



Sleep

21st – 22nd November 2017

London

Sleep – Europe’s leading hotel design and development event – continued its F&B element for a second successive year at the Business Design Centre in November 2017. Attended primarily by hotel designers and architects, the UBM organised trade show played host to an overarching theme centred on Loyalty: Lessons in Love, and explored the concept through the two-day conference.

Seeking to offer visitors food for thought, the talks programme brought together some of the leading minds in hospitality design and development to debate issues shaping the industry’s future. Three tastemakers from the F&B world sat down with Sleeper Editor Catherine Martin for the Fast Food session to deliver vignettes on the ever-changing world of F&B. Bob Puccini, founder of Puccini Group, designer and chef Ido Garini from Studio Appétit, and Simon Rawlings, Creative Director at David Collins Studio discussed new

dining concepts, sourcing local, and the rise of the slow food movement.

Continuing the overarching theme of loyalty, the Moscow-based Sundukovy Sisters created this year’s Sleeper Bar, which was developed around the idea that loyalty is born out of our inner and outer worlds converging. Their concept used reflection and light to suggest the infinity of humankind, while simultaneously capturing the complex inner world of each guest.

Attracting a record number of visitors from the worlds of hotels, restaurants and bars, this year’s edition marked the final Sleep at London’s Business Design Centre, with the event moving to London Olympia in 2018, and taking place on 20–21 November 2018.

www.thesleepevent.com