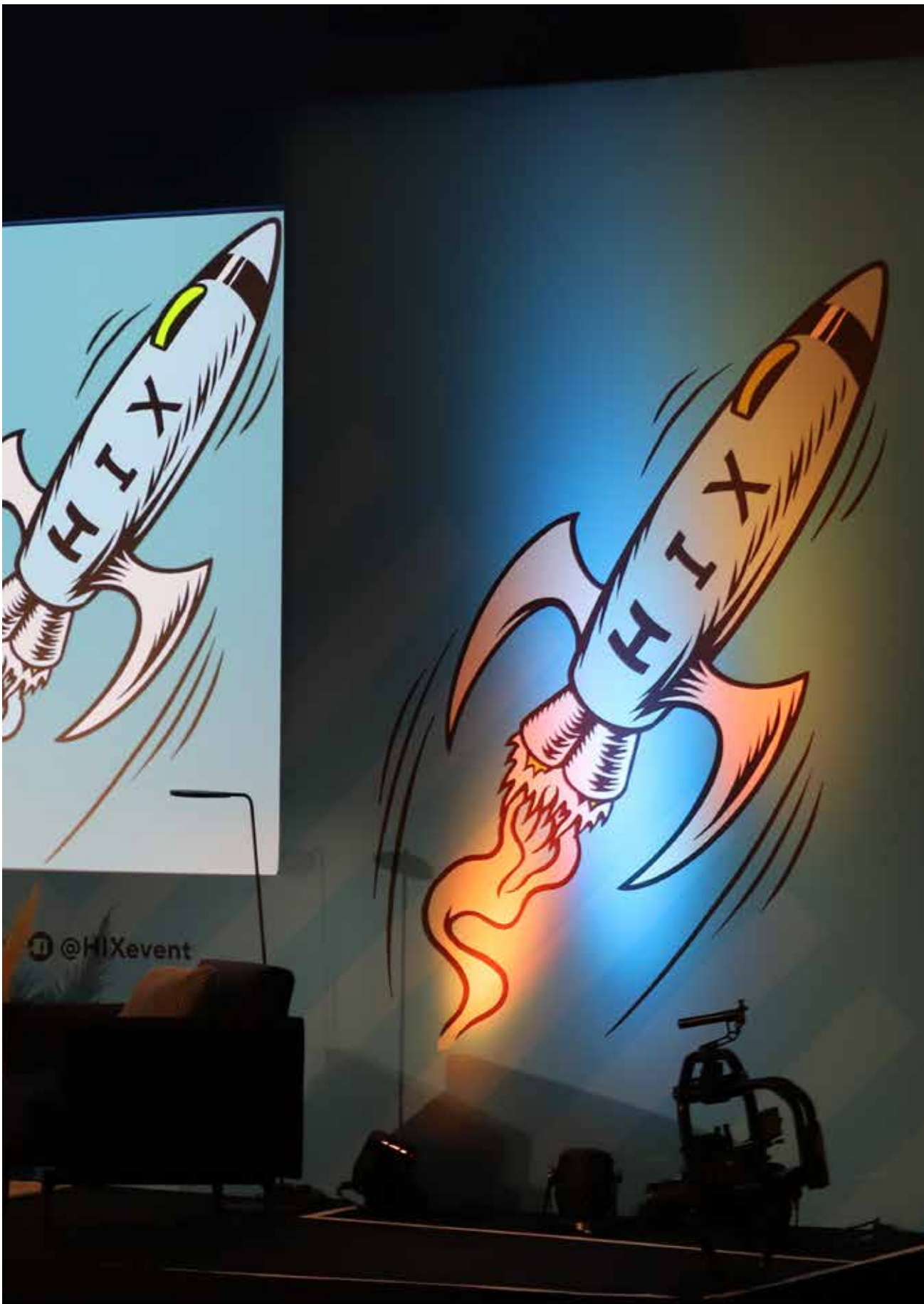
TREND REPORT

HOSPITALITY INTERIORS EXPERIENCE (HIX) 2021



Written by Alys Bryan
designinsiderlive.com

DESIGN INSIDER:



1


2


3

HIX 2021

THIS IS THE EVENT WE HAVE BEEN WAITING FOR!

We have enjoyed this event's bold graphics for the last 2 years and as soon as you arrived at the Hospitality Interiors Experience (HIX) you knew you were going to experience an event with a unique outlook on the hospitality sector.

'THE BCFA HAD OVER 40 MEMBERS EXHIBITING AND THEIR FEEDBACK HAS BEEN HUGELY POSITIVE ABOUT THE FIRST HIX. THIS IS SUCH AN IMPORTANT DEVELOPMENT FOR OUR SECTOR.'
Jeremy Stein, Managing Director, BCFA

From every exhibitor the welcome was warm. People were thrilled to be speaking with their customers, and friends, in person and to have the opportunity to showcase the products they have waited so long to launch.

The well designed and beautifully presented stands showcased new products perfectly and a thorough talks programme, featuring industry leaders, grounded the event with in-depth knowledge.

It was a pleasure to be at the Business Design Centre - ideal location, great space, accessible layout and great coffee!

1. Business Design Centre, Islington
2. Romo Group
3. Elegant Clutter/ Art Story
4. Agua
5. Michael Ellis & Alys Bryan
6. Concept Contract
7. Astro
8. HIX Event 2021


AGUA
4


5


6


7


Events & Exhibition Graphics
DESIGN
PRINT
INSTALL
SOFACOMPANY
hansgrohe
Art story
8

NEW PRODUCT LAUNCHES



1. *Panaz - Elkie*

2. *Burgess Furniture - Curve & Line*

3. *Axor - Axor One*

4. *Sekers - Verna*

5. *Hypnos - Wool Sleepers Pillow Top Mattress*

6. *Prestigious Textiles*

7. *Tables Place Chairs - Lucky*

8. *Sanderson Design Group - Harlequin Colours 2*

9. *Knightsbridge - Buzz*

10. *Laufen - Restroom wash basin*

11. *Parla - Xaylon*










6


8


7


9


10


11



1. *Knightsbridge - News & Buzz*

2. *Panaz - Chayton*

3. *Edmund Bell*

4. *PS Interiors - Lyz*

5. *Chelsom - LED Dome*

6. *Iliv - FR velvet upholstery base cloth*

7. *Newmor - Batik, Marquetry, Peloso, Keep It Moving*

8. *PS Interiors - Hishi*

9. *Villeroy & Boch - Subway 3.0 Collection, Twist Flush*

10. *Waterbury - Smart Mirror*










6

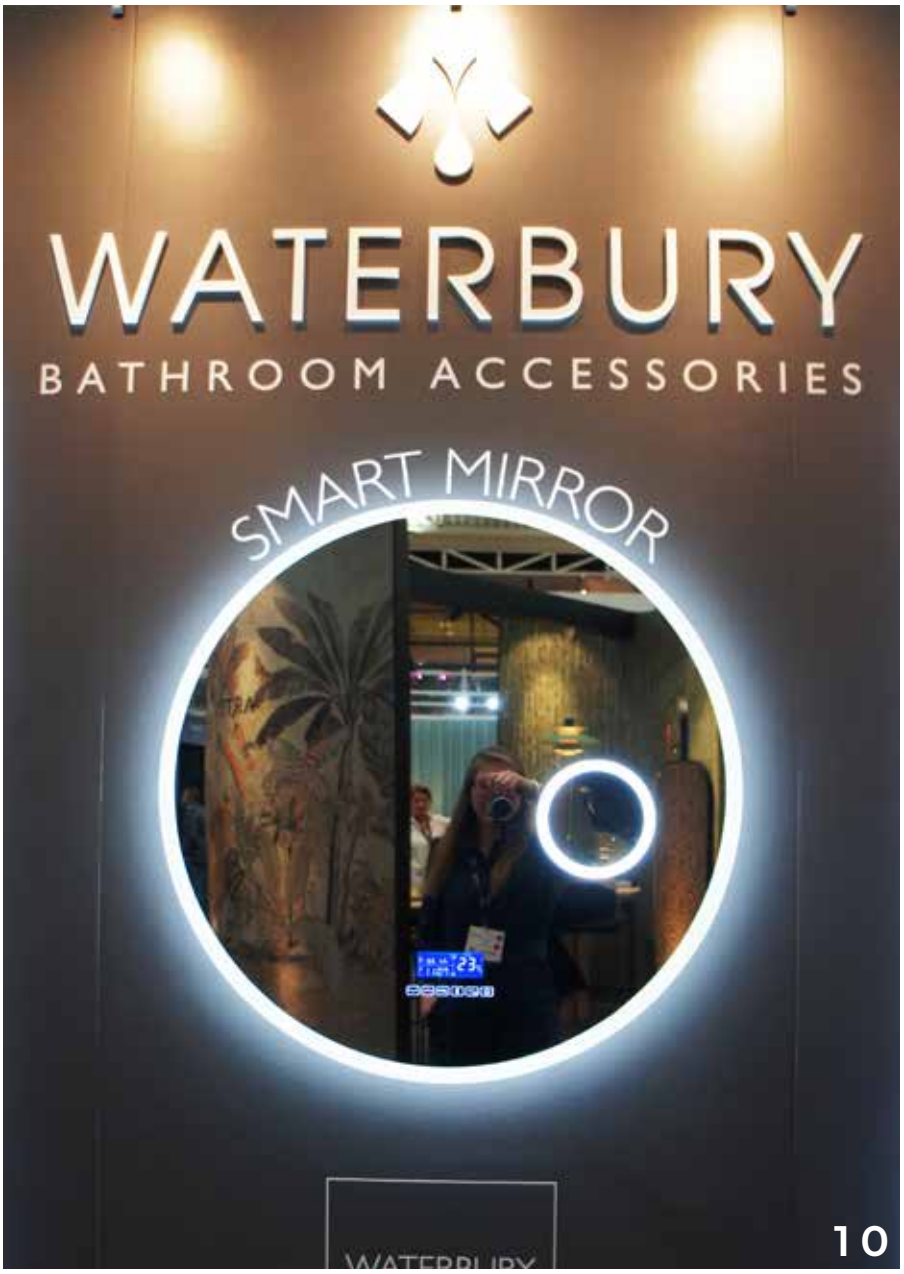


7



8


9



10



1



4



DESIGN PREVIEWS & NEW BRANDS

As well as taking the opportunity to launch new designs at HIX two brands chose the event to preview products which are not due to be released until 2022/2033. I was also thrilled to see a new brand launching into the commercial sector, Christian Watson.

1. Hansgrohe showcased Pulsify, a collection which is due to be released in the UK in 2023. Pulsify has a unique nozzle ring formation, each showerhead equipped with hansgrohe's innovative microfine PowderRain, Massage and IntenseRain spray modes, with the aim of delivering luxurious spa-like moments with water. Pulsify is also designed with low water consumption, thanks to its EcoSmart technology.



2. Sekers previewed their Trevira CS curtain weight fabric, Deco.

3. At the centre of their stand Sekers chose to preview their upcoming velvet upholstery fabric Verna which will be available in a plain as well with a printed design.



4 & 5. It was a pleasure to meet Christian Watson at HIX. The Christian Watson brand has hit the ground running with a succession of awards from the design and retail sector. Christian chose HIX to launch his brand into the commercial sector, displaying a wide selection of product types from seating to tables, shelving and a mirror, all with the designer's distinctive lightweight black signature style.

Christian originally trained in fine craftsmanship under the guidance of Marc Fish and it is his family background, as well as this training, which has informed his wish for each product to be an heirloom of the future. Creating products with increased longevity is just one way that Christian is addressing sustainability through his brand, he is also looking at a repair and replace service.

Christian's brand intends to service both the retail and the commercial sector and to enable this cross sector approach he has diligently had his pieces tested to meet contract specifications.

HIX SEMINAR PROGRAMME



Day 1
Meaningful Value: As we redesign our lives, many people are redefining their own 'meaningful value'.

The Importance of Design to F&B: Michael Ellis discusses his mission to elevate Jumeirah's restaurant operations.

WFHotel: The potential value of working in hotels.

All Together Now: We celebrate the wider role of hotel communion.

Day 2
Quietness With Attitude: Hotels and guests' journey towards an enlightened understanding of wellbeing.

Redefining materialism: Bethan Ryder in Conversation with Tom Dixon.

Truth, Trust and Loyalty: You want the truth? The truth is that this session isn't technically about hotel design.

To the Lighthouse: Erik Nissen Johansen turns the old Pater Noster Lighthouse into a boutique hotel experience.





Design Insider Editor Alys Bryan hosted a lunchtime conversation with Michael Ellis, former Global Director of the Michelin Guide, Chief Culinary Officer at Jumeirah Hotels and now President F&B at FEBC Group.

Michael shared his considerable experience with the HIX audience beginning by explaining that hoteliers need to define their guests' profile and deliver what their guests need. This includes a restaurant experience where an interior designer has created a unique dining environment with carefully specified furniture, lighting, music and line of site. These are all important elements which, when executed perfectly, allow for memories of a lifetime to be made.

'WHAT'S ON THE PLATE IS NOT THE PRIMARY FACTOR!'

Michael shared two key pieces of advice for hoteliers. He explained that they must not try and be all things to all people *'if you do, you'll fail.'* His second piece of advice was to perfect the basics, giving the example of a club sandwich *'it can't be ok, it must be the very best club sandwich you have ever eaten.'*

When asked how the restaurant sector is addressing their impact on global sustainability Michael highlighted that a move to plant based food was inevitable, alongside a move to local and seasonal produce.







REACHING CARBON ZERO

In order to limit global warming to 1.5C, at COP26 the UK Government have pledged to bring all greenhouse gas emissions to net zero by 2050.

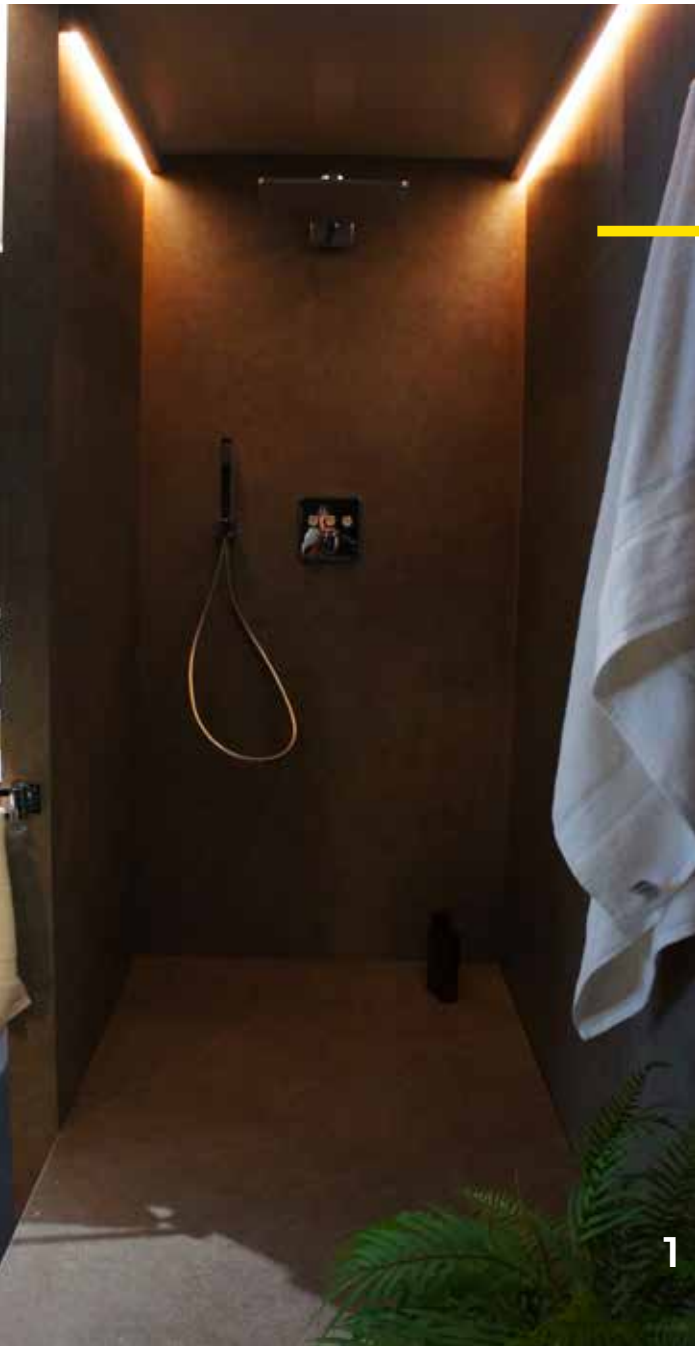
On the 17th November the BCFA ran their annual Sustainability Forum and received hugely positive feedback on how they are providing a platform for designers and manufacturers to better understand the challenge, and solutions, of meeting carbon zero by 2050.



Understandably sustainability was addressed by the majority of exhibitors, many taking this event as an opportunity to dominantly display their sustainable credentials on their stand. Edmund Bell did this wonderfully.

As well as displaying impressive statistics almost every brand was happy to speak with me in depth about how they are already making huge strides in addressing their businesses impact on the environment and how they intend to reach carbon zero. Ege Carpets is a prime example of a brand leading the way in sustainable manufacturing, implementing a strategy which includes cradle to cradle, carbon positive targets, mono material use, regenerated and regenerable yarn, and heat re-circulation.

'WE DON'T THINK IT'S ENOUGH TO JUST BE CO2 NEUTRAL. WE WANT TO BE CO2 POSITIVE BY 2030.'



BATHROOM CONCEPTS

Bathroom manufacturers brought several extremely interesting concepts to this event, perhaps more so than any other product type. The primary concept was wellbeing.

When we consider wellbeing we often focus on wellbeing in the workplace, but it is clear that bathroom designers are successfully addressing wellbeing in the hospitality sector.

'DESIGNING FOR WELLNESS HAS NEVER BEEN MORE IMPORTANT. DESIGNERS AND ARCHITECTS NEED TO WORK INCREASINGLY HARDER TO CREATE SPACES THAT CALM, REJUVENATE AND COCOON ITS USERS. WHETHER THROUGH APPLYING BIOPHILIC PRINCIPLES, USING CLEVER LIGHTING AND LAYOUTS, OR SIMPLY HARNESSING THE RESTORATIVE POWER OF WATER WHEN IT COMES TO BATHROOM PLANNING, GOOD DESIGN HAS THE POWER TO TRANSFORM THE GUEST EXPERIENCE.'

Jay Phillips, Managing Director at Hansgrohe UK

Bathroom manufacturers are also actively addressing sustainability through material selection and reduced water consumption.





1. Grohe 2. Roca 3. Hansgrohe

COLOUR TRENDS













Left column, top to bottom
Astro
Sanderson Design Group
Newmor Wallcoverings

Centre column, top to bottom
Sunbury
Tables Place Chairs
Skopos

Right column, top to bottom
Prestigious Textiles
Kobe
Chelsom

BLUSHING NEUTRALS







FEELING BLUE












DESIGN
INSIDER:
THE INSIDE TRACK ON COMMERCIAL INTERIORS






Stay on top of the commercial interiors sector.

Design insider brings you the latest knowledge, products, projects, news and events within the contract furnishing industry.

DESIGNINSIDERLIVE.COM



