

PROGRAM



Design Hotels™ Arena* 2016

COME TOGETHER

THE NEW CULTURE OF COLLABORATION

Expanding upon our ongoing mission to define what it takes to stand out and thrive in today's interconnected, globalized marketplace, this year's Arena* features an inspiring panel of experts and speakers from various industries who will explore the benefits of collaboration and community endeavors in business today.

Set in the vibrant city of Barcelona, our latest annual member conference speaks to the innovators, trendsetters, and originals who make up the Design Hotels™ community and who now find themselves in a world where one inventive, well-executed concept is often no longer enough. Today's complexities call for collaborative thinking and the pooling of resources. This is the origin of so many of today's brilliant, beautiful projects, from the startups of Silicon Valley, to partnerships forged between old and new media, to bold collaborations that have reinvigorated once-fading brands. And this insight may hold even truer for the travel industry, with its vast geographical reach and its aspirational, emotionally rich draw for the consumer.

Join us for inspiring talks with industry leaders as we challenge the way we act today and the way we think about future opportunities.

OVERVIEW

21/9

WEDNESDAY

Welcome Cocktail

TIME

7.30 pm – midnight

LOCATION

Grand Hotel Central
Via Laietana 30
08003 Barcelona

22/9

THURSDAY

Conference Day 1

TIME

8.30 am – 5.20 pm

LOCATION

L'Auditori
Carrer de Lepant 150
08013 Barcelona

Dinner & Party

TIME

8.00 pm – 2.30 am

LOCATION

Ocaña
Plaça Reial 13-15
08002 Barcelona
*State following address
when arriving by cab:*
La Rambla 46 / Corner
Carrer de Colom

23/9

FRIDAY

Conference Day 2

TIME

9.30 am – 1.00 pm

LOCATION

L'Auditori

-
- 8.30^{AM} – 9.00^{AM} Arrival & Registration
- 9.00^{AM} – 9.15^{AM} Welcome to Arena*
NADAV WILF *Spiritual Entrepreneur*
- 9.15^{AM} – 9.30^{AM} From Athens to Barcelona
GUY DITTRICH *Journalist and Moderator of this year's Arena**
- 9.30^{AM} – 10.00^{AM} The New Culture of Collaboration
CLAUS SENDLINGER *Founder & CEO, Design Hotels™*
- 10.00^{AM} – 10.20^{AM} Curating our Hotel Portfolio & the Value of the Starwood Preferred Guest® Program
FELIX RADAVERO *VP Global Development, Design Hotels™*
- 10.20^{AM} – 10.40^{AM} Creating Original Experiences in the Online and Offline World
SERDAR KUTUCU *VP Brand, Marketing & Communications, Design Hotels™*
- 10.40^{AM} – 11.00^{AM} Coffee Break
- 11.00^{AM} – 11.15^{AM} Future Technology & Distribution Landscape
TOBY MARCH *VP System Initiatives, Design Hotels™*
- 11.15^{AM} – 12.00^{PM} Design Hotels™ & SPG—What the Collaboration Means for our Member Hotels
Panel Discussion and Q&A
PURI MAVINDER *Founder, Nira Hotels & Resorts*
DANIEL ENTENBERG *General Manager, Gramercy Park Hotel*
CLAUS SENDLINGER *Founder & CEO, Design Hotels™*
MODERATION: GUY DITTRICH *Journalist*
- 12.00^{PM} – 2.00^{PM} Lunch Break

2.00 PM – 2.20 PM

Question Everything

IN-Q *Poet and Songwriter*

2.20 PM – 2.50 PM

Quality of Life: Evolving Metrics and the Role of a Great Hotel in its Destination

ANDREW TUCK *Founding Editor, Monocle*

2.50 PM – 3.30 PM

Engaging Communities through Content & Culture
Panel Discussion and Q&AKFIR LEVY *Co-Founder, Habitas*EDUARDO CASTILLO *Co-Founder, Habitas*JAMES O'REILLY *Founding Partner, NeueHouse*MODERATION: ANDREW TUCK *Founding Editor, Monocle*

3.30 PM – 4.00 PM

Design Hotels™ Projects—A Platform for Collaborations

CHRIS SANDERSON *Co-Founder, The Future Laboratory*CLAUS SENDLINGER *Founder & CEO, Design Hotels™*

4.00 PM – 4.30 PM

Coffee Break

4.30 PM – 4.50 PM

Love | Work | Self | Community

MORGWN RIMEL *Creative Entrepreneur*

4.50 PM – 5.20 PM

Envisioning Participatory Communities

BEAR KITTAY *Social Alchemist*

- 9.30^{AM} Arrival
- 10.00^{AM} – 10.20^{AM} Connecting the Creative Class
ANDREW TROTTER *Co-Founder, Openhouse Magazine*
- 10.20^{AM} – 11.30^{AM} Trend Briefing Part I—Backlash Brands
MARTIN RAYMOND & CHRIS SANDERSON
Co-Founders, The Future Laboratory
- 11.30^{AM} – 12.00^{PM} Coffee Break
- 12.00^{PM} – 1.00^{PM} Trend Briefing Part II—E-motional Economy
MARTIN RAYMOND & CHRIS SANDERSON
Co-Founders, The Future Laboratory