

# EQUIPHOTEL PARIS

THE HOSPITALITY & FOOD BUSINESS PLACE  
6-10 NOV. 2022

**EquipHotel** will be back in Paris, **from 6 to 10 November 2022, at Porte de Versailles**. This leading international trade show for the hospitality industry showcases innovations, products and services from over **1200 French and international suppliers**.

EquipHotel also offers practical and concrete solutions for professionals in the hotel and restaurant sector. This year, EquipHotel is focusing on **Conscious Hospitality**, a commitment to sustainable development and CSR, as well as employee well-being in the workplace and building customer loyalty. Five days of discovery, networking and exchanges will be filled with conference sessions, experiential spaces, workshops and debates that offer visitors exactly what they're looking for.

## PLANNING FOR THE LONG TERM AND SUSTAINABILITY

**Sustainable development** is a key EquipHotel theme, and a central feature of the trend book produced by Cédric Martineaud, artistic director of Agence 14 Septembre, for this 2022 edition. "Local sourcing is becoming important", he says. This applies to the materials used to build or renovate an establishment, as well as in restaurant kitchens and staff recruitment.

## A CLOSER LOOK



The Michelin starred chef Christophe Hay, committed to promoting the riches of the Loir-et-Cher *département* where he was born. © Fleur de Loire

## 3 questions for Christophe Hay

In June 2022, the 2-Michelin starred chef will be opening *Fleur de Loire* in Blois. This 5-star hotel with 44 rooms and gourmet restaurant, pastry-stand, Sisley spa and swimming pool has been designed and created with eco-responsibility in mind. We took a detailed look at the sustainable characteristics of this 17th century building, renovated in line with a commitment to promote the local area, something that is important to Christophe Hay, who was born and raised nearby.

### What material did you choose for the *Fleur de Loire* project?

Christophe Hay: All of the hotel's furniture is made of wood from sustainably managed and environmentally certified forests (FSC or PEFC certifications). In addition, I'm trying to limit the use of plastic, so the room keys are also made of wood, to avoid disposable cards.

### What kinds of things have you done when it comes to energy?

C.H.: All the light bulbs are LEDs and the building is powered by wind energy. A closed-loop air conditioning system has also been installed, to avoid wasting electricity with energy-intensive heat pumps. Outdoor heating

and air conditioning have been excluded from the project. Finally, there are two collapsible rain barrels in the cellar stores for recovering rainwater, which will eventually be used to water the *Fleur de Loire* gardens.

### **The establishment blends into its environment without distorting it. How have you achieved this?**

C.H.: The gardens have been designed as an extension of the Loire River, located downhill from the establishment. Each plant species has been selected because it is endemic to the region and adapted to the Loire valley climate. Finally, we have 1.5 hectares of vegetable gardens around the building, in the centre of Blois, on an area that used to be market gardening land.

*Note: the Michelin starred chef Christophe Hay will be at EquipHotel. Meetings and conference sessions are planned in partnership with Werner & Mertz, a pioneer in fully sustainable hygiene and cleaning products.*

## **FROM THE EXPERTS**

### **When sustainability inspires**

With each new project, Cyril Auizerate takes sustainable development awareness and standards up a notch. In 2017, he pioneered an AB organic certified restaurant in the Mob Hotel he was opening in Saint-Ouen. Five years later, he chose straw and clay walls for the brand-new Mob House, which he has also just inaugurated in Saint-Ouen. Now, he wants to produce 60% of the energy used in his establishments by 2025. The future Mob Hotel in Bordeaux, planned for spring 2024, will therefore have a 2,000 m<sup>2</sup> roof covered with solar panels. "We're seeing a change in behaviour," says architect and designer Patrick Nadeau. He's talking about an increasingly environmentally-conscious approach among professionals in the hospitality industry. Today, when he is asked to integrate plants into an establishment, "there is a real interest in living things". For example, he is designing a hanging plant installation for a hotel in London, with a watering system that will also be a design feature. The idea is to make it an experience that arouses guests' curiosity, as well as developing a show-stopper that is part of the life of the hotel.

*Note: Patrick Nadeau will be taking part in the "Decorating, design and architecture: adopting the green attitude" conference session, on Tuesday, 8 November 2022 from 10:30 to 11:15 am at EquipHotel.*



Cyril Auizerate, founder of the Mob Hotel concept. © All rights reserved Architect and designer Patrick Nadeau has curated a special relationship with plants. © Edouard Jaquinet / Studio Patrick Nadeau

## **EXPERIENCE**

### **The short supply chain by Collège Culinaire de France**

What if short supply chains were not just about distance? "It's also about having as few links in the chain as possible. And where different partners are involved, we have to say so and make transparency a real asset," explains Célia Tunc, Secretary General of the Collège Culinaire de France (CCF), who will be at the 2022 edition of EquipHotel. The CCF, which includes 3,000 artisans across France, is convinced that "the future of culinary diversity and artisanship lies in *high relational value*." To this end, the College has been working to create more opportunities for its members to meet, talk and share, "to inspire and enrich each other." According to Célia Tunc, these include "cooperative ventures" that bring together expertise at "Marchés des Ravitailleurs", "Marchés Complices" and even the CCF's annual convention. "Our members are delighted," says Celia Tunc. "These

exchanges save them time by helping them improve their sourcing strategies and create real connections.” “We need to involve kitchen and front of the house teams in sourcing, and make it something that attracts both employees and customers,” she adds.

*Note: the Collège Culinaire de France will be at EquipHotel. Meetings and conferences are planned.*

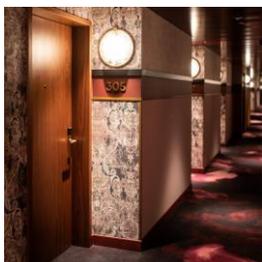


Exchanges, sharing and connections every year at the Collège Culinaire de France convention. © All rights reserved

## A LOOK INSIDE INTERIOR DESIGN

### High in fibre

Made of 100% regenerated and recyclable fibres from industrial waste such as used fishing nets, the Highline carpet from Ege Carpets will be presented at EquipHotel in 2022. Tufted with 1,100 grams of fibre per m<sup>2</sup>, this range offers the highest quality in terms of finish, design and comfort under foot. The Highline range is “Cradle to Cradle” and “Indoor Air comfort Gold” certified: two certifications with high environmental value.



A carpet that is good for the planet. © All rights reserved

### Dinner time!

The Dizzy company develops bistro tables with a difference. Two things make them stand out. The first is that they are 100% “made in France” and manufactured out of wood from sustainably managed forests. The second is that they are finished with materials made from recycled objects, like badminton shuttlecocks. Every year in France, 450,000 feather shuttlecocks are destroyed, amounting to around 20 tonnes of unused waste. Find out more at EquipHotel 2022.

(Member of L’Ameublement Français)



Coffee tables made from badminton shuttlecocks. © All rights reserved

### Ethics and plastic

Upholstery fabrics made of 100% recycled plastic waste really exist! All thanks to Vescom, who will be at EquipHotel this year. Vescom uses thread made out of locally-sourced recycled plastic bottles to offer a range of four soft-feel fabrics that meet the highest standards of the hotel and restaurant industry.



When plastic becomes fabric...© All rights reserved

## INNOVATION

### It's all about water

Hydrao offers solutions including a smart shower head, a smart rainfall shower and a smart meter, which are all being exhibited at EquipHotel this year. One thing that makes them unique is that their manufacturing process uses more than 25% recycled plastic, and their products offer savings on both water and energy bills. Finally, their playful and educational approach encourages consumers to adopt eco-responsible behaviour.



An environmentally - and budget - friendly showerhead...© DR

### It adds up !

EquipHotel is partnering with Werner & Merz to invite hospitality professionals to calculate how much CO<sub>2</sub>, petroleum and plastic they can save when cleaning their establishments, by using the "Green care calculator" ([get.wmprof.com](http://get.wmprof.com)). This digital tool is the first to quantify the environmental benefits of using sustainable detergents.



At the end of EquipHotel, the "Green Care Calculator" will calculate the savings in CO<sub>2</sub>, oil and plastic made during the show. © DR

### The benefits of bamboo

The bath linens designed by Comptoir du Bambou offer a number of advantages. The fibres used last three times longer than conventional cotton. They are soft, fluffy, highly absorbent and breathable. What's the secret? They come from bamboo. This innovation both improves the customer experience and reduces operating expenses. Discover them at EquipHotel.



What about bamboo for bath linens? © DR

## COMPETITIONS

### The Valo Resto Pro® Awards recognise the best sustainable practices

Synerg and Ecologic are organising the 4th edition of the Valo Resto Pro® Awards at EquipHotel. Launched in 2016 for professional kitchen, food service and laundry industry players, the competition aims to promote their environmental approaches related to the circular economy. Criteria taken into account by the jury include energy performance, equipment recycling, food waste reduction and other bio-waste management practices.

*Note: The Valo Resto Pro Awards ceremony will take place on Wednesday, 9 November 2022 at EquipHotel.*

#### About EquipHotel

EquipHotel is an event organised by RX France, a leading professional tradeshow organiser. EquipHotel Paris is the go-to B2B event for the hospitality industry. Every two years, it hosts over 1,200 exhibiting companies (including 40% from outside France) in Paris around 5 major sectors: food service, design, well-being, technology & services. Its unique approach makes it the most comprehensive international trade show in the hotel and restaurant industry. It showcases the sector's leading French and international companies, as well as the newest and most innovative companies in the hospitality sector. The event attracts 113,000 HORECA decision-makers, including chefs, restaurant industry professionals, hotel managers, architects, decorators, investors, café and bar professionals, local government administrators, design engineers and fitters. Over the course of the 5-day event, these professionals have the opportunity to meet a range of suppliers and discover their latest products and solutions. EquipHotel is also a hub for hospitality trends and innovations. Pop-up restaurants and hotels, showrooms, studios, conference sessions, master classes and renowned competitions are organised by the sector's best architects and experts.

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