

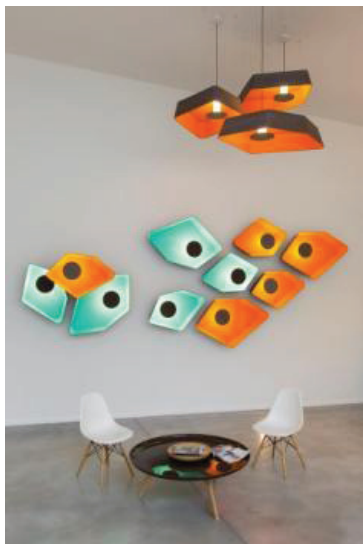
Press release – 5 pages

## Exclusive brands and great new products announced for Sleep 2014

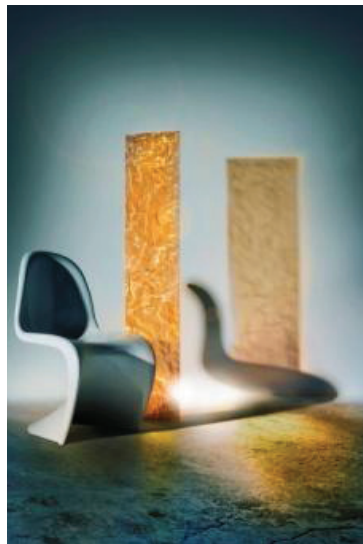
(London, 25 July 2014) Sleep, Europe’s favourite and most established annual event dedicated to hotel design, development and architecture, announces an unparalleled line-up of design-led products for this year’s exhibition from an exceptional array of brands which share an ethos of quality craftsmanship and a commitment to serving the hospitality industry.

The exhibition brings together a hand-picked selection of first-time exhibitors and new exclusive brands to Sleep along with recognised industry names from around the globe all featuring their latest designs.

New to Sleep this year is French contemporary lighting design and manufacturer Designheure who will present its two latest collections: the smartly tailored *Couture* takes the bow-tie as its inspiration for a series of chic pendant, wall and floor lights; and the striking *Nénuphar*, a modular system whose sculptural shape allows enormous creative scope for designers.



*Nénuphar* light, Designheure



Acrylic *Couture*



TOTO *Washlet*, Lanserhof Tegernsee Resort

Acrylic *Couture* debuts at Sleep with its prize-winning Italian-manufactured metacrylic panels in which fabrics and other materials are suspended to achieve intensely radiant 3D effects that offer boundless opportunities for bespoke high-end projects. Spanish firm Levantina is to launch its pioneering *TECHLAM*®, a super-slim ceramic surface product that provides architects and interior designers with

an infinite number of possibilities thanks to its range of sizes and colours, durability and ease of installation.

TOTO Europe, which combines innovative Japanese design with exceptional German engineering to produce high-end sanitary ware, will also be exhibiting; check out its new *Washlet* toilet launched this summer which totally cleans itself and can be operated via a remote control. Their minimal designs are featured in exclusive wellness resorts across Europe.

Also debuting at Sleep is Sara Newman Design with collections of glassware, interior accessories, lighting and intricate, playful box-framed collages. With a background in interior design, Sara clearly understands the creative process from project conception to handover from both sides of the table and will be on hand to discuss project requirements.

Naturalmat Company is at the forefront of using entirely sustainable and renewable raw materials to produce a premium, long-lasting product. The company will showcase its luxurious beds and mattresses handmade in Devon with natural and organic fibres and supplied to leading hotels of the world including the recently opened Qbic London and The Wellesley. "This show is brilliant for networking. Sleep is an unrivalled gathering of like-minded organisations who are working towards the same aim and we think any business in the hotel sector that chooses not to exhibit at Sleep is truly missing the opportunity to meeting key influencers and purchasing decision makers" says Marketing Manager Marie Watsham.



Qbic London, Naturalmat Company



Hotel Europe, Lights of Vienna

Relative newcomer Punkt. unveils its latest collaboration with British industrial designer Jasper Morrison: the UC 01 USB Charger, a compact charging station for convenient, high speed charging of up to three mobile devices at the same time, offering an ideal solution for effortless charging in any

hotel room. The company creates products which aim to breathe fresh air into the consumer electronics market and are fast becoming ‘must have’ technology for hotels from The Connaught London to CitizenM.

Italian furniture company Very Wood will be showcasing its finely crafted *Bellevue* collection of upholstery and wood pieces; designed with elegant, contemporary lines, they can be produced in a combination of finishes to suit individual project requirements.

Lighting is always a big design story at Sleep which aims to feature the best of the best. Having worked for many years with London’s top design firms on a multitude of prestigious hotel projects across Europe such as Hotel Schweizerhof Bern and Hotel Europe Killarney, Lights of Vienna has decided its presence at Sleep is an absolute must in 2014 and will debut a selection of spectacular light fittings to dazzle the show’s visitors. MLE Lighting is also exhibiting for the first time at Sleep and Tommaso Nannelli, CEO of MLE, says he decided to exhibit after attending as a visitor twice and speaking to others at the event. “For a specialised company like MLE, this exhibition and conference is absolutely the best place to get fantastic exposure to the right target market. The format of Sleep definitely attracts the interior design community.”



*Bellevue* collection, Very Wood



*Crystal Rock*, Lasvit



*Blessing and Lacewood*, Brentano

Lasvit returns for its third year with the astonishingly beautiful *Crystal Rock* light designed by Arik Levy. Described as “closer to Kryptonite”, the contemporary fixture is formed from perfectly cut, yet roughly sculpted, siliceous glass suspended in the air like a frozen shooting star.

And a rebranded Altfield returns to Sleep after an absence to showcase its own exquisite products as well as those by niche brands such as Brentano, Innovations, Weitzner, Moore & Giles and Pollack – all

crafted from luxurious materials and drawing upon a myriad of influences including art, nature and Asian cultures.

Dare Studios will be launching *The Bronte Alcove*, a sculptural chair and a sanctuary of peace and privacy thanks to its acoustic qualities and high wrap-around sides. It is Dare Studio's second time at the show and for company founder, Sean Dare, returning was a no-brainer. "We exhibited at Sleep last year and were amazed by the quality of leads we generated," he says. "This has resulted in our pieces being included in many prestigious projects and we are certainly looking forward to returning in November."

For the first time at Sleep, the value of a well-designed outdoor hotel environment is going to be highlighted. Curated by Phil Jaffa, founder of resort landscape architecture studio Scape Design Associates, *Above & Beyond* will be dedicated the architecture and design of outdoor hotel spaces featuring high quality industry brands. Swiss sunshade manufacturer Glatz are exhibiting for the first time at Sleep alongside Encompass, Garpa, Modern Garden Company, Summit and Tuuci. Outdoor hospitality design will also be the subject of a panel discussion between experts.

Sleep 2014 is open from 26<sup>th</sup> to 27<sup>th</sup> November. A late-night opening running until 8pm on Wednesday, November 26<sup>th</sup> will include a cocktail hour from 6-7pm and give evening visitors the chance to take in the show. The Sleep Set winner will be announced at 7pm, followed by the presentation of the ReardonSmith Student Award winner.

Grohe is the Headline Sponsor of Sleep 2014 and host of the VIP lounge. The show is the official event partner of the European Hotel Design Awards which will culminate in a dinner on the evening of 25 November when the winners will be announced in a glittering ceremony at Park Plaza Westminster Bridge in London.



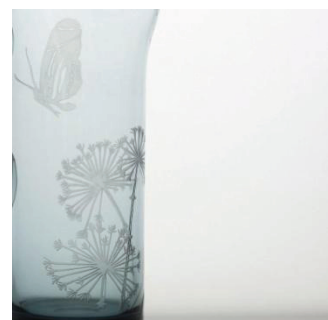
*Bronte Alcove*, Dare Studio



TECHLAM® Levantina



*Kensington*, MLE Lighting



Sara Newman Design

## Editors Notes

### About Sleep

Sleep is Europe's leading event dedicated to excellence in hotel architecture and design. It comprises the European Hotel Design Conference, The Sleep Set built concept spaces, seminars and a major exhibition. In 2013, more than 3,600 people attended the event from across Europe as well as other regions of the world. This year, Sleep will be held on 26<sup>th</sup> and 27<sup>th</sup> November in London's Business Design Centre. For more information about Sleep, visit [www.thesleepevent.com](http://www.thesleepevent.com).

### ***About UBM Live Built Environment:***

Sleep 2014 is organised by UBM Live Built Environment. As a business area of UBM Live, UBM Live Built Environment serves the interiors, construction and commercial property communities and has a proven track record of delivering high-quality exhibitions, products and services for its customers. Leading brands include Decorex International, Ecobuild, INTERIORS UK, kbb Birmingham, Barbour ABI, Building and Building Design.

UBM Live connects people and creates opportunities for companies across five continents to develop new business, meet customers, launch new products, promote their brands and expand their markets. Through premiere brands such as MD&M, CPhI, IFSEC, TFM&A, Cruise Shipping Miami, the Concrete Show and many others, UBM Live exhibitions, conferences, awards programs, publications, websites and training and certification programs are an integral part of the marketing plans of companies across more than 20 industry sectors.

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For more information about this release please contact:  
Su Pecha/Catherine Day at ESP Business Development  
+44 (0)20 8374 6320/4476; [cday@espbusinessdevelopment.com](mailto:cday@espbusinessdevelopment.com)