

DESIGN HOTELS™ ARENA* 2018

S I L E N T K N O W L E D G E

OCTOBER 10-12 COPENHAGEN

Consistently measured among the world's most livable cities, Copenhagen is an epicenter of innovative design, forward-thinking urbanism, and contemporary culture. Where better, then, to envision the future and look ahead at what's to come for our community of creative hoteliers? This year's Arena* is especially meaningful, because it marks the 25th anniversary of Design Hotels™ — a quarter century of pioneering design and original experiences. What began in 1993 as a radical vision of what a hotel could be is now a remarkable global movement that's changed the face of hospitality. How can we continue to blaze a trail, to think two steps ahead, to offer our community extraordinary new experiences and aesthetic environments? With these questions in mind, we present our theme for this year's conference:

S I L E N T K N O W L E D G E

In a sea of noise and data to be cultivated and mined, we celebrate intelligence that sings in silence — implicit wisdom that cannot be analyzed or replicated. As we look back on 25 years of Design Hotels™ and celebrate the future ahead, let's consider the Silent Knowledge that has always been and will remain our animating force. With an eye to the future, we will explore the changing nature of our environment, teasing out various strategies and forms of understanding that can move us instinctively ahead.

We look forward to welcoming you to Copenhagen!

PROGRAM

WEDNESDAY
OCTOBER 10

WELCOME COCKTAIL

Glyptoteket ¹

7:00pm — midnight

THURSDAY
OCTOBER 11

CONFERENCE DAY 1

The Royal Danish
Academy of Music ²

08:30am — 6:00pm

DINNER & PARTY

Copenhagen
Contemporary ³

7:30pm — 02:00am

FRIDAY
OCTOBER 12

CONFERENCE DAY II

The Royal Danish
Academy of Music ²

09:30am — 1:00pm

THURSDAY, OCTOBER 11
CONFERENCE DAY 1

at The Royal Danish Academy of Music ②

08:30am	ARRIVAL & REGISTRATION
09:00am — 10:00am	SILENT KNOWLEDGE Kjell Nordstrøm, Economist & Writer
10:00am — 10:30am	25 YEARS AND BEYOND Claus Sendlinger, Founder & CEO of Design Hotels™
10:30am — 11:00am	CONVERSATION ON THE STATE OF THE INDUSTRY Rick Hoffman, EVP Mergers, Acquisitions & Business Development at Marriott International Claus Sendlinger, Founder & CEO of Design Hotels™
11:00am — 11:30am	BREAK
11:30am — 12:00pm	POSITIONING FOR OUR SHARED SUCCESS Peter Cole, Designated CEO of Design Hotels™
12:00pm — 12:30pm	THE EVOLUTION OF THE BRAND — INSTINCT, VISION, AND CREATIVITY Serdar Kutucu, EVP Brand & Strategy at Design Hotels™
12:30pm — 1:00pm	CREATING AN INTEGRATED SERVICE PORTFOLIO Christian Malcher, VP Commercial Operations at Design Hotels™
1:00pm — 2:30pm	LUNCH ON THE BALCONY

2:30pm — 3:00pm	CHALLENGE THE STATUS QUO Wladimir Klitschko, Owner of 11 Mirrors
3:00pm — 3:30pm	CONVERSATION ON SHIFTING ECONOMIC MODELS — FROM COMPETITION TO COLLABORATION Reto Gurtner, Owner of Rocksresort Josh Fehnert, Executive Editor at Monocle Peter Cole, Designated CEO of Design Hotels™
3:30pm — 4:00pm	THE DEATH OF RETAIL — AN OPPORTUNITY FOR THE HOSPITALITY INDUSTRY Marc Schumacher, Managing Partner at Liganova
4:00pm — 4:30pm	BREAK
4:30pm — 5:00pm	CONVERSATION ON HOSPITALITY & CULTURE Valeri Chekheria, CEO of Adjara Group Josh Fehnert, Executive Editor at Monocle Serdar Kutucu, EVP Brand & Strategy at Design Hotels™
5:00pm — 5:10pm	WHEN ARIANA MEETS HADAS Ariana Vafadari, Musical Artist & Opera Singer Hadas Kleinman, Musical Artist & Cellist
5:10pm — 5:40pm	THE LONG NOW Ping Fu, Founder & CEO of Geomagic
5:40pm — 6:00pm	FURTHER THOUGHTS

THURSDAY, OCTOBER 11

ARENA* 2018 DINNER

at Copenhagen Contemporary ③

7:30pm — 02:00am DINNER & PARTY

FRIDAY, OCTOBER 12

CONFERENCE DAY II

at The Royal Danish Academy of Music ②

09:30am ARRIVAL

10:00am — 11:30am TREND BRIEFING PART I:
EMBRACING OR RESISTING A WORLD
OF SUBCONSCIOUS COMMERCE
Chris Sanderson & Martin Raymond,
Co-Founders of The Future Laboratory

11:30am — 12:00pm BREAK

12:00pm — 1:00pm TREND BRIEFING PART II:
LUXURY & HOSPITALITY FUTURES AND
CREATING THE RIGHT EXPERIENCES
Chris Sanderson & Martin Raymond,
Co-Founders of The Future Laboratory



1

GLYPTOTEKET
Welcome Cocktail
October 10

Dantes Plads 7
1556 Copenhagen

→ [GET THERE](#)

2

THE ROYAL DANISH
ACADEMY OF MUSIC
Conference Days
October 11 & 12

Julius Thomsens Gade 1
1974 Frederiksberg

→ [GET THERE](#)

3

COPENHAGEN
CONTEMPORARY
Dinner & Party
October 11

Refshalevej 173A
1432 Copenhagen

→ [GET THERE](#)