.

Taking up an area of just under 500 square metres, Hall 10 will feature faithful replicas of public area sections from hotels of the four and five-star categories. Presenting a wide array of specific room scenarios, hotel owners and managers will be offered an exclusive survey, offering latest trends, planning options and calculation versions.

In 2010, the “AMBIENCE + Ambitions“ theme park will again provide stylish surroundings to facilitate a lively exchange among designers, manufacturers and hotel owners and managers. This presentation presents an invitation of its own to take up specific construction and modernisation projects by consulting the experts at the fair. The motivation behind the hogatec theme park, offered for the fourth time already by the JOI Design hotel interior designers company, is to provide clear guidance to hotel owners and managers to rearrange public spaces of their respective hotels.

The lobby will be presented very wide and open and following most modern interpretations – it is the entrance area and a meeting point, as well. It shall feature, amongst other elements, a reception desk, using a thin strip of wood (a concept by SignDesign) plus a longer table of wood with seats by Tonon, inviting for meetings of quite a few people.



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Behind that table, the view opens on a “green meadow”, a vertical green wall, put up by ArtAqua. Very large pendent luminaires with black shields by

PetersDesign will float above the lobby and its neighbouring areas. Visible also from a considerable distance, they mark out this area as a comfortable centre of communication for the theme park and the entire fair. This lobby shall be followed by the bar with its sculpture-like counter of strips of veneer and tables ( by SignDesign) and bar stools (by Accente). Valuz then presents its partitioning system, a coloured waterdrop curtain. Next, Neosart offers an eye-catching device for the wall behind the counter – as series of lavishly backlit images. The bistro comes with state-of-the art tables and chairs by Tonon and dark and elegant wall paper by IPD/Muraspec. Glimmering curtains in the window openings are the work of Rolf Krebs.

Three aisle sections divide the theme park into six exhibition sections. The former are equipped with comfortable modern armchairs by Accente, beckoning visitors to take a rest or have a chat. In the nearby seminar section, Burgess presents the latest in table and chair systems. The scenery is completed by Philips Lighting Systems. Philip Moebelmanufaktur, amongst others, will provide equipment for the conference section, involving integrated media-handling technology as well. And Rolf Krebs will show its automatic curtain systems, to be controlled from a conference table.

A fitness and wellness area will be provided at the other end of the theme park. Technogym will present a fitness training course section, complete with appropriate equipment, and the company also offers a kinetic screen plus a treadmill. This will be put before photo wallpaper by Neosart with a life-size black and white image of a New York marathon race. Weber Wellness Class is the name of the exhibitor putting a sauna, an ice well, and a wellness couch into this wellness section. Sanitary ware and tiling assembled and mounted by Arndt Komplettbad come from VitraBad manufacturers and steels tubs will be supplied by Kaldewei. Carpeting for the stand surface, conceived by JOI-Design, will be manufactured for this exhibition alone by HTW.





hogatec 2010 is held at the Düsseldorf Exhibition Centre from Sunday, 12 to Wednesday, 15 September 2010, and open daily from 10.00 am to 6.00 pm. 1-day tickets cost EUR 30.00 (EUR 18.00 when purchased online in advance, plus p&p) while 2-day tickets cost EUR 47 (EUR 35 online). Students and trainees pay EUR 10.00. All tickets include free travel to and from the Exhibition Centre on public transport within the networks of the VRR (Verkehrsverbund-Rhein-Ruhr) transport authority. The Hogatec ticket also grants admission to the concurrently held food trade fairs InterMopro, InterCool and InterMeat. [www.hogatec.de](http://www.hogatec.de)

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