

The Lobby

A hotel experience

Conference Programme

Speakers at The Lobby conference scene
18-20 March 2018 at Foodexpo
Messecenter Herning, Denmark

Sunday, March 18, 2018



11:00 AM
David Thulstrup, Founder
David Thulstrup Studio, Denmark

David will introduce his studio and how he approach the concept of space and object design presented visually through some of his most inspiring and innovative studio projects.



1:00 PM
Dominic Gorham, Guest relation manager
The Thief, Norway

Dominic's presentation will be based on his passion for the service industry. He will cover various aspects but with emphasis on the future of service, hospitality and the "informality" of service.



3:00 PM
Eugene Staal, President Global
Pentahotels, Germany

Since September 2017 Eugene Staal has been president of Pentahotels, the neighborhood lifestyle hotel group. On to a successful start as president of Pentahotels, Eugene Staal explains about performing upside down leadership and the way he is turning around Pentahotels.

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Monday, March 19, 2018



11:00 AM

Richard McConkey, Associate director
Universal Design Studio, United Kingdom

Richard will talk about some of the practices key hospitality projects, the intersections between permanent and temporariness and how the studio approaches creating projects that feel rooted in their place.



1:00 PM

Volker Pflüger, Associate director
ForPeople Limited, United Kingdom

With more than 15 years design experience Volker has worked for international clients such as InterContinental Hotels Group, Yamaha, Panasonic, Coca-Cola and Cocoon. You have probably flown in, driven, spoken on, watched, sat on or even slept in some of his work - cases which Volker will tell a lot more about in The Lobby.



3:00 PM

Frank & Patrik Riklin, Founders
Sonderaufgaben, Switzerland

“Atelier für Sonderaufgaben” was founded with the aim to produce independent and uncompromising art and to perform special tasks for which nobody feels really responsible. With the creation of the “Null Stern Hotel” brand, Frank and Patrik achieved international recognition as conceptual artists.



4:30 PM

Marten Dresen, Founder, Good Community Group
Good Hotel, Amsterdam/London

Marten Dresen founded Good Hotel in 2012 driven by one desire: to combine entrepreneurship with quality and doing good. After popping-up for a year in Amsterdam, the Good hotel continued its journey to London recruiting long-term unemployed as staff.

Tuesday, March 20, 2018



11:00 AM

James Soane, Director
Project Orange, United Kingdom

James will showcase a wide variety of hotel projects from around the world looking at architecture through to the last detail. Driven by a the belief that good design tells great stories, his talk will share insights into the design process, future trends and the changing nature of the Industry.



1:00 PM

Mette Faarup Jørgensen, Industrial designer
AM PM, Denmark

How do you reinvent yourself and always in a better version, when working with hotel chains and individual hotels? Operations are increasingly defining a hotel, especially in Denmark. You can create the most amazing hotel, but the operation and the concept must understand each other.



3:00 PM

Lars G. Gyllind, Associate Architect
Cebra Architects, Denmark

CEBRA is a new name in the field of Hospitality with an approach to both architecture and interior design that combines an artistic approach with an understanding of the cultural context. Lars Gyllind will present some of their newest hospitality projects.

See the full conference programme [here](#)

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