

hospitality design

Sleep 2017 to Be Held November 21st-22nd in London

Will Speros • September 29, 2017



The annual hotel design and development event [Sleep](#) is set to host another year at London's Business Design Center on November 21st — 22nd. Influencers from across the globe will debate the challenges and aspirations steering the industry and explore the undercurrents also shaping its future.

Among this year's programming lineup, Parisian architect Tristan Auer will kick off the first day with "Revival of a Myth," which will detail his approach to transforming historic properties back to their original splendor. Later that day, Jeffrey Beers of Jeffrey Beers International will deliver "Emotional Modernism," where the New York-based designer will discuss evoking emotional reactions through spatial designs.

Day two will welcome architect and Claesson Koivisto Rune cofounder Eero Koivisto, who will point to projects such as Hotel Zander K, Hotel Villa Terminus, and Hotel Bergen Børs to illustrate how the Swedish design partnership balances architecture and design to manipulate spaces with abstracted and honest Scandinavian beauty. Maria Warner Wong and Chiu Man Wong, principals with Singapore-based WOW Architects | Warner Wong Design, will round out the final day in conversation with conference moderator Guy Dittrich to discuss "New Concepts of Luxury." The duo will talk about their experience in sustainability and wellness through an assortment of projects.

Tastemakers from the F&B world, including Bob Puccini of Puccini Group, will be featured as well, highlighting new dining concepts and the rise of slow food movement. The program "Slow Design" on the second day with Quentin Danté, STUDIO Q; Motti Essakow, Rythms by Design; and Ilse Crawford, Studio Ilse will consider the benefits of creating spaces designed to improve wellness through a balance of individual, socio-cultural, and environmental needs. Graphic design and branding experts will lend their expertise to explaining how hotel design can extend beyond physical spaces during "Design Beyond Space...ID," while "Post Cool" will consider whether being "cool" in hospitality is still cool.

Development roundtables hosted by Benjamin West managing director Daniel Englander will return this year. Additional programming will include the reveal of this year's four Sleep Set guestroom design spaces. Crafted in alignment with the 2017 theme of "Loyalty: Lessons in Love," designs will be shown by Stonehill & Taylor, MKV Design, Il Prisma, and 1508 London.