



EquipHotel 2026, under the theme “Hospitality in Motion”, presents a brand-new exhibition: “Do not disturb, a tribute to privacy”.



EquipHotel 2026 will take place from **2 to 5 November 2026** at Paris Expo Porte de Versailles, with a focus on the diverse forms that hospitality takes and the new dynamics of the hospitality sector.

The trade show will offer a wide range of content to discover and experiences to enjoy around the theme of “Hospitality in Motion”.

In this context, EquipHotel is presenting a brand-new exhibition at the heart of its programme: **Do not disturb, a tribute to privacy**.

Privacy as the new luxury

In an age of artificial intelligence, overexposure and real-time sharing, privacy is emerging as a new safe haven. A quiet, rare, customised and emotional experience is becoming an essential hallmark of hospitality offerings.

In a nod to the iconic catchphrase “*Please do not disturb*”, the exhibition explores the notions of quiet luxury, confidential spaces and experiences lived “behind closed doors”, away from prying eyes.

“With Do Not Disturb, a tribute to privacy, EquipHotel continues its commitment to offering content that makes sense for the industry. This exhibition looks at the profound changes taking place in hospitality, where attention to privacy, emotions and experience is becoming a real way of standing out from the competition.” Béatrice Gravier, Director of EquipHotel

An international showcase of French expertise and excellence

Designed in partnership with Réseau Excellence des Entreprises du Patrimoine Vivant and Mobilier National, the exhibition gives free rein to five creative talents with complementary profiles.

Each of them will propose their own vision of privacy by reinterpreting a private space in a place of hospitality, such as a bedroom, living room, bathroom, patio, terrace or other secluded space.

The exhibition is positioned as an international showcase of French expertise, combining artisanal excellence, contemporary design and a commitment to sustainability.

This partnership with Réseau Excellence des Entreprises du Patrimoine Vivant and Mobilier National reflects a shared ambition to promote the excellence of French know-how and its ability to interact with contemporary design and new hospitality uses.

“Réseau Excellence des Entreprises du Patrimoine Vivant embodies excellence that draws on gestures, materials and long-term durability. Through this exhibition, they are demonstrating their ability to meet the contemporary challenges of hospitality while preserving the exacting standards and authenticity of French know-how” explains Tristan de Witte, Chairman of Réseau Excellence des Entreprises du Patrimoine Vivant.

A highlight of the new space, “Exclusive Collection by EquipHotel”

Do not disturb, a tribute to privacy, will take its place at the heart of the new Exclusive Collection by EquipHotel space, an area of around 1,000 sq. m bringing together French and international exhibitors that embody premium hospitality reinventing the codes of luxury.

This area will be home to a number of exhibitors from Réseau Excellence des Entreprises du Patrimoine Vivant, illustrating the central role played by France’s excellent craftsmanship and know-how in this new approach to top-end hospitality.

It is an opportunity to shine the spotlight on houses and brands committed to exacting, unique and innovative creative approaches.

When architects, designers and artists bring privacy to life

EquipHotel has brought together a high-quality selection of talents with diverse and complementary approaches. Renowned architects, emerging designers, artists and committed stakeholders all contribute their own unique vision of privacy and contemporary hospitality.

Jean-Michel Wilmotte (Wilmotte & Associés), honorary ambassador of Réseau Excellence des Entreprises et du Patrimoine Vivant

Founded in 1975, Wilmotte & Associés is an international architecture, urban planning and design firm. With a presence in France and overseas, it creates quality projects, driven by a culture of being detailed-oriented, innovative and passing on knowledge, to promote architecture and the city of tomorrow.

Maison A&G - Interior designers

Founded in 2016, Maison A&G has developed a rigorous approach to architecture and interior design, bringing its expertise in usage, techniques and processes to the heart of every project. From residential developments to the most ambitious projects, the agency's team brings out the beauty of each location by drawing on a collective of experts and close collaboration with exceptional craftsmen and companies. As an ambassador of the French EPV certification for businesses that support heritage skills, Maison A&G represents the fundamental conviction that a successful interior is an expertly crafted interior designed to last.

Emilieu Studio - Interior design and the circular economy

Founded in 2018 by Paul Emilieu Marchesseau, Emilieu Studio designs spaces that pay close attention to their uses and to the relationships between objects, places and experiences. The award-winning agency combines practice, research and knowledge transfer, with a committed approach to eco-design.

Mathilde de l’Ecotais - Artist, designer and stager

At the crossroads of art, design and social activism, Mathilde de l’Ecotais explores the relationship between humans and the living world through materials, light and water. The former photojournalist now works on sensory projects combining aesthetics, sustainability and emotions.

About Mobilier National

Mobilier National has been supporting creative arts and crafts since the 17th century. Its mission is to ensure the conservation and restoration of its collections, which are the only ones of their kind in the world, and to perpetuate and pass on exceptional skills and know-how. The institution is a major player in heritage and contemporary design, with an active role in promoting the French decorative arts. Mobilier National creates and restores tens of thousands of pieces of furniture and objects used to furnish and decorate public buildings in France and abroad.

About Réseau Excellence des Entreprises et du Patrimoine Vivant

Réseau Excellence brings together companies in each region that have been awarded the "Entreprise du Patrimoine Vivant" (EPV) label, meaning that they are considered to be living heritage companies. It runs a network of living heritage companies at both regional and national level, with the aim of strengthening communication between these companies and contributing to their development by supporting them in important fields, such as Corporate Social Responsibility (CSR).

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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 30% from outside France) in Paris around 4 major sectors: foodservice, 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 80,000 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 4-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.

EquipHotel will take place from 2 to 5 November 2026 in Paris, at Porte de Versailles.

www.equiphotel.com

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About RX

RX is in the business of building businesses for individuals, communities and organisations. We elevate the power of face-to-face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors.

RX France manages a portfolio of world-class, French and international face-to-face, virtual and hybrid events covering 15 industry sectors including MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFM Top Resa, MIPCOM, MIPTV, Paris Photo, Maison&Objet*... and many more. RX France's events take place in France, Hong Kong, Italy, Mexico and the United States.

RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people.

RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers.

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*Organised by Safi, a subsidiary of RX France and Ateliers d'Art de France

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