PRESS DOSSIER

CEVISAMA  HABITAT  FIMMA MADERALIA

SEE YOU IN VALENCIA 2014

THE GREAT INTERNATIONAL EVENT OF INTERIOR DESIGN, ARCHITECTURE AND DECORATION

VALENCIA, SPAIN
11-14 FEB. 2014
PRESS CONTACTS

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Feria Hábitat Valencia

CEVISAMA
BALDOSAS CERÁMICAS, EQUIPAMIENTO DE BAÑO Y COCINA, PIEDRA NATURAL Y MUEBLES EXPOSITORES.
CERAMIC TILES, BATHROOM AND KITCHEN EQUIPMENT, NATURAL STONE AND DISPLAYS SYSTEMS & FIXTURES.
TEJAS Y LADRILLOS Y BLOQUES DE VIDRIO.
CERAMIC ROOFING TILES AND BRICKS, AND GLASS BLOCKS.
MATERIAS PRIMAS, FRITAS, ESMALTES Y COLORES CERÁMICOS.
RAW MATERIALS, FRITS, GLAZES AND CERAMIC COLORANTS.
MATERIALES Y UTILITY PARA SOLADOS Y ALCATADOS.
FLOOR AND WALL TILING MATERIALS, TOOLS AND EQUIPMENT.
MAQUINARIA.
MACHINERY.

FIMMA
MADERALIA
THE GREAT INTERNATIONAL EVENT FOR INTERIOR DESIGN, ARCHITECTURE AND DECORATION

‘See You in Valencia 2014’ is the event that will take place from the 11th to the 14th of February. A powerful offering of commercial exhibitions put together with a complete cultural and vanguard programme of events both at the fair ground and in the city of Valencia.

Within this wide range of offerings the joint celebration of the four leading design and architecture exhibitions in Spain is included: Cevisama (ceramic, bathrooms and natural stone), Feria Habitat Valencia (furniture, lighting, kitchens, and home textiles), Fimma (machinery for wood and furniture processing) and Maderalia (components for the furniture and wood industries).

**Four fairs with a common denominator**

This international event is directed and designed for professionals in the fields of ceramics, furniture, lighting, home textiles, machinery and components for the timber industry in general and especially for professionals involved in sectors of interior design, architecture, interior decoration and design. These specifiers, decorators, interior designers, architects, seeking global solutions in the world of decoration and interior design. They look for anything that adds value to the building, from the lining of a facade, to the windows, doors, wood, bathroom, kitchen, marble, tile, furniture, lighting, home textiles...

It is what is called contract market. In fact, over 25% of visitors to these fairs have that profile. These are mainly architects, interior designers and decorators who seek global solutions for your projects. Thus, the add of the four job fairs and enables a unique showcase dedicated to interior design, decorating, architecture and home: furniture, lighting, home textiles, ceramic tiles, marble, kitchen, bathroom, doors, windows, parquet, laminate flooring... In short, everything you need to design a comprehensive project of a living space.

Along with this, ‘See You in Valencia’, brings together a cutting-edge programme of activities, in which the city of Valencia has a prominent role. This programme includes exhibitions, tributes, showrooms, conferences, lectures, architectural tours of the city, gastronomy events and events in which some of the main Spanish cultural values are paired together: architecture, cuisine and art. All of these events will take place in embellished venues in the city of Valencia.

This international event is aimed at and thought of for professionals related to the interior design, architecture, and decoration industries and for all professionals in the ceramics, furniture, lighting, home textiles, machinery industries and components of the wood industry.

[www.nosvemosenvalencia.com](http://www.nosvemosenvalencia.com)

160,000 m² exhibition area

1,400 exhibitors firms

- 75% spanish
- 25% international

Aprox. 100,000 professionals visitors from 140 countries
<table>
<thead>
<tr>
<th>NAME</th>
<th>Cevisama</th>
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<tbody>
<tr>
<td>DATES</td>
<td>From the 11th to the 14th of February 2014</td>
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<tr>
<td>TIME</td>
<td>From 9am to 7pm</td>
</tr>
<tr>
<td>EDITION</td>
<td>32nd International Exhibition for Architectural Ceramics, Bathroom and Kitchen Equipment, Natural Stone, Raw Materials, Frits, Glazes and Colours, Machinery</td>
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<tr>
<td>CHARACTER</td>
<td>International / professional</td>
</tr>
<tr>
<td>PÚBLIC</td>
<td>Professional</td>
</tr>
<tr>
<td>LOCATION</td>
<td>Level 2 - Pavillons 1, 2, 3 and 4</td>
</tr>
<tr>
<td></td>
<td>Level 3 – Pavillons 1, 2, 3 and 4</td>
</tr>
<tr>
<td>EXHIBITING FIRMS</td>
<td>697</td>
</tr>
<tr>
<td></td>
<td>Nationals: 479</td>
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<tr>
<td></td>
<td>Internationals: 218</td>
</tr>
<tr>
<td>AREA</td>
<td>100.000 m²</td>
</tr>
<tr>
<td>ORIGIN</td>
<td>Germany, Argentina, Brazil, China, UAE, U.S., Egypt, Spain, Russian Federation, France, Hong Kong, India, Iran, Italy, Holland, Morocco, Poland, Portugal, the United Kingdom, Serbia, Switzerland, Thailand, Turkey and Ukraine</td>
</tr>
<tr>
<td>SECTORS</td>
<td>Ceramic tiles, Natural Stone, Bathroom Equipment, Frits, Glazes and Colours, frits y colours, Tiles and bricks, Blocks of glanzes, Row Material, Displays Sisitems &amp; Fixtures, Floor and Wall Tiling Materials, Tools and Equipment, Machinery: (every two years).</td>
</tr>
<tr>
<td>OTHER COINCIDING EVENTS</td>
<td>Feria Hábitat Valencia and Fimma Maderalia</td>
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CEVISAMA, MORE INTERNATIONAL

- The exhibition will feature nearly 700 firms, it will beat a new record in the presentation of new features and an expected growth in foreign visitors

Internationality, innovation, design and quality more than ever mark the Cevisama showcase. The International Exhibition for Architectural Ceramics, Bathroom and Kitchen Equipment, Natural Stone, Raw Materials, Glazes and Colours, Frits and Machinery celebrates its 32nd edition at Feria Valencia from the 11th to the 14th of February. An edition full of new features, most notably its celebration coincides with Habitat, Fimma and Maderalia exhibitions, with which it shares significant synergies and which it configures a unique architecture and interior design event.

Cevisama will have a total of 697 exhibiting companies, compared to 673 from the previous edition. Of these, 218 are foreign brands from over 40 countries, representing a new development in regards to the internationality of supply, since foreign firms now account for 31.2% of the showcase.

In this regard, notable increases in Italian companies this year have wanted to be part of Cevisama: A total of 78 firms, 30% more than in the previous edition. "Italian manufacturers come to Cevisama attracted mainly by the strong presence of buyers from markets such as Russia, North Africa or the Arab world, professionals who are faithful to our exhibition and whose assistance is getting larger every year," explains Carmen Alvarez, Cevisama director.

Regarding the distribution of supply, ceramic tiles, bathroom equipment and natural stone are located in Halls 1, 2 and 4 levels 2 and 3. In Hall 3, Level 2 we will find the whole range of tiles and bricks, materials and tools, as well as machinery. And in Hall 3 Level 3 raw materials, frits, glazes and ceramic colors will be present.

New features and trends
Cevisama bat this year a new record in terms of the presentation of new features. The exhibition will display more than 100,000 square meters recent sectoral developments, innovative products and trend-leading technology companies. In fact, the fair has received prior to the opening day a total of 275 outstanding new products submitted by the exhibitors, in the previous edition, there were about 200 -. Here too grows the foreign accent, because around 15% of the new features are received by foreign firms.

Cevisama 2014 will capture how the ceramics increasingly commit to spaces in the home, as well as the reached perfection in digital printing techniques, for creating personalized spaces, more faithful effects and high quality finishes. As for trends, many manufacturers are betting on the Nordic design with soft, natural colors and small reliefs, with finishes that imitate natural untreated varnishes. The vintage inspiration is another of the maxims, with the recreation of environments that take us to the nineteenth century through the reproduction of different types of wood and combining them with cementitious aesthetics.

All new features are collected in the dossier of Cevisama news, which is available via the website http://cevisama.feriavalencia.com/

Quality buyers
Cevisama awaits this edition, with the addition of the machinery sector, which adds to the showcase every other year, to overcome the more than 61,000 professionals that were received in the previous edition. Of these, over 12,300 were foreign buyers, which was an "excellent figure", according to the organization, which is also expected to be surpassed.
Cevisama has made a great effort in attracting international buyers of quality over the past year. For this edition, and within the “Cevisama Business Club” programme, the fair has invited 2,800 international buyers and prescribers; all qualified and have purchasing power, from the fixed markets for priority sector organizations.

These include traditional European markets such as Germany, France or the UK, but also Poland, Russia, the UAE, Israel, Lebanon, Colombia, Algeria, Morocco, Libya, India, Romania and Brazil, among others. In total, Cevisama has already confirmed the presence of professionals from more than 73 countries.

"The recruitment of international buyers has focused our best efforts, personal and financial, and we hope that the work has a reflection on the influx of foreign visitors during the fair," says Armando Ibáñez, President of Cevisama.

**Parallel Activities**

Along with all the commercial supply, the showcase completes another year with the extensive programme of activities that are integrated into Cevisama Lab. Exhibitions, competitions, awards and conferences to keep abreast of the latest in architecture and interior design.

In this framework it includes the Ceramic and Bathroom Design Awards, to which it adds to the second edition of the exhibition of urban furniture promoted by the Onda city council, the Trans / hitos show, the Alfa de Oro Awards, the Architecture and Design Forum; EXCO technical conferences organized by the Polytechnic University of Valencia, the Comprehensive Rehabilitation and Reform Ried Congress, and Proalso Installers Meetings, among other activities. They are all part of a new project this year - “See You in Valencia” - and can be found on the event website [http://www.nosvemosenvvalencia.com/](http://www.nosvemosenvvalencia.com/) and [http://cevisama.feriavalencia.com/](http://cevisama.feriavalencia.com/)
# DATASHEET
## FERIA HABITAT VALENCIA 2014

<table>
<thead>
<tr>
<th>NAME</th>
<th>Feria Hábitat Valencia</th>
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<tbody>
<tr>
<td>DATES</td>
<td>From the 11th to the 14th of February 2014</td>
</tr>
<tr>
<td>TIME</td>
<td>From 9am to 7pm</td>
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</tbody>
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| EDITION       | 50th International Furniture Trade Fair  
|               | 47th International Lighting Fixtures Trade Fair  
|               | 44th International Home Textiles Trade Fair  
|               | 12th NUDE, Young Talents in Design Trad Fair |
| CHARACTER     | International / professional |
| PÚBLIC        | Professional |
| LOCATION      | Level 3 - Pavilion 6 |
| EXHIBITING FIRMS | 225 |
| AREA          | 25,000 m² |
| ORIGIN        | Spain, Italy, Portugal, the Philippines, Costa Rica, Brazil, Denmark.. |
| SECTORS       | Furniture: Classic and high decoration, modern upholstered, design;  
|               | Lighting: classical, modern and avant-garde;  
|               | Fabrics: editors, decoration, upholstery, curtains, carpets and household textiles;  
|               | Decoration: decorations and accessories;  
|               | Kitchen: furniture and appliances;  
|               | Outdoor lighting, furnishings, landscaping and street furniture, kitchenware, household items, coatings for interior design and architecture;  
|               | nude young designers.. |
| OTHER COINCIDING EVENTS | Cevisama and Fimma Maderalia |
THE BEST SELECTION OF BRANDS FOR HABITAT AND CONTRACT

- Feria Habitat Valencia is renewed in its 50th anniversary with a selection of 225 companies and brands and contract orientation and internationalization

Internationalization, contract, trademark and commitment to the new business model of the industry. Under these assumptions, Feria Valencia will host from 11 to 14 next February reschedule Feria Habitat Valencia, the reference event habitat 'made in Spain' and evolving coinciding with the celebration of its 50th anniversary in 2014. The joint celebration with Fimma Maderialia Cevisama and involves appropriate framework for fair Habitat Valencia bet on a concept of integrated supply around the contract and a clear positioning towards internationalization and export. Also, Feria Habitat Valencia is positioned as a key business platform for the domestic market by offering professional habitat of small and large retailers not only the latest trends but the most established companies and brands in the market.

A select group of national and international brands
By itself, Feria Habitat Valencia will bring together over 225 of the best national and international brands on an exhibition area of 25,000 m2. Quote Quote facing 2014 with optimism based on the strength of your project and the reality of big brands, attracted by the project, have returned to Showcase Habitat. This is the case of firms like Hurtado, Canella, Ascension Latorre, Point, Seys Group or Guadarte, in addition to leading brands in their respective segments as Andreu World, Capdell, Vondom, Ziru, Actiu, Luzifer, Tecnis Nova, Lladró, Mariner, Contradicions, Collection Alexandra, Joenfa - Skyline, Amboan, Soher, Pico, Castro Ilexpa or Lightings, among many more. Also, the presence in the field kitchen as a world leading brand Cosentino - present in the supply of Habitat Valencia Fair or Italian design firms like Arredo 3 and Glare Milano, who will join others like Soveit or FIAM. In the field of Nordic design also include brands such as HAG or Varier.

One sector growing exporter and dump in the contract
All this is a boost to the new draft Feria Habitat and configuration of the fair as a select club of brands with a very active presence in the domestic market but with a marked export profile. Feria Habitat Valencia is, in this sense, chosen by the Spanish companies 'top' to strengthen its strategy of internationalization and export is giving such good results with a 14'3 % growth in sales in 2013 in the total platform of Spain, a figure that raises to 22'7 % in the case of Valencia. Proof of this is that, according to the latest report of the Spanish Observatory Furniture Market AIDIMA Technological Institute, 63 % of Spanish furniture manufacturers exported. In addition, the appointment of Valencia is being chosen by major Spanish brands operating in the segment of the contract, ( furniture and equipment for institutions). This market is becoming increasingly important in the internationalization strategy of the Spanish furniture manufacturers because, according to a study AIDIMA, 44 % of Spanish furniture exports are carried through the channel contract.

Specifiers looking for suppliers for projects in Iraq, Ghana and Brazil
Evidence, in this sense, the vocation of business around the contract of Feria Habitat Valencia is holding within the exhibition and with Cevisama and Fimma - Maderialia of 'Contract Business Area', a professional meeting based on meetings between exhibitors with an international group of prescribers contract with projects and looking for new suppliers.

Among prescribers to be in Valencia next week looking for suppliers include operators such as Mexican Jorge Arditti ( best architectural firm in Latin America in 2011), the German architect Jasmine Gühlich, study BKI- AIT 2013 award for best interior design - or the Portuguese architect Ricardo Galego, with high-level residential projects in Senegal, Ivory Coast, Angola, Ghana and Brazil. They have also confirmed their presence Ramón Isequilla, the Uruguayan Consortium Punta del Este, with holiday projects in the tourist area of the Southern Cone and Nuria Cleries, representing the Anglo-Iraqi study Intercon and seeking suppliers for projects in the Middle East.
and especially Iraq. This initiative have also added two Spanish studies reference. One will be GCAarq, in 2010 opened a permanent office in Shanghai to develop international projects in Asia. Its responsibility in China, Lluís Escarmís, will be that in Valencia. On the other hand, has also confirmed his attendance architect Xavier Martí, the Ferrater study, with projects in Turkey, Middle East, Brazil and Kazakhstan.

**Over 400 VIP buyers from 52 countries confirmed**

In addition, over 400 buyers have confirmed their presence next week at Feria Habitat Valencia in the program of personalized invitations that the event has made for the appointment of 2014. This is an exclusive listing for international professionals habitat prepared in accordance with the commercial interests of the exhibiting companies and whose members have a common denominator: professionals with high purchasing power and from key markets considered by exhibiting companies.

These buyers are from 52 key strategic markets considered by the exhibitors themselves. Of special note is the arrival of buyers markets that until recently were unknown in the housing sector and in recent years have taken a special role as sub-Saharan Africa, North Africa, Latin America, Eastern Europe, Middle East and Union European. They are looking for a habitat 'made in Spain' increasingly competitive compared to other European markets with a high component of design and contemporary.

**Fair trends**

Nordic air design, a more baroque than ever with natural essences classic, new coatings for the interior design and the wide range of lighting will be featured at Habitat in 2014. The positioning on the calendar in early February has caused exhibiting companies - many of them in the high end of their respective sectors, to choose the Valencia event to present their first fruits of the year. In total there will be over a hundred new collections, designs and innovations that will be displayed from next Tuesday until Friday, February 14th, which shows the differentiating impulse of Feria Habitat Valencia as a trends and developments event around a selection of brands for habitat and contract.
# DATASHEET
**FIMMA-MADERALIA 2014**

| NAME                      | FIMMA-International Machinery and Wood Tools Exhibition  
|                          | MADERALIA-International Wood-Furniture Sector Suppliers Exhibition  
| DATES                     | From the 11th to the 14th of February 2014  
| TIME                      | From 9am to 7pm  
| EDITION                   | 36th  
| CHARACTER                 | International / professional  
| PÚBLIC                    | Professional  
| LOCATION                  | Level 2 - Pavillons 6 and 6 (MADERALIA)  
|                           | Level 2 - Pavillons 6 and 8 (FIMMA)  
| EXHIBITING FIRMS          | 456  
| AREA                      | 35,000 m²  
| ORIGIN                    | Germany, Argentina, Austria, Belgium, Brazil, United States, France, Italy, Netherlands, Poland, Portugal, Sweden  
| SECTORS                   | **FIMMA**  
|                           | First and second processing machinery, laptops, tools, environmental protection energy, plants and facilities, engineering.  
|                           | **MADERALIA**  
|                           | Hardware and locksmith; woods, sheets, boards, and paper edges; carpentry, construction, chemicals and surface finishing, semi-finished products / auxiliary industry, new materials (resins, pvc, aluminum, steel, glass, acrylic). Software.  
| OTHER COINCIDING EVENTS   | Feria Hábitat Valencia and Cevisama  
|                           | Sponsored by Grupo Alvic  

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**FERIA VALENCIA**
SUPPLIER, MAIN HABITAT PARTNER, MAIN CHARACTER AT FIMMA-MADERALIA 2014

The Fimma (International Machinery and Wood Tools Exhibition) and Maderalia (International Wood-Furniture Sector Suppliers Exhibition) events open the doors to its 36th edition at Feria Valencia with suppliers as a piece within the habitat industry. And the commitment assumed by these professionals in the process of creating and designing new products is a guarantee of improvement and innovation for wood and furniture industry.

Thus, during the four days of the celebration (from the 11th to the 14th of February), the halls show the widest range of the auxiliary habitat industry with a total area of 35,000 square meters, and with the participation of 456 exhibitors.

A large business representation which meets this year in Halls 6, 6’ and 8 at Feria Valencia, and that covers all segments that make up an activity that seeks to provide solutions in process and product development for the sectors of furniture and wood.

Fimma and Maderalia provide the most professional and technical vision in both sectors, because it starts the product knowledge while raw material and in terms of installation. An offer that closes the circle and is complemented perfectly with proposals from Cevisama and Habitat Valencia, whose exhibitions are held in parallel for the first time.

Subdividing the offer
Furniture manufacturers, suppliers and specifiers, including architects and engineers, attend Fimma-Maderalia attracted by the offer of double samples. Fimma offers a comprehensive showcase of used primary and secondary processing, equipment and tools, plants and installations or portable machinery. While Maderalia turns on hardware and ironmongery, wood, veneer and wood panels, doors, windows or other products of the carpentry construction sector and chemicals, semi-finished, new materials and software products.

Internationalization as a priority
The Fimma-Maderalia path has been marked from its inception by the opening and finding markets for the wood industry and its suppliers. Two events with clear export orientation that, in this call, reinforce its international component in a time when Spain improved its competitiveness and returns to be at the forefront as a provider country.

With its sights set on the countries of Eastern Europe, North Africa and Latin America, the fairs have attracted the visit of 133 foreign companies in 2014.

Fimma-Maderalia to be shifted from a trade mission from Argentina and organized by ASORA (association of manufacturers of machinery and tools for the wood industry), a mission from Peru, which has been promoted thanks to the cooperation of the entity Tropical Forest, and a business venture from Brazil, vertebrate through employers of door manufacturers in Brazil (ABIMCI).

But the two rooms also visit companies from Morocco, Russia, Albania, Bulgaria, Mexico, Jordan, Colombia, Dominican Republic, Algeria, Egypt, Guatemala or Portugal, among others.

On the other hand and within the exhibition section, Fimma-Maderalia meets this year the supply of European firms (with representatives from Germany, Austria, Belgium, Portugal, France and Italy) and the Americas, with the participation of Argentina, Brazil and the USA.

The internationality of the samples is also underlined by holding B2B meetings, promoted by ARVET-Transformed Exporters Association, which bring this year’s exhibitors of Fimma-Maderalia together with foreign companies. The meetings also extend to the Cevisama and Habitat Valencia exhibitions, with a total of 277 registered participants and 28 countries.
**News**

Fimma resumed in 2014 the "+ Madera" concept, launched in the 2011 call, with the aim of putting in value the use of machinery for new materials that have been phased into the world of furniture and decor new machines and technologies that have the common denominator of flexibility, the ergonomic and lightweight design, and reducing production time and costs.

Meanwhile, news of exhibitors at Maderalia we find solutions for the home such as safe kitchen sockets, doors that hide inside a closet for storage, wood with high scratch resistance and a velvet feel, and new materials such as Kreeon®, composed of natural minerals and high-strength resins, Perennis, made from natural fibers and plastic, or Sibu Design, a versatile coating material made of rigid polystyrene plastic.

**“Innovation Tour”**

One of the main axes of the strategy for Fimma-Maderalia is their constant search for innovation and the desire to give outstanding proposals to intensive R & D in the global supply of samples. And all with a single goal: to optimize the time of the visitor.

In this sense, and with the help of the Technological Institute of Furniture, Wood, Packaging and Allied (Aidima) launches in 2014 the "Innovation Tour". The Aidima materials laboratory has been in charge of organizing this guide by the main stands where the most outstanding proposals for innovation in the area of materials, products, processes and machinery are exposed (11 to 14 February), with a clear application to the habitat sector.
Agenda of ‘See You in Valencia’ activities from the 11th to the 14th of February

The Event is in Valencia

- Exhibitions, conferences, circuit design and showrooms complement the joint celebration of Cevisama, Hábitat, Fimma and Maderalia next week at Feria Valencia.

- The IVAM, Muvim, the Sant Pius V Museum, La Rambleta, Las Naves and the Colón Museum will host various design related shows throughout the week.

Valencia, 4rd February 2014.- All set for ‘See You in Valencia 2014’. The initiative, which brings together the joint celebration of Cevisama, Hábitat, Fimma and Maderalia from the 11th to the 14th of February together with a complete cultural and art programme, has already set its agenda of activities.

Under ‘See You in Valencia’ a series of exhibitions, lectures, workshops, showrooms and design circuits are structured to be held over the next week both at Feria Valencia and, especially, the city of Valencia. In this sense, emblematic places such as the IVAM, Muvim, the Sant Pius V Museum, La Rambleta, Las Naves and the Colón Market will be activity stages where vanguard and tradition is paired, forming a unique event in the design stage of our country.

Design, architecture and interior design in Valencia

The ‘cap i casal’ hosts some of the most interesting exhibitions scheduled this week in design, architecture and interior design. This is the case of the ‘XL / XS. Designed by Architects’ show, which will open on the 12th of February at La Rambleta and it includes the contribution of the world of architecture to design involving works by Alvaro Siza, Alejandro Zaera, Piero Lissoni, Fabio Novembre and Toyo Ito.

Similarly, the Las Naves vanguard space will host the exhibition ‘Come Casa!’ in which the Interior Designers Association of the Valencian community experiments around the interior design from the experience of eating bread.

Meanwhile, the Valencian Institute of Modern Art (IVAM), which this year celebrates its 25th anniversary, hosts an exhibition that also commemorates a designated event, such as 50 years of Feria Habitat Valencia. It is about the ‘Legs’ exhibition, which brings the interpretation that a table leg makes design teachers such as Ron Arad, Ingo Mauer, Ettore Sottsass or Philippe Starck.

Related with the innovation in the sector, the Príncipe Felipe Science Museum is the scene of the anthology show ‘Furnishing habitat with nature’, whereby the Technological Institute of Furniture, Wood, Packaging and related, AIDIMA, discloses in a didactic way, the relevance of the field of wood and furniture and the process of modernization that has been made in recent years, as well as the importance of proper forest management.

Within the ‘See You in Valencia’ framework the fifth edition of the Valencia Design Week is also celebrated, organized by the Designers Association of the Valencian Community. Among their most important activities planned at the Sant Pius V Museum is the ‘From Valencia with Design’ exhibition, with the top 100 international designs that are 100% Valencian, as well as an exhibition about graphic design to be held in the Valencian Museum of Enlightenment and Modernity (Muvim). In addition, it has also structured a “Circuit Design” which will tour the shops, showrooms or the most fashionable ‘pop up stores’ in the city.
All this will be complemented by presentations that different Cevisama, Habitat, Fimma and Maderalia exhibitors will perform in unique venues in the city. This is the case of the ceramics firm Inalco and the Canella Furniture, which will exhibit a sample of its offerings at the Colón Market, while other exhibitors such as Capdell, Lladró, Olivari and Fulgor Milano also plan to organize various events in the city.

Ciutat Vella will also host events around design, such as the one organized in the Plaza del Correo Viejo by the ‘Connect’ initiative, which will convert an old and renovated building into a multi-exhibition space.

**Fair grounds: dialogues between trends**

The cultural agenda of ‘See You in Valencia’ is also dimensioned at the Feria Valencia fair grounds itself. Therefore, together with the showcase that forms the commercial offer of 1,400 brands present at the four exhibitions; they will develop various forums, initiatives and first class professional meetings.

One of the most significant initiatives is the holding of the second edition of the Comprehensive Building Rehabilitation Congress (Ried) that will meet in the Events Center of Feria Valencia with nearly 300 architects on the 11th and 12th of February.

Already at the fairgrounds, one of the most dynamic spaces will be Agora nude, located on Level 3 Hall 6 and it has scheduled a series of conferences with the participation of leading professionals in the world of fashion such as Enrique Loewe, textile specialist Pablo Diaz, the architect Ramón Esteve and the guru of Spanish design Juli Capella. In this space future habitat trends will also be presented by the Habitat Trends Observatory (OTH).

The Agora nude will be, also, the space where the Cevisama Lab Architecture and Design Forum will be held from the 12th to the 14th of February, which this year will feature presentations by the interior designer Susanna Cots, ASCER award winners architects Pol Femenías, Aitor Fuentes and Jordi Ayala and industrial designer Miguel Herranz.

Alongside these dialogue forums, the fairground also hosts landmark exhibition spaces, such as Trans / hitos, under the slogan ‘Reflections’ will show pieces and spaces that will reflect the excellent possibilities of applications and solutions that the ceramic material can offer in areas such as architecture, urban planning and interior design. It will feature especially the ceramic double-curved surface cover that will be floating three feet off the ground and that has been designed in collaboration with Harvard University. This space will host, among other activities, the awards ceremony of the International Cevisama Ceramic Design Competition and the Onda Ceramic Outdoor Furniture Exhibition.

Another unique area at the Feria Valencia exhibition grounds will be the nude Salon, authentic Spanish quarry design, where the 2014 edition will bring together 21 designers, design studios and schools in a single space designed by the creative Nadadora team.

Following the spirit of art, next to the nude Salon, Level 3 Pavilion 6, the expected ‘Bravos’ exhibition will be located, an exhibition that brings together the work of 21 Spanish designers with extensive international presence. It is the first time that this sample can be seen in Spain, having traveled through various American and Asian cities.

The schedule of activities at the fair will continue throughout the week with events such as the ‘Contract Business Area’ initiative, professional meetings between prescribers of the contract segment and exhibitors. The contract channel will be one of the major themes of the four exhibitions. Proof of this will be the celebration of the ‘Keys for design, equipment and hotel management’ Conference, organized by the Technological Hospitality Institute and Feria Valencia will analyze the latest innovations in architecture and design in the hospitality field.
Amazing, also, will be the **EXCO Technical Conference** organized by the Polytechnic University of Valencia, the fourth edition of the **Innova Ceramic Meetings** or the conference scheduled by the Spanish Society of Ceramics and Glass around innovation. This association will grant the first day of the long awaited exhibition by the ceramics sector **Alfa de Oro Awards**. Also agencies such as ICEX will repeat their *Café with experts* meetings, with practical tips in this case on how to access the German habitat market. Similarly, the Hyspalit association will hold their ‘Brick Day’ on February 12th, the same as Proalso who will also develop under the Cevisama framework their traditional *Meeting of Installers*.

You can see the update of the schedule with times, locations, etc ... online on [http://www.nosvemosenvalencia.com/calendario/](http://www.nosvemosenvalencia.com/calendario/)
**XL/XS EXHIBITION**

The Cambra del Espai Rambleta room in Valencia will host the ‘XL/xs Designed by architects’ exhibition from the 11th of February. It is a show organized by the College of Architects of Valencia and curated by Valencian architect and designer Ramón Esteve whose aim is to explore the relationship between the architect and the design world through different pieces and unique projects. The exhibition will open as part of the celebration at Feria Valencia from the 11th to the 14th of February of the Cevisama, Habitat and Fimma Maderalia, exhibitions where both architecture and design play an essential role. In this sense, ‘XL/xs Designed x architects’ will be part of the agenda of ‘See You in Valencia 2014’, the initiative that brings together the joint holding these exhibitions and events that are taking place in parallel.

The sample will collect a selection of products designed by Spanish architects and international professionals working with publishers and producers of our country. In addition, projects will also be exposed by students and young emerging professionals that create a special interest for its innovative potential, of all areas of the architect, from everyday objects, fashion products, construction, graphic design, lighting, etc.. A committee composed of professionals from various fields will be responsible for selecting the pieces. The committee will assess the designs created with attention, care, dedication, desire for progress and technological and non-technological innovation, and therefore those that are worthy of recognition.

[www.exposicionxlxs.com](http://www.exposicionxlxs.com)
PATAS
The Valencian Institute of Modern Art (IVAM) will host the exhibition ‘legs’ from the 11th to the 17th of February, within the programmed activity agenda for ‘See You in Valencia’, the event that will bring together the joint celebration of Cevisama, Habitat and Fimma – Maderalia at Feria Valencia as well as a complete agenda of events. The show, which will be located in Gallery 5 of the Sala Ignacio Pinazo, is organized by Feria Valencia and the National Association of Furniture Manufacturers and Exporters of Spain (Anieme) in collaboration with ICEX. This exhibition is the reissue of the sample of 20 years ago and was performed with great success within the International Furniture Fair of Valencia (FIM) and has recovered reason precisely of the 50th edition of Feria Habitat Valencia, heir of the historic furniture exhibition.

20 ‘top’ International design creatives
The exhibition includes the interpretation of a table leg made by twenty architects, industrial designers and creators of international reference. Their names will not leave anyone indifferent: Ron Arad, Ricardo Bofill, Michele de Lucchi, Jean Paul Gaultier, Giorgetto Giugiaro, Michael Graves, Ross Lovegrove, Josep Lluscá, Javier Mariscal, Ingo Maurer, Alessandro Mendini, Rafael Moneo, Daniel Nebot, Francesc Petit, Borek Sipek, Ettore Sottsass, Philippe Starck, Óscar Tusquets, Ushida & Findlay and Victorio & Lucchino.

www.ivam.es
The Designers Association of Valencia (ADCV) has announced the fifth edition of the 'Valencia Design Week (VDW)', a proposal which will be held from the 11th to the 14th of next February as part of 'See You in Valencia 2014'. Therefore, the 'Valencia Design Week' will be one of the main contents of 'See You in Valencia 2014'. About this event the Designers Association will pivot different samples, exhibitions and showrooms by which the various related design sector will be invited to join forces, get the design to the street and give visibility and a daily role that it really has.

‘From Valencia with design’ Sample
One of the highlights that will be part of the 2014 edition of the 'Valencia Design Week' is the ‘From Valencia with Design' exhibition, an ambitious proposal that brings together on the same stage a hundred design projects 100% Valencian, some of which are internationally awarded. The exhibition will run from the 11th of February at the Museu Sant Pius V of Valencia, one of the most emblematic areas of the city. There, along with works by masters such as Velázquez, Sorolla, El Greco and Tiziano, projects by designers such as Victor Carrasco, Ramón Esteve, Pepe Gimeno, Lavernia & Cienfuegos, Inma Bermúdez, Ximo Roca and Hector Serrano will be exhibited, among many others. All of these designers and Valencian design studies, belong to the ADCV and have developed a hundred projects and designs for foreign companies, thus vindicating the internationalization of Valencian design and quality as a major exporter of services to large international companies. Many of these projects have won prestigious international awards such as 'Best of Year', 'Red Dot Design Award', 'Interior Innovation Award' and 'Compasso d'Oro'.

Home graphic design and ‘Design Circuit’
The Valencian Museum of Illustration (Muvim) will be another of the scenarios in this edition of 'Valencia Design Week'. There will be held during the week from the 11th to the 14th of February, the exhibition ‘Eating, Drinking, Shopping, Spending’, which aims to demonstrate the quality of Valencian design in one of the areas of everyday life: shopping. This exhibition will bring together different examples of graphics applied to the everyday household product. Products that are perishable daily consumption such as for example, food, beverages, perfumery, toiletries and cleaning products.

Together with these two exhibitions, 'Valencia Design Week' has also organized a ‘Circuit Design through which a series of presentations, showrooms and ‘pop up’ events is scheduled on a city tour with design as the main character.

www.adcv.es
COME CASA!
Las Naves Exhibition Hall, a vanguard location located near the port of Valencia, will host a 'Come Home!' sample from February 6th, an innovative project that aims towards the viewer having an experience in interior design through the link between the concept of home and bread. The exhibition comes from the Interior Designers Association of Valencia (CDICV). The sample comes from the winning 'The habitable, inhabited and lived' project, through which the interior designers Carmen Baselga, Belen Moratalla and Mariola Marcet propose an innovative game between the concept of home and bread. The sample undergoes the idea of shelter and food representing both concepts and turns them into something that is part of our everyday life and essence. Through these synergies, 'Come Home!' exhibition is structured around five different rooms in which there will be only one thing in common: two loaves of bread, one halved and another whole, inviting the visitor to try the food. Their intention is that visitors can experience how it affects the environment when doing an everyday action such as eating bread.

www.comecasacomepan.com
BRAVOS
Valencia will be the first Spanish city in which the ‘Bravos’ exhibition takes place, an ambitious sample featuring the works of 21 Spanish designers with special emphasis on the cutting-edge habitat segment. This exhibition is curated by Juli Capella and will be integrated into the ‘See You in Valencia 2014’ schedule. ‘Bravos’, in this sense, will be one of the star exhibitions at ‘See You in Valencia’. This sample integrates the most significant works of 21 Spanish designers all born before 1960 in an innovative exhibition format, trained in Spain but with international connections either by having studied outside of Spain or having relations with the international design community. It is, in this sense, of a global generation, with marked ecological sensitivity pragmatically approaching the industry without leaving the symbolic design values.

From Patricia Urquiola to Nacho Carbonell
The exhibition includes very significant pieces by renowned authors such as Patricia Urquiola’s chair, Ramon Ubeda’s stool, Hector Serrano’s V lamp, Lagranja’s collection of bike racks, the Josephine Lamp by Jaime Hayon, the ottoman bowler by Culdesac of the well known Flod stool by Martin Azua. But there is also room to discover authentic ‘jewels’ such as the versatile Multipurpose Micro Object by El Ultimo Grito which forms part of the permanent MOMA collection in New York, the original Chapapote vase by Curro Claret, made with traces of oil, or the ‘skin’ proposal by the controversial creator Nacho Carbonell.

Complete with sample pieces such as the Moare lamp by Antoni Arola, the Emiliana Design ZigZag pot, the Tria lamp by Luis Eslava, the stool by Guillem Ferran, the gardener Drink by Joan Gaspar, the Martí Guixe Xarxa seating system, elements of kitchenware by Ernest Perera, the Wrinkie’s Beaty chair by Diego Ramos, the Diez+Diez cradle, the SoLine speaker by Mario Ruiz and the table lamp by Stone Designs.

‘Bravos’ is a show promoted by the Spanish Agency of International Cooperation for Development (AECID), which since 2010, has been exhibited with great success in various cities in America, Asia or Europe. The sample, in this sense, has been saturated in Bangkok, Chicago, Prague, Puerto Rico, Washington, Los Angeles, San Francisco, Geneva, and Frankfurt and since last August in Toronto.
II COMPREHENSIVE BUILDING REHABILITATION CONGRESS

Almost 400 architects, engineers, builders, construction professionals, specialists in different aspects of restoration and property developers will be gathering in Valencia next February for the second Total Building Restoration Congress (RIEd). This gathering is one of the leading symposia for the construction sector in Spain and is just one element of the programme of activities scheduled to take place as part of “See you in Valencia 2014.

The first Total Building Restoration Congress was held last April in Madrid, with 300 delegates attending. The sessions covered an array of issues relating to renovation from financial and technical considerations to infrastructure and facilities, using renewables to lighting and certification. There were also presentations of case studies of the refurbishment and renovation of public, private and residential buildings. Holding this symposium is part of the current drive to promote refurbishment and renovation as sustainable, productive alternatives in the construction industry. The present regulatory framework specifically encourages initiatives in this area following the implementation of Royal Decree 235/2013 published on 5th April, regarding the Energy Certification of Buildings and Law 8/2013 published on 26th June, regarding Urban Renovation, Regeneration and Renewal.

www.congresoried.com
ARCHITECTURE AND DESIGN FORUM
The new trends in architecture, interior decoration and design, and its relation to the ceramic industry in particular and the general habitat, will focus the content of a new edition of Architecture and Design Forum Cevisama Lab, Laboratory ideas Cevisama, This year marks the 11 to the 14 February at Feria Habitat Valencia in coincidence with, Fimma and Maderalia. Professionals, prescribers, manufacturers and students together in this series of lectures that will take place will be given during the days 12, 13 and 14 February in space nude Agora, located at Level 3 Pabellon 6 the Valencia exhibition center.

The Forum of Architecture and Design is structured around three major areas corresponding to each of the disciplines that address, namely, Design, Interior and Architecture. So, on the first date will be the next 12 th of February, on the day dedicated to interior. At 10:30 the Catalan interior Susanna SRA will open the lecture series with a talk on the role of ceramics and bathroom in the area of interior. Cots flags the current 'slow design' that seeks a balance between humans and the design space in order to blunt, visual comfort and clarity. His work has been recognized through international awards such as Tops Idea 2013 in China for the residential project 'cross Expression' in Barcelona.

Roundtable with ASCER Awards winners
PREMIO ARQUITECTURA - ARQUITECTURA GThe winners of the edition 2013 ASCER Awards will be the protagonists of the second day of the Forum of Architecture and Design. On Thursday 13 February from 12’00-hour panel discussion entitled 'Architecture Ceramics' and which will involve the architect Pol Femenías, first prize winner of the prestigious awards in the architecture category for his project 'Reshaping the Riera de la Salut'. In addition, also participate Aitor Fuentes and Jordi Ayala, from the Architecture-G study, that won in the category of Interior by the project 'Casa Luz. Single-family house in Cilleros'. The panel will be moderated by the director of the Department of Ceramics at the Polytechnic University of Valencia, Eduardo de Miguel.

MIGUEL HERRANZ
Already on Friday 14 th of February, last day of the contest, she will address the industrial designer Miguel Herranz, industrial designer from 1994 and has worked for various sectors such as ceramics, bath, furniture, lighting or automotive. His presentation in the Forum, which will begin at 12:00 pm, will be dedicated to the 'no method', their work process.
SALON NUDE

The jury made up of Miguel Sanchez, CDICV Dean, College of Decorators and Interior Designers Valencia, Luis Calabuig from ODOS Design; Alberto Ales, Product Manager at Expormim company; Javier Abio, NEO2 editor, journalist and curator, and the architect Ramón Esteve have selected the projects that make up the 12th nude edition, the new design salon.

The jury has highlighted “the great potential of the young designers and the professionalism of the proposals presented, especially in the studies that are entering into the salon again, proposals that are mixed with young and fresh ideas that designers and architects have involved for the first time.” Also, the jury has noticed the increase in Latin American studies that are taking part, which is reason to say that the salon is international.

[www.nudegeneration.com](http://www.nudegeneration.com)
TRANS/HITOS

‘Reflections’ has been the chosen theme for the 2014 edition of the Trans/hitos Sample, in an attempt to show the thousands of visitors the pieces and spaces of the CEVISAMA exhibition that will reflect the excellent uses and solution possibilities that the ceramic material can offer in areas such as architecture, urban planning and interior design. The main novelty of this edition comes from Harvard University, collaborating with ASCER, and it consists of a ceramic cover with a double-curved surface that will float 3 meters off the ground, allowing the public to be able to see it from different viewpoints. The project will be designed by a Harvard team of architects led by engineer and architect Martin Bechtold. These TRANS/HITOS 2014 ‘Reflections’ also refer to the most innovative technologies that are implanted and progressing in the Spanish tile industry, for example, decorative technology applications using digital or inkjet printing, that are making interesting metallic effects, plus other techniques that are positioning the sector as one of the most innovative and creative worldwide.
HABITAT FURNISHING HAND IN HAND WITH NATURE

The exhibition "Furnishing habitat, hand in hand with nature", located in the Science Museum Príncipe Felipe of Valencia, offers a global vision of sustainable forest and goods that humans produce raw materials reporting. The sample projects the technology and innovation that the forest industry, wood and furniture, used in their production, and presents an image of an industrialized, modern and future sector as highlighted in the preservation of the environment character that bet to R & D, design and innovation, and is prepared to meet the challenges posed by new lifestyles and consumer needs.

The Technological Institute of Furniture, Wood, Packaging and Allied AIDIMA, and the Business Federation of Wood and Furniture from Valencia, FEVAMA have organized this exhibition of 900 square feet to spread a modern industrial reality that encourages and promotes sustainable forest development. We recommend a visit to this exhibition for its didactic nature of the forest sector and its derivatives has been and is the basis of human growth in many aspects from the origins of man.

More information: www.amueblandoelhabitat.es
Contact: Communication AIDIMA - press@aidima.es – 607645231
## COMPLETE SCHEDULE OF ACTIVITIES
### FERIA VALENCIA / ALL DAYS (11–14 FEB.)

<table>
<thead>
<tr>
<th>Event</th>
<th>Description</th>
<th>Venue</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trans / Hitos</td>
<td>Architecture and interior design show related to the world of ceramics</td>
<td>Central Hall</td>
<td>11–14 February</td>
</tr>
<tr>
<td>Salón nude</td>
<td>A platform for young talents in design. In this edition other sectors such as ceramic design, the bathroom and the items used in the auxiliary habitat industry are incorporated.</td>
<td>Level 3 Pabellón 6</td>
<td>11–14 February</td>
</tr>
<tr>
<td>Bravos’ Exhibition</td>
<td>Curated by Juli Capella, it is a show where work from 21 Spanish designers with a wide international projection meets. It is the first time that this show can be seen in Spain, after having travelled to various American and Asian cities.</td>
<td>Level 3 Pabellón 6</td>
<td>11–14 February</td>
</tr>
<tr>
<td>Proalso Installers Meeting</td>
<td>Visitors will be able to see a selection of the most innovative and representative materials and ceramic placement systems of current market trends and that require high qualification and specialization for proper installation.</td>
<td>L2 Pab 3 Stand D6</td>
<td>11–14 February</td>
</tr>
<tr>
<td>IV Innova Ceramic Meetings</td>
<td>An international networking event aimed to connect companies and organizations from the habitat, construction, architecture and ceramics sectors.</td>
<td>N2P3 Stand E27</td>
<td>11-14 February</td>
</tr>
<tr>
<td>ADCV</td>
<td>Exhibition 'Design in Common'. Design as a meeting point for different companies and sectors. Participating companies like Faus.</td>
<td>L3 P6 Stands: J150 - J152 - I151 - I153</td>
<td>11-14 February</td>
</tr>
<tr>
<td>EXCO Conferences</td>
<td>Technical conferences organized by UPV students.</td>
<td>Convention &amp; Exhibition Center Feria Valencia Auditorio 1A</td>
<td>11–14 February</td>
</tr>
</tbody>
</table>

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**Tuesday February 11, 2014**
10:30 Inauguration of exhibition technology and scientific research in building | event center | 1st hall auditorium

**Wednesday February 12, 2014**
10:30 Conference | Event Center | auditorium on the 1st Perea Brown enrique | dr architect | University of Alcalá
12:00 workshops | event center | various spaces tfg exhibitions | event center | conference 2h
<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:30</td>
<td>Event Center</td>
<td>auditorium on the 1st</td>
</tr>
<tr>
<td>Thursday</td>
<td>February 13, 2014</td>
<td>16:00</td>
</tr>
<tr>
<td>Friday</td>
<td>February 14, 2014</td>
<td>16:00</td>
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</tbody>
</table>

FERIA VALENCIA / 11 FEB

**II Comprehensive Building Rehabilitation Congress**

Aimed at professionals, managers and technicians that take part in rehabilitation processes and at developers and owners.

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:30 h</td>
<td>Convention &amp; Exhibition</td>
<td>Opening</td>
</tr>
<tr>
<td>10:00 - 10:30</td>
<td>Event Center</td>
<td>Keynote address. Angela de la Cruz, Deputy Director General of Planning, Ministry of Public Works</td>
</tr>
<tr>
<td>10:30 - 11:00</td>
<td>Event Center</td>
<td>The housing strategy in Valencia: rehabilitation. Vicente Dómine, Director-General of Public Works, Housing and Urban Projects</td>
</tr>
<tr>
<td>11:00 h</td>
<td>Convention &amp; Exhibition</td>
<td>Coffee</td>
</tr>
<tr>
<td>11:30 - 14:00</td>
<td>Event Center</td>
<td>Presentations</td>
</tr>
</tbody>
</table>

- New regulatory framework. Baxiroca
- Methodology for analyzing energy consumption, proposal and evaluation of cost-saving measures for the rehabilitation of large commercial buildings. ABF Engineering / Maintenance Rochina
- Hotels near zero consumption / Nezeh "Nearly Zero Energy Hotels". CREATE / UNWTO
- Project Runs - Platform for energy efficient rehabilitation of urban districts. FERROVIAL AGROMÂN, Ferconsa, SLA, CIEMAT, 3lemon, CI3
- Optimization of energy envelope rehabilitation | sirein + project | KÖMMERLING
- Drain Unit: Self Draining System Drain -Back with power pack. ORKLI
- Improvements in rehabilitation using the new generation of variable refrigerant flow. DAIKIN
- The window as a new appliance. SOMFY
14:00 - 15:30 pm Lunch


16:00 - 17:00 Presentations

- Efficient Lighting for building rehabilitation. PHILIPS
- All distributors of heating costs the same?. ISTA
- Efficient HVAC Comfort hotels. CIAT
- The energy audit as a tool for rehabilitation. CEIS
- 17:00 - 18:00 Case Studies
- Recovery of functionality, market value and efficiency through private development of comprehensive rehabilitation of an office building in the street Apolonio Morales, # 29, Madrid. Eneres
- Experiences in Energy Rehabilitation Coteterm Ari Vena Burgos river system. PAREX
- Zero Energy Rehabilitation of rural tourism establishment. CAN Gramunt

18:00 - 19:30 Roundtable: Energy Certification. Moderator: Rafael Vazquez. Atecy

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
<th>Event Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 February</td>
<td>10'00 h.</td>
<td>Agora nude</td>
<td>Architect Conference</td>
<td>Jorge Arditti</td>
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<tr>
<td></td>
<td>11'00 h.</td>
<td>Official Aperture</td>
<td>Official Aperture Cevisama + Feria Hábitat Valencia + Fimma Maderialia</td>
<td>Central Hall</td>
</tr>
<tr>
<td></td>
<td>11'30 h.</td>
<td>Agora nude</td>
<td>'Crafts and Design. New creativity borders'. Enrique Loewe and Juan Carlos Santos</td>
<td>Level 3 Pavilion 6</td>
</tr>
<tr>
<td></td>
<td>13'00 h.</td>
<td>Actiu &amp; Cosentino</td>
<td>Press Cocktail new products Actiu with Cosentino</td>
<td>L3P6 Stand G147</td>
</tr>
<tr>
<td></td>
<td>13'00 h.</td>
<td>Agora nude</td>
<td>'New textile technologies'. Pablo Diaz</td>
<td>Level 3 Pavilion 6</td>
</tr>
<tr>
<td>Networking:</td>
<td>15'30 – 18'00 h.</td>
<td>Contract Bussines Area</td>
<td>A programme that includes various talks and roundtables about the opportunities that the Spanish contract business industry offers.</td>
<td>Sala Ausíàs March</td>
</tr>
<tr>
<td>Date</td>
<td>Time</td>
<td>Location</td>
<td>Event Description</td>
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<tr>
<td>11 February</td>
<td>16:00 h.</td>
<td>Agora nude</td>
<td>A talk about the &quot;Bravos&quot; exhibition. Juli Capella</td>
<td></td>
</tr>
<tr>
<td>11 February</td>
<td>17:30 h.</td>
<td>Agora nude</td>
<td>nude Awards delivery</td>
<td></td>
</tr>
<tr>
<td>11 February</td>
<td>18:00 h.</td>
<td>Alfa de Oro</td>
<td>The prestigious awards Alfa Gold Spanish Society of Ceramics and Glass distinguish those Spanish speakers to products, processes, machinery and equipment for its technological innovation and / or artistic, functionality and usability. Sala Joaquin Rodrigo</td>
<td></td>
</tr>
<tr>
<td>11 February</td>
<td>20:00 h.</td>
<td>Museum Sant Pius V</td>
<td>International Press Cocktail (With Invitation)</td>
<td></td>
</tr>
</tbody>
</table>

**FERIA VALENCIA / 12 FEB**

| II Comprehensive Building Rehabilitation Congress | Convention & Exhibition Center Feria Valencia | 11 y 12 February |

**February 12**

09:30 h - 10:00 h Keynote address urban regeneration. Performing comprehensive urban improvement: Ciutat Vella + RIVA Russafa. Cesar Jimenez. Directorate-General for Public Works, Housing and Urban Projects

10:00 - 11:20 h Case Studies

- Thermo Foundation in diaphragm walls. Mercat Sant Antoni. SACYRINDUSTRIAL / UPONOR
- Rehabilitation and extension Endesa new Barcelona headquarters. ALOTARK ARCHITECTS & CONSULTANTS
- Technological alternatives for the same purpose: energy rehabilitation of a building. VAILLANT
- Rehabilitation and extension of the former shipyard in the autonomous port of Valencia. ARCHITECT STUDIO 13 S

11:20 h - 11:50 h Coffee

11:50 h - 12:50 h Case Studies

- La Casa Amatller: between "Apoteosi of Decorative Arts" and sustainable renovation of its facilities. WEDDING AND Montesinos DOSBES SLP and SLP
- Promotion of energy efficiency a primary care through its executive reengineering project. COFELY
- Rehabilitation of HVAC system in the home for the elderly Carlet. MITSUBISHI ELECTRIC / Valnu ENGINEERING SERVICES

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>09'55 - 10'00</td>
<td>Presentation of the day</td>
</tr>
<tr>
<td>10'00 - 10'20</td>
<td>Design hotels: from the plane to first check-out</td>
</tr>
<tr>
<td>10'25 - 10'40</td>
<td>Design in bathroom spaces Nathalie Naval - Roca Gallery Manager at Roca Sanitaryware</td>
</tr>
<tr>
<td>10'45 - 11'00</td>
<td>Innovation in materials quartz and marble. Javier Arzac – Hospitality Consultant at Cosentino Group</td>
</tr>
<tr>
<td>11'00 - 11'20</td>
<td>Coffee Break</td>
</tr>
<tr>
<td>11'25 - 11'45</td>
<td>Solutions and projects for the sustainable habitat. Alberto Coloma – Manager Saint Habitat Project Gobain</td>
</tr>
<tr>
<td>11'50 - 12'05</td>
<td>Case of successful hotel: The rehabilitation of the Meliá Valencia Javier Sánchez Egido - General Manager Meliá Valencia</td>
</tr>
<tr>
<td>12'05 - 12'35</td>
<td>Lecture on architecture</td>
</tr>
</tbody>
</table>

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**"Keys for design, equipment and hotel management" Conference**

A conference organized by the Technological Hospitality Institute (ITH), which is developed within the Cevisama framework. Its aim is to promote the use of materials from the design, management and sustainability approach.

**Sala Ausiàs March**

12 February

09'55 a 13'55 horas
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 February</td>
<td>11'30 a 13'30 h.</td>
<td>Brick Day Hyspalit Association</td>
<td>Sala Ausiàs March 1 and 2</td>
</tr>
<tr>
<td>12 February</td>
<td>12'00 h.</td>
<td>Agora nude Miguel Sánchez. CDICV.</td>
<td>Level 3 Pavilion 6</td>
</tr>
<tr>
<td>12 February</td>
<td>12h-14h</td>
<td>PEFC Spain Conferences. “Risks in the timber trade. Certification PEFC”</td>
<td>Valencia Room. Sala Joaquin Rodrigo</td>
</tr>
<tr>
<td>12 February</td>
<td>12-14 h.</td>
<td>Session SECV ‘The Spanish Ceramics and Glass Society: an innovation partnership framework’ Conference.</td>
<td></td>
</tr>
<tr>
<td>12 February</td>
<td>12'30 h.</td>
<td>Agora nude Habitat Trends Observatory / Design and Interior Design Trends 13/15</td>
<td>Level 3 Pavilion 6</td>
</tr>
<tr>
<td>12 February</td>
<td>13'00 h.</td>
<td>Point Press Cocktail New Collections.</td>
<td>L3P6 Stand H145</td>
</tr>
<tr>
<td>12 February</td>
<td>13'00 h.</td>
<td>Pamesa Cerámica Visit Teal football Villarreal CF</td>
<td>L2P1 Stand B42</td>
</tr>
<tr>
<td>12 February</td>
<td>13'00 h.</td>
<td>SC Herrajes Cocktail Presentation New General Catalogue</td>
<td>L2P6 Stand E125</td>
</tr>
<tr>
<td>12 February</td>
<td>16'00 pm</td>
<td>Ayuntamiento Cuenca-Maderas S.A. Conference</td>
<td>Valencia Room.</td>
</tr>
<tr>
<td>12 February</td>
<td>17'00 h.</td>
<td>Agora nude Habitat Trends Observatory / Wake Up! Workshop: Create a panel of Trends</td>
<td>Level 3 Pavilion 6</td>
</tr>
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</table>
### FERIA VALENCIA / 13 FEB

<table>
<thead>
<tr>
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<th>Event Description</th>
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</thead>
<tbody>
<tr>
<td>13 February</td>
<td>9h45-12h</td>
<td>Aidima</td>
<td>Conference “The Research applied to the industry. Innovative Materials”</td>
</tr>
<tr>
<td>13 February</td>
<td>10‘00 h.</td>
<td>ICEX Central Hall</td>
<td>Sales representation as a path to market German Habitat: Tips practical for the exporter. Antonio Martínez Cestero, Chief Department ICEX Hábitat Düsseldorf</td>
</tr>
<tr>
<td>13 February</td>
<td>10‘30 h.</td>
<td>Agora nude Level 3 Pavilion 6</td>
<td>Conference ‘Renew hospitality’. Rubén Muedra (arq.) and Maria Jesús Cabecera (Heineken Spain)</td>
</tr>
<tr>
<td>13 February</td>
<td>12‘00 h.</td>
<td>Architecture and Design Forum Level 3 Pavilion 6</td>
<td>ASCER Roundtable Award Winners: Pol Femenías (architecture) + Aitor Fuentes and Jordi Ayala (interior design). Moderates Eduardo de Miguel, director of the Ceramics professorship at UPV.</td>
</tr>
<tr>
<td>13 February</td>
<td>12 h.</td>
<td>Cerámicas Gala Stand B24, L2P2</td>
<td>Showcooking / Ricard Camarena</td>
</tr>
<tr>
<td>13 February</td>
<td>12h-13</td>
<td>Confemadera Valencia Room</td>
<td>Presentation guides Building with Wood about unions and wood structures for covers.</td>
</tr>
<tr>
<td>13 February</td>
<td>13‘00 h.</td>
<td>II Street Ceramic Furniture Contest of Onda City Central Hall AreaTrans / Hitos</td>
<td>The winning works contribute to the innovation in the sector and point to novel uses and designs of ceramic material in street furniture.</td>
</tr>
<tr>
<td>13 February</td>
<td>13‘15 h.</td>
<td>International Ceramic Design Contest Central Hall AreaTrans / Hitos</td>
<td>A stimulus for student creativity of design, fine arts, architecture and engineering from any country. Cevisama Initiative. Cevisama Lab Design Award.</td>
</tr>
<tr>
<td>13 February</td>
<td>16‘00 h.</td>
<td>Agora nude Level 3 Pavilion 6</td>
<td>Architecture and design. XL/xs talk. Ramón Esteve</td>
</tr>
</tbody>
</table>

### FERIA VALENCIA / 14 FEB

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Venue/Location</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>14 February</td>
<td>10‘30 h.</td>
<td>Agora nude Level 3 Pavilion 6</td>
<td>Conference ADCV</td>
</tr>
<tr>
<td>14 February</td>
<td>12‘00 h.</td>
<td>Architecture and Design Forum Level 3 Pavilion 6</td>
<td>Miguel Herranz (industrial designer) Non methodology</td>
</tr>
</tbody>
</table>
## VALENCIA CITY EVENTS

<table>
<thead>
<tr>
<th>Event</th>
<th>Description</th>
<th>Location</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Come Casa!</strong></td>
<td>An innovative Project that proposes an interior design experience to the viewer through the link of home and bread. Organized by the Interior Design Institute Valencia and Las Naves. Centre of Contemporary Creation.</td>
<td>Las Naves (C/Juan Verdeguer, 20)</td>
<td>From 6 February to 23 April 9am-22h</td>
</tr>
<tr>
<td><strong>Jornadas de Interiorismo</strong></td>
<td>Mesa redonda &quot;Los retos del diseño en el siglo XXI&quot;, dentro de las Jornadas de Interiorismo que organiza el centro de estudios superiores y de grado Barreira Arte y Diseño. La mesa redonda tendrá lugar a las 19:30 h. Participarán en la mesa Alberto Brogliato, Stefano Fragapane, Pepe Cabrera y Nacho Cabrera. Seguidamente se inaugurará la exposición &quot;Una Panton&quot;, un proyecto coordinado por Pepe Cabrera y Nacho Cabrera. El evento se organiza con la colaboración de Pepe Cabrera, Covo, Plust Collection, Ábc Concept y Alauna Arquitectos.</td>
<td>Barreira Arte + Diseño. Centro Oficial de Estudios Superiores y de Grado Arte+Diseño</td>
<td>11 Feb 19'30 horas</td>
</tr>
<tr>
<td><strong>'Legs' Exhibition</strong></td>
<td>A reissue of the exhibition curated by Juli Capella and Quim Larrea. An interpretation of furniture legs lead by creators such as Ron Arad, Ricardo Bofill, Michele de Luchi, Jean Paul Gaultier, Ross Lovegrove, Josep Llusca, Javier Mariscal, Ingo Maurer, Rafael Moneo, Daniel Nebot, Ettore Sottass, Philippe Starck, Oscar Tusquets, Victorio &amp; Lucchino and Borek Sipek. Organized by Feria Valencia and ANIEME in collaboration with ICEX.</td>
<td>IVAM (Calle de Guillem de Castro, 118) Galería 5 Sala Ignacio Pinazo</td>
<td>11 – 17 Feb 10-19h Inauguración 13 Feb. 20’00 h.</td>
</tr>
<tr>
<td><strong>XL/XS. Designed by architects</strong></td>
<td>A show curated by Ramón Esteve. It brings design products made by architects. It serves as a link between the group of architects and the design world as well as to vindicate its role. Organized by the Territorial Architect Institute of Valencia. Exhibiting companies such as: Inclass, Made Design, Mobles Nacher, Singular Pets and Vondom take part.</td>
<td>Sala Cambra del Espai La Rambleta (Bulevar Sur, esq. Pio IX)</td>
<td>Inauguración 12 Feb (20’00 h,) Open 10’00 – 14’00 y 16’30 – 20’00</td>
</tr>
<tr>
<td><strong>Valencia Disseny Week (VDW)</strong></td>
<td>Organized by the Association of Designers, with the support of Feria Valencia.</td>
<td></td>
<td>11 – 14 Feb</td>
</tr>
</tbody>
</table>
Exhibitions, conferences, talks, showrooms, presentations, opening, workshops, etc... in relation to design, society and the business world.

- ‘From Valencia with Design’ Exhibition. 100 projects from 100% Valencian design
  Inauguration 13/2 19:30h.

- ‘I buy it: Graphics applied to consumer products’ Exhibition
  Inauguration 11 febrero 19’30 h.

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<thead>
<tr>
<th>Event</th>
<th>Venue</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>‘From Valencia with Design’</td>
<td>Sant Pius V (C/ San Pío V, 9)</td>
<td>Inauguration 13/2 19:30h.</td>
</tr>
<tr>
<td></td>
<td>MUVIM (Quevedo, 10)</td>
<td>Inauguration 11 febrero 19’30 h.</td>
</tr>
<tr>
<td>‘I buy it: Graphics applied to consumer</td>
<td>Martes a domingo 10 – 19'00</td>
<td>Tuesday to Saturday 10-14'00 h. 16 – 20'00 h.</td>
</tr>
<tr>
<td>products’ Exhibition</td>
<td>h.</td>
<td></td>
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| Principe Felipe Science Museum           | Exhibition “Furnishing habitat, hand in hand with nature’. Technology and innovation projects that the forest industry, wood and furniture, used in their production. The Technological Institute of Furniture, Wood, Packaging and Allied AIMIDA, and the Business Federation of Wood and Furniture Valencia, FEVAMA, organized this exhibition of 900 m2. | City of Arts and Science | 11-14 February | 10:00 a 18:00 h.(M-TH) | 10:00 a 19:00 h.(F-S) |
| Mercat de Disseny                        | Mercat de Disseny Translate Market Tapinería a center of interest of Valencian design sector | Mercat de Tapineria | C/ Tapineria 15-17 Pl. Guillem del Rey | 11 – 14 February |

11/02
- From 18.00 to 19.30: Calligraphy Workshop with VOLT study
- From 19.30 to 21.30 les h.

- Roundtable: Professional Bodies and Associations. Roundtable that will reflect on the current state of the Colleges and Associations related to the design sector in the Valencian Community, projects and joint efforts, needs and promoting benefits for those involved in this sector professionals. (ADCV, CDICV, APIV, The Juicer, Alicante Designers Association, ACREA).
- Debate: Treatment of design in the media. Participants (confirmed) Mary Thomas (Postscript, Levante-EMV), Salva Torres (Arts, El Mundo and Makma), Eugenio Viñas (Valencia Square), Thomas Gorria (DissenyCV). Chair: Carles Gàmez

12/02
- From 18.00 to 19.30: Digital Photography Workshop with Hector Rubio designers.
- From 19.30 to 21.30 les h.

- Roundtable: Study design in Valencia. Roundtable on the current state of design education in Valencia will be analyzed. (EASD, ESAT, Barreira, BB.AA, ETSID, UPV, Universidad Cardenal
Herrera- CEU San Pablo
- Debate: Design in Valencia and relationship with public institutions. Participants (tbc): Xavi Calvo (designer), Modesto Granados (designer), MacDiego (designer) Moderator: Paco Ballester (DissenyCV).

13/02
- 18.00 - 19.30 Workshop letterpress superfast (Lola Espinosa)

14/02
- From 18.00 to 19.30: Illustration Workshop by Maria Herreros
- From 19.30 to 21.30 les h.
- Pechakucha studies projects, professionals and companies of the Valencian design sector.
- End of party.

| Conecta – Correo Viejo | Talks and activities that connect design, art and architecture with the beauty of the Ciutat Vella of Valencia. Check the schedule on nosvemosenvacula.com | Edificio Correo Viejo (Plaza del Correo Viejo 3, 7) Valencia | 13 – 14 February (19-22 h.) |

13/02 Thursday
Doors open 7:00 p.m.
7:30 p.m. Presentation event CORREOVIEJO
Workshops with EMPAPERART 8:00 p.m.
10:00 p.m. Opening for private sponsors and event partners

14/02 Friday
Doors open 7:00 p.m.
7:30 p.m. Micro talks CONNECTIONS – Roundtable with Víctor and Ana Gea Palau Graffica, Mr. Simon designers, Jordi MARRIED, philosopher and CORREOVIEJO coach, architects.
21:00 Music and beer TURIA
10:00 p.m. Closing gates and until next time!
**SHOWBOOM EXPOSITORS VALENCIA CITY**

<table>
<thead>
<tr>
<th><strong>Olivari</strong></th>
<th>“Author handles” is an exhibition where works by this company’s designers meet.</th>
<th>C/ Félix Pizcueta, 6 Valencia</th>
<th>10 – 15 February</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fulgor Milano</strong></td>
<td>High level household appliances exhibition, an innovation in the kitchen World.</td>
<td>C/ José Aguilar, 15 bajo</td>
<td>11-14 February (10-21’00)</td>
</tr>
<tr>
<td><strong>INALCO</strong></td>
<td><strong>ConMuevete con Inalco</strong>&lt;br&gt;ConMuévete with Inalco. A surprising presentation of the company products.</td>
<td>Mercado de Colón</td>
<td>11 – 13 February 10-21 hours</td>
</tr>
<tr>
<td><strong>Muebles Canella</strong></td>
<td>The company makes an environmental recreation with their new furniture line called Audere.</td>
<td>Mercado de Colón</td>
<td>11-13 February <em>Cocktail</em>&lt;br&gt;12 February (20’00 h.)</td>
</tr>
<tr>
<td><strong>Krion Porcelanosa</strong></td>
<td>Catering + talks new material Krion. LIMITED CAPACITY and under prior registration at <a href="mailto:info@krion.es">info@krion.es</a></td>
<td>Restaurante Miss Sushi</td>
<td>12 February (20 h.)</td>
</tr>
<tr>
<td><strong>Vondom</strong></td>
<td>Vondom Enjoy Design&lt;br&gt;Only invitation</td>
<td>La Rambleta Expo XL/XS</td>
<td>12 February (21’30 h.)</td>
</tr>
<tr>
<td><strong>Lladró</strong></td>
<td>Present their latest incorporation to the “The Guest” Project. It forms part of Valencia Design Week.</td>
<td>Boutique Lladró C/ Poeta Querol Valencia</td>
<td>13 February (10 – 20’00 hours)</td>
</tr>
<tr>
<td><strong>Krion Porcelanosa</strong></td>
<td>Catering + talks new material Krion. LIMITED CAPACITY and under prior registration at <a href="mailto:info@krion.es">info@krion.es</a></td>
<td>Restaurante Vertical</td>
<td>13 February (20 h.)</td>
</tr>
<tr>
<td><strong>Capdell</strong></td>
<td>“Sit, think and play”, Interactive experience. It forms part of Valencia Design Week.</td>
<td>Galería Color Elefante C/ Sevilla, 26. Russafa València</td>
<td>14 February 18’00 – 01’00 h.</td>
</tr>
</tbody>
</table>