

CASA DECOR 2020

CALLE VELÁZQUEZ 21
5 MARCH - 19 APRIL

#CasaDecorSostenible 

PRESS PACK



CASA DECOR 2020

CASA DECOR BRAND MADRID - 55th edition

Since 1992, Casa Decor has held **55 exhibitions** in different Spanish cities. This number is of particular relevance in Madrid, where the exhibition has been held for the past 28 consecutive years, and where it is the annual event par excellence in the world of **interior design, design, trends and lifestyle**.

Over the years, Casa Decor has focused on **interior design** as a way of creating environments that are not only more aesthetically pleasing and functional but also healthier and more sustainable. The major shift experienced by the housing and design sector in Spain is partly due to the **excellent commercial, marketing and communication platform** provided by Casa Decor, promoting professionals, brands, products, trends and new ways of life.

Casa Decor is a major **economic, social and cultural event in Madrid**, providing a boost to the sector, offering business opportunities and generating direct and indirect employment to over one thousand people. It is also a unique opportunity to showcase unique buildings to citizens, raising public awareness of the capital's **urban heritage**.

Casa Decor showcases trends and innovation from Madrid to the rest of the world, in a **unique and exclusive exhibition formula**, which cannot be seen on such a scale and duration in any other country.

An event of these characteristics adds even more value to this cosmopolitan and vibrant city, where there is a wide range of cultural, social and economic activity. Without a doubt, **Casa Decor is proud to be part of "Brand Madrid"**.

This is the twelfth edition to be held in the **Salamanca district**, one of the most emblematic, elegant and commercial areas in the Spanish capital, where our very first edition was held at the beginning of the 1990s, when the word "interior design" was practically unknown.

THE VELÁZQUEZ 21 BUILDING

Built between **1904 and 1907**, the Velázquez 21 building was designed by the architect **José Espelíus Anduaga** at the request of Francisco Sánchez-Pleites, Marquis of Frómista, with the idea of using the main floor as his home and the rest of the building for rentals. This magnificent construction is part of the extensive catalogue of buildings designed by the architect in Madrid, including the Las Ventas Bullring, the Ministry of the Navy, the Ideal cinema, the Zarzuela Theatre and the Reina Victoria Theatre.

The building, in the **eclectic Madrid style**, which included a combination of French, Belgian, English and Italian aesthetic trends, among others, has a chamfered corner with a cylindrical tower, topped by a French-style dome, its seal of identity. The brick façade is lavishly adorned with plant and organic forms on the corbels, borders, arches and spires. The elegant ironwork on the balconies and the semicircular window on the second floor are particularly remarkable. The building, built with a lift and central heating, full bathrooms, modern kitchens, top quality materials and all types of decorative elements, was already considered the epitome of luxury of its time.

With a rectangular floor plan, the building boasts over **5,500 m²** distributed over 6 floors, including ground floor commercial premises, a basement floor and attics with a charming mansard roof. Thanks to its large size, this edition's exhibition route covers the building's most emblematic rooms, due to their architectural characteristics, location and natural light.

With a carefully-planned route through **64 spaces**, totalling 3,000 m², the exhibition is, without a doubt, the perfect setting to showcase the latest proposals in interior design, materials, home automation, technology and avant-garde trends.

WHAT WILL WE SEE AT CASA DECOR 2020

Each edition is **unique and unforgettable**, as are the projects presented by 64 interior design, design and architecture studios, using materials and products from the more than one hundred participating companies.

As usual, each Exhibition displays real spaces, demonstrating new ways of experiencing and inhabiting homes. Traditional lounges, dining rooms and bedrooms are combined with innovative **room proposals**, broadening the range of possibilities.

For example, **living areas** bring back a new version of the classic 1950s home bar. **Bedrooms** are no longer designed without a bathroom, dressing room or a beauty corner with a dressing table. **Kitchens** are now receiving more attention than ever, becoming ultramodern and sophisticated spaces, without losing any of their warmth. The same type of building, with 4-metre high ceilings, original mouldings and loblolly pine floors, has served as inspiration for reinventing 19th century spaces from a 21st century perspective.

One hundred and sixteen years have already passed since its construction, and yet the building has come back to life with a new light, recovering the best aspects from the past and bestowing its interiors with a modernising and avant-garde look.

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2020 DECORATIVE TRENDS

This edition is undoubtedly focused on **natural and organic materials**: wood, brick, clay, cotton, wicker, beach sand, bamboo, etc. All of these materials have been worked by hand, meaning that there is an abundance of craftsmanship on display in each setting. And, naturally, **ornamental vegetation**, indoor plants and floral art add the finishing touches to spaces, which are immersed by Nature.

As a result, the **colour scheme** also reflects this earthy theme, with crude colours including ochre, earth tones, sepia, brown, sand tones and cloud grey. Different shades of white are also a central ingredient in the Mediterranean and Nordic-inspired spaces. Nevertheless, within the creative tapestry that is Casa Decor, there is always room for spaces that offer an **explosion of colour**, breaking the serenity of the colour scheme with seemingly impossible blends, successfully combining geometrical patterns with jungle-like designs.

As has been a consistent feature in previous years, **stone** is present in several spaces: limestone, slate, marble and alabaster cover walls and floors, in perfect harmony with sintered, porcelain, ceramic and laminate materials.

At this edition visitors will find exquisite **antique pieces**, such as crystal chandeliers, dressers and interesting collectors' items. **Pieces of art**, in all their forms, including paintings, sculptures, photographs, etc., are displayed in the spaces, enriching the decorative proposals.

Other **stylistic tools** that have emerged as trends in 2020 can be found in the use of wooden grid panels, glass, mirrors, brass and moulding, with a wide range of applications.

Each edition of Casa Decor unveils **new styles** and aesthetic proposals, which will set the tone in the world of interior design. In 2020 it is apparent that the **"global style"** will have a firm presence in interior design, with tribal and jungle touches and pieces from vernacular cultures, particularly the African culture.

Inspiration has been drawn from the limpid beauty of **Mediterranean homes**, with whitewashed walls, stoneware and wooden furniture. There is a clear trend towards the **rustic and natural styles**, with greater value placed on simple objects such as pans, baskets, earthenware jugs and crockery.

At the same time, these natural interiors boast sophisticated **electrical and home automation systems**, that cover all aspects of lighting, creating different settings for different

times of the day. Underneath the spaces' artisanal shell, with meticulous carpentry, plaster work, pottery and metalwork, visitors will find a technological universe that brings both of these aspects together, in pursuit of the comfort and energy efficiency of homes.

#CasaDecorSostenible

Companies and professionals alike have joined the campaign **#CasaDecorSostenible**, which was launched a few months ago to raise awareness of, provide information on and promote sustainable materials, products and projects. All participants have thrown themselves into this initiative, working in several different directions, which are outlined below:

- √ Use of natural, organic, recycled and recyclable materials, subject to sustainable extraction and production methods and with the sustainability and/or energy efficiency seal.
- √ Recovery and reuse of pieces and objects.
- √ Well thought out projects, which maximise resources, minimise the impact and are easy to remove.
- √ Reuse of materials and furniture after the Exhibition, which will be relocated, recycled or donated.
- √ Water saving and energy efficiency thanks to latest generation appliances, electrical systems and sanitary ware that reduce the consumption of resources.
- √ "0 km interior design", which is focused on handmade products and the region's traditional trades.
- √ "Botanic culture", promoting areas of vegetation, gardens and indoor plants that oxygenate the environment.

In short, thanks to the **major collaborative project** that is Casa Decor, participants have joined forces with the firm intention of creating environmentally-friendly spaces, reducing resources, reusing materials and minimising the environmental impact. This is, without a doubt, the most ECO-friendly edition of Casa Decor.

THE PROPERTY

Velázquez 21, an iconic property belonging to Centurión Real Estate, a company that is part of the Scranton Enterprises BV group, is one of Madrid's most representative buildings. This historic and protected mansion continues to embellish one of the corners of the Salamanca district, with an elegant early 20th century bourgeois style. It was built in 1904 and bears the signature of the prestigious architect José Espelíus Anduaga, who designed the Reina Victoria Theatre, the Ministry of the Navy and the Monumental Las Ventas Bullring. It is one of the buildings with the highest level of protection in the Spanish capital and it was named "Best Constructed House" in 1907 by Madrid City Council.

The emblematic Velázquez 21 will be renovated to continue to preserve its history, protecting its artistic elements and maintaining the identity that has turned it into the hallmark of

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one of Madrid's most important fashion areas.

THE PROFESSIONALS

The 64 teams participating this year include a large number of **interior designers** along with **architects, designers, landscapers, antique dealers and artists**. They are all part of an interesting interdisciplinary group that can offer different creative perspectives on the ways of understanding the home. Thanks to all of them, Casa Decor is a comprehensive platform that encompasses numerous proposals from different sectors, all focused both on private homes, and on work spaces, business, the hotel and catering sector and leisure.

In total, 30 % of the professionals are participating for the first time, while 70 % have participated at least once in previous editions. Based on these figures, we comply with our objective and fundamental purpose: **to discover** new talents, **to strengthen** the career of professionals and **to promote** the work of major interior designers, architects and designers.

PARTICIPATING COMPANIES

A total of **114 companies** are participating in this edition of Casa Decor, of which, 30 % are foreign and multinational brands, from Italy, France, the United Kingdom, Germany, Switzerland, Portugal, Belgium, Denmark, South Korea and the United States. The other 70 % are Spanish companies, from SMEs to large international firms, based in Madrid, Valencia, Catalonia, Andalusia, Asturias, Cantabria, Castilla-La Mancha, Castile and León, the Basque Country, La Rioja and Galicia.

The majority belong to the different areas of the **housing sector**: materials and coatings, furniture, fabrics and wallpaper, electrical and home automation systems, household appliances, audio and sound, lighting, bathrooms and faucets, kitchens, etc.. These companies are also joined by well-known automobile, hotel and catering, beauty and beverage brands.

For this edition, we are honoured to have **FORD ESPAÑA** as the official event patron, the seventh time the company has participated at Casa Decor. In line with our #CasaDecorSostenible campaign, the company presents the new Ford Kuga, Plug-in Hybrid, a sustainable vehicle with a zero emissions label.

The prestigious hotel chain **AC Hotels by Marriott** is, once again, the sponsor of this edition, presenting its AC Lounge in Casa Decor's social area, as a meeting and contact point,

created by its own interior design team.

The electronics company **Samsung** returns to Casa Decor to present its new audiovisual products, in a surprising space where visitors can also discover its latest generation washing machines and dryers.

And for yet another year, **CIN Valentine**, a company that has been participating since 1992, is the official paint sponsor, showcasing its extensive colour range in the Exhibition's 64 spaces.

In our catering section, we are joined by **Life Gourmet Catering**, a renowned Madrid-based company with 15 years of experience, which provides its services in unique spaces such as the Teatro Real, the Palace of Linares and the Palace of Las Alhajas. The exclusive culinary proposal offered by **Life Gourmet and Ramón Freixa Catering** can be enjoyed at the restaurant "The Art of Living Frigicoll", designed by Tristán Domecq, and at the Grupo Alvic bar, created by Héctor Ruiz-Velázquez.

At every edition, Casa Decor provides its support to a non-governmental charity foundation, to raise awareness of the social work carried out by the foundation in question. This year, it is the **Aprocor Foundation** that will demonstrate the huge amount of work that it carries out for the inclusive and dignified integration of people with intellectual disabilities, offering training, work, housing and family support. The Foundation will have a charitable exhibition space in which to present its campaign "**Potencia el Verde**" (**Power to Green**), created by the architect Patricia Fernández Häring, where visitors can purchase the organic items made by its members.

For yet another year, the Prisa Group, through its two prestigious leading titles **SModa and IconDesign**, will participate as the event's media partners, broadening the Exhibition's media exposure, alongside a further 20 magazines from the sector. We would like to thank all of the collaborating platforms and organisations, particularly **Madrid City Council, Madrid Destino and Madrid Capital de Moda**.

8TH CASA DECOR AWARDS

The Casa Decor Awards are now in their eighth edition. This time, our **Panel of Experts** is formed by the interior designer Ángel Verdú, who won the Award for the Best Project in 2019; the interior designer Beatriz Silveira, who won the Award for the Best Project in 2013 and the Spectator Award in 2018; the architect Belén Hermida, head of the

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Official Professional Association of Architects of Madrid; the journalist Sofia Ruiz-Velasco, editor of the *SModa* magazine; and the journalist and fashion expert Pedro Mansilla.

This group of prominent professionals is joined by **Javier Muñoz**, a highly renowned interior designer who will be awarded with the **2020 Honour Award in recognition of his Professional Career**.

This panel will be responsible for selecting the award winners for the Best Project, Best Original Design by a Professional and Best product Design. The **Award for the Most Voted Space**, sponsored by **AC Hotels by Marriott**, will be chosen by visitors to the Exhibition, who can place their votes in the ballot box located at the exit. Finally, visitors can also participate in the Competition **#MiFotoCasaDecor2020**, sponsored by **Samsung**, with a prize for the best photographic image taken in the house and posted on Instagram. Both Awards will close on 10 April. The Award Ceremony will be held on 15 April, in a special ceremony at the **Palace of Linares**. The cocktail party will be hosted by **Life Gourmet Catering**.

ABOUT CASA DECOR

Casa Decor is the ultimate platform in the world of **interior design, design, innovation, trends and lifestyles**, held in Madrid since 1992.

With a unique formula, it is held annually over a period of six weeks (47 days) at a different location in the Spanish capital. An **iconic building** hosts over 50 spaces, created by professionals and brands from the sector.

Professionals (interior designers, architects, designers, artists and landscapers) can make a name for themselves and promote their work, establishing successful synergies with companies and with the media. For their part, **companies** have the opportunity to present their products or services, to professionals and private individuals alike, through sensory marketing, unlike any other traditional format.

Visitors at Casa Decor enter into direct contact with the product and establish a connection with it, through a

sensory experience. This is a unique way for visitors to discover the product and to display a service empirically, generating a **high emotional impact**.

Casa Decor is a **point of reference for interior design in Spain**, as a commercial, marketing and communication platform for the housing sector. For decades, it has been an active agent in the transformation of interior design and design, positively contributing to their exposure, promoting professionals, brands, products, trends and new ways of life.

Over 52,000 people visited the Exhibition during the 2019 edition. Furthermore, 840 national and international

journalists were accredited, from 472 different media outlets and communication channels, generating 1,257 online and offline news items, valued at almost **11 million euros**.

SOCIAL AREA AND PUBLIC SPACES

- AC Lounge, by AC Hotels by Marriott.
- Restaurant "The Art of Living Frigicoll" by Tristán Domecq.
- Grupo Alvic bar, by Héctor Ruiz-Velázquez
- Wall of Exhibitors, by Devesagenjo.

PLANS, PHOTOS OF THE SPACES, FULL LIST OF PARTICIPANTS AND PRESS RELEASE

Download link <http://bit.ly/inauguracionCasaDecor2019>

GENERAL INFORMATION

Address: Velázquez 21

Dates: From 5 March to 19 April

Opening hours: Every day, from 11:00 to 21:00 (Sundays and bank holidays included)

HOW TO GET THERE:

#CasaDecorSostenible is committed to Zero emissions mobility

- Metro Velázquez (L4)
- Bus Routes: 12, 14, 19, 61
- Parking: Interparking Velázquez (c/Velázquez 14-16)

Opening hours of the Restaurant "The Art of Living Frigicoll"

Life Gourmet Catering

Every day from 11:00 to 21:00.

Telephone bookings:

633 913 889

reservas@lifegourmetcatering.es

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To film or take pictures, from Monday to Friday, from 8:00 to 10:30, it is necessary to first request accreditation through the website casadecor.es

Tickets can be purchased at the ticket office or on the Casa Decor website: www.casadecor.es

Ticket prices:

General: €15

Professionals: €10 (only online purchases)

Groups of over 10 people: €12

Children under 6, free

Special promotions at the ticket office.

Building with LIMITED CAPACITY.