



## EquipHotel Paris 2026 – Design & A Sense of Place

### DESIGN AND HOSPITALITY: HARMONY THAT GIVES A PLACE CHARACTER

A lobby, guest room, bar, lounge or dining area all have a character of their own, which is inseparable from the identity and positioning of the property they belong to. Design, decoration and layout all serve as visual languages that reveal the nature of a place and offer ways to develop a fresh approach to hospitality. Success depends on maintaining a clear creative direction while allowing for a few deliberate departures, in order to evoke a distinctive world, atmosphere and point of view. Hotels and restaurants of every kind have no choice today - they have to surprise. How? For EquipHotel Paris 2026, here are five trends reshaping the sector, brought to life by the designers and furniture houses that embody them best.

#### Setting the tone

To make a lasting impression, create memories or inspire guests to share the moment on social media, a venue needs a design narrative — and not just any narrative, but one that is uniquely its own. Furniture, accessories, colours and vintage pieces become the building blocks of a bespoke story, shaping the welcome, services and way of life associated with each individual establishment. The Bus Palladium is a perfect example. Now a five-star hotel in Paris, it has successfully transformed and repurposed its past as a legendary nightclub through a multitude of subtle references woven into its interiors. Furniture brands such as Airborne — a French manufacturer established in 1957, whose AA chair has become a timeless icon — and Gervasoni, the Italian family business founded in 1882 and shaped for two decades by Paola Navone's artistic vision, demonstrate how furniture can bring a strong identity to life.



© Airborne

### Breaking away from convention

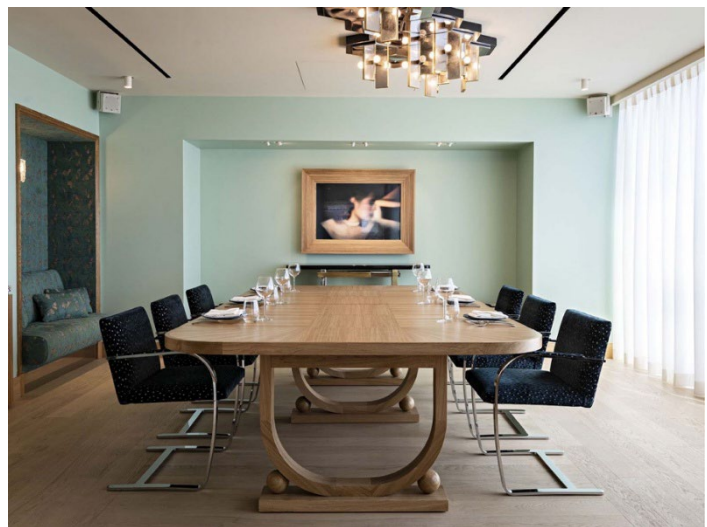
Copy-and-paste design is out of the question - breaking free from established codes and current trends has become essential for standing out. Design and designers are now essential strategic partners, capable of turning a property into a destination in its own right — one that catches travellers' attention and sets itself apart from the competition. This is precisely what drives Biobject's work. The company has been designing furniture since the 1970s, carefully selecting its raw materials and drawing on artisanal expertise across its Paris showroom and Argenteuil workshop.

### Embracing bespoke design and one-off pieces

Furniture is increasingly being treated as heritage in its own right, a trend gaining ground across the hotel and restaurant sector through the success of limited editions, exclusive commissions, artistic creations and rare vintage pieces. Designer Margaux Keller is a natural ambassador for this approach, with a world that combines poetry, elegance and an unconventional edge, where colour and transparency are in constant dialogue. Sculptor Catherine de Kerhor brings the same level of ambition to unique pieces and art objects, drawing inspiration from the female form, the world of dance, and nature. This commitment to craftsmanship can also be found at D'Argentat, a French manufacturer established in 1979. Based in the small town of Argentat on the banks of the Dordogne, it brings together designers, cabinetmakers, upholsterers and other woodcraft specialists, carrying forward a local tradition that dates back to the eighteenth century.



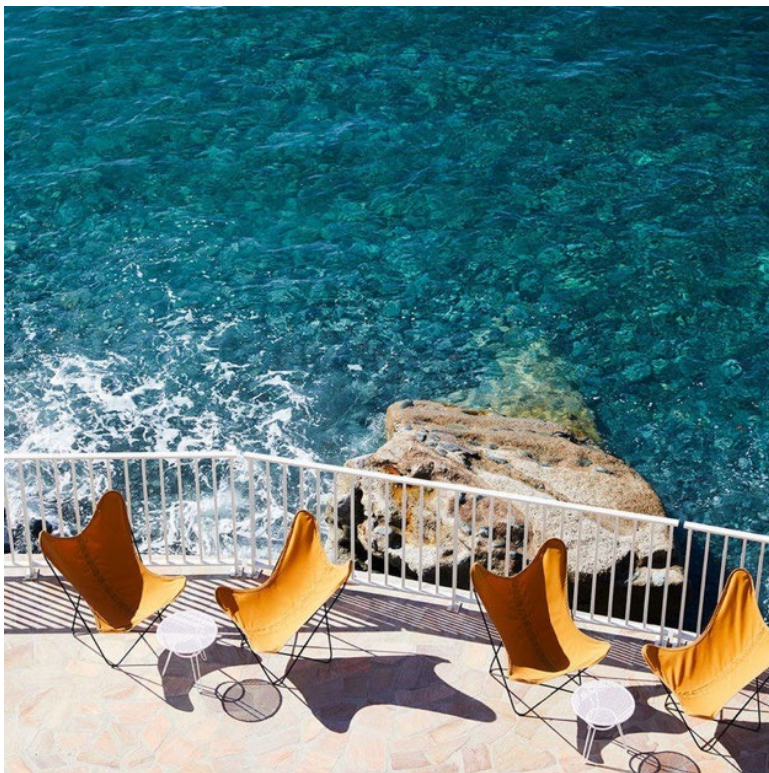
© D'Argentat



© D'Argentat

### Putting comfort first

There can be no good design without ergonomics. Comfort remains an essential requirement, whether for a bed, a sofa or a bar stool. The designer's eye and expertise guide every choice, from fabric and leather to height, depth and form. This has become all the more strategic as well-being — and even wellness — has become a key criterion for customer loyalty in the hotel and restaurant sector. Airborne has understood this well, offering a wide range of covers in leather, linen, cotton and Sunbrella acrylic for outdoor use, allowing each seat to be tailored to individual comfort preferences. D'Argentat shares the same commitment, with meticulous attention to materials and form ensuring every seat is as comfortable as it is visually appealing.



© Airborne



© Airborne

### Thinking responsibly

Furniture is no longer simply thrown away. It is repaired, transformed and recycled, drawing on the ingenuity of designers and the expertise of manufacturers. This approach, based on eco-design and short supply chains, now runs through the entire industry. Gervasoni integrates sustainability into every stage of its production process while retaining the ability to meet the bespoke requirements of the contract market. Kuumo Design follows the same philosophy. Developed by designer Olivier Santini within the company MW, the brand creates seating and coffee tables in collaboration with local craftspeople, combining a commitment to sustainability with bespoke solutions for contract projects. Margaux Keller, already mentioned for her poetic creative approach, embodies this same commitment. As a member of l'Ameublement français, she favours short supply chains, with half of her production carried out in France and the remainder in Italy, Portugal or Poland. D'Argentat also reflects this responsible approach through its strong local and artisanal roots in Corrèze, central France.

Five trends and five ways of making design a language of hospitality in its own right — check them out at the next edition of EquipHotel Paris, the international event for the hospitality and foodservice sector, taking place from 2 to 5 November 2026.

### Brand contacts

Airborne – [contact@airborne.fr](mailto:contact@airborne.fr)

Biobject – +33 (0)1 43 54 73 89

Catherine de Kerhor – +33 (0)6 23 83 80 43 / [cdekerhor@gmail.com](mailto:cdekerhor@gmail.com)

D'Argentat – +33 (0)5 55 28 13 42 / [info@dargentat.fr](mailto:info@dargentat.fr)

Gervasoni – [frederique.clamon@gmail.com](mailto:frederique.clamon@gmail.com) / +33 (0)6 12 31 32 78

Kuumo design – [olivier.santini@kuumo-design.com](mailto:olivier.santini@kuumo-design.com)

Margaux Keller – [julie.boisson@sparklingpresse.com](mailto:julie.boisson@sparklingpresse.com)

## About EquipHotel

The EquipHotel show is organised by RX France, a leading player in the trade show and events industry. EquipHotel Paris is the go-to B2B event for the hospitality and food service industry held every two years in Paris. It hosts over 1200 exhibiting companies (including 30% from outside France) in Paris around 4 major sectors: Tech & Services, Wellbeing, Design and Foodservice.

Its unique approach makes it the most comprehensive international trade show in the hotel and restaurant industry.

It presents leading French and international companies in their sector, including new and innovative companies working on the hospitality and catering experience of the future. The event attracts 80,000 hospitality decision-makers, including chefs, restaurant owners, hotel owners, architects, decorators, investors, café and bar owners, institutional catering managers, design consultants and fitters.

For 4 days, these professionals have the opportunity to meet new suppliers and discover their latest solutions. EquipHotel is also a hub for hospitality trends and innovation, with conferences, masterclasses, inspirational spaces created by leading architects and experts and much more.

EquipHotel 2 - 5 November 2026

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

## About RX

RX exists to promote the development of companies, communities and individuals. We combine face-to-face events, data and digital products to help our clients to understand markets, research products and perform transactions, with over 400 events in 22 countries and 43 business sectors.

RX France organises leading face-to-face, digital and hybrid events in around fifteen different markets. Our high-profile national and international events include MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM Top Resa, MIPCOM, MIPTV, Paris Photo, Maison&Objet\* and many others.

Our events are held in France, Hong Kong, Italy, Mexico and the United States.

RX aims to have a positive impact on society and to create an inclusive work environment for all our employees. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers.

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

*\* organised by SAFI, a subsidiary of RX France and Ateliers d'Art de France*

Press contacts  
Press Office Pascale Venot

Emma Galizzi  
[emmagalizzi@pascalevenot.fr](mailto:emmagalizzi@pascalevenot.fr)  
+33 (0)6 30 89 19 07  
Nathalie Arnal  
[nathalie@pascalevenot.fr](mailto:nathalie@pascalevenot.fr)  
+33 (0)6 07 01 48 24