

Press +++ Hotelga 2025
27 to August 29, 2025



Argentine design takes center stage at Hotelga 2025

Buenos Aires, August 2025 – The country's most innovative brands are preparing to showcase their creativity at Hotelga Ar Design. Once again, the leading HORECA event will provide a space for designers from across Argentina to display their talent in service of the hospitality and gastronomy industries.

The **Hotelga Summit 2025** will address the major thematic axes that cross the hotel and gastronomy industry: from the political and economic situation to artificial intelligence, investments and sustainability.

From August 27 to 29, La Rural Trade Center in Buenos Aires will bring together entrepreneurs, professionals, and experts at Hotelga 2025, the exhibition organized by FEHGRA, AHT, and Messe Frankfurt Argentina. Curated by journalist Marcela Fibbiani from 90+10, six brands from different regions—a federal selection that reflects the diversity of Argentine design—will present their latest projects in furniture, decoration, textiles, lighting, accessories, and tableware.

Among them is **Almagre Objetos**, a Villa Allende, Córdoba-based studio focused on developing functional art products in high-temperature stoneware. With an industrial approach that enables the production of small series of exclusive pieces, they combine artisanal processes with new technologies.

Also featured will be **Caucus**, a Catamarca brand with a store in Buenos Aires, specializing in handmade tapestries and rugs woven on traditional looms with natural fibers. Their philosophy centers on environmentally respectful work and promoting the circular economy.

From Olavarría, with a showroom in Buenos Aires, **Estudio Polonia** will showcase objects imbued with the warmth and value of craftsmanship. Their unique designs aim to tell stories through the combination of natural materials, seeking to set trends without losing identity.

Hache Objetos, based in Buenos Aires, promotes a local production network, encourages more women to join the metalworking industry, and incorporates Industry 4.0 processes. Their products are durable, modular, and customizable—ideal for hospitality, interior design, and commercial architecture.

Another participant, **iMdi**, is a company dedicated to manufacturing lighting fixtures that view design as a tool to generate cultural, material, and social value. With offices, a factory, and a warehouse in Buenos Aires, their catalog features refined, contemporary designs.

Lastly, **Inventario**, a studio from Córdoba Capital, will present products aimed at gastronomy and commercial spaces. Their pieces stem from exploration and fusion,

designed to create sensitive, large-scale environments while also serving practical purposes.

Together, these proposals make Hotelga Ar Design a cutting-edge space where Argentine design traditions and new trends meet the evolving needs of the hospitality and gastronomy industries in Argentina and the region.

Social media:

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Hashtags

#Hotelga #Hotelga2025

Contacts:

Natalia Porta

Communication and Press Manager

Carolina Del Pozo

Head of Communication and Press

Camila Loch

Press Consultant - Mauro y Asociados Tel: +54

2324 558730

cloch@mauroyasociados.com.ar

Information about Fehgra

Since 1941, the Gastronomic Hotel Business Federation of the Argentine Republic has represented all the country's activity. Its objective is to defend the interests of the sector and collaborate in the development of the hotel, gastronomy and tourism industries. The entity brings together more than 84,000 companies, grouped in its Entities. There are 17,000 hotel establishments and 67,000 gastronomic establishments.

More information in <https://fehgra.org.ar/>

Information about AHT

The Association of Tourism Hotels of the Argentine Republic is a non-profit organization with extensive experience, recognition and presence throughout the national territory founded in February 1977. It groups and represents the most important hotels in the country, distinguished by the quality of their facilities and the excellence of the services provided to their guests. The AHT supports the interests of the hotel and tourism sector together with the public and private sectors, to strengthen the competitiveness of its members and respond to their needs.

More information in <https://www.ahtra.com.ar/>

Information about Messe Frankfurt Argentina

It is the local subsidiary of Messe Frankfurt GmbH, the world's leading professional exhibition organization company. The objective of its events is to promote real business meetings that stimulate regional markets, encourage the domestic market and in turn urge the development of the technological pole in each area. Currently the portfolio of events of Messe Frankfurt Argentina includes the exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Emitex, Simatex, Confemaq, ExpoFerretera, Hotelga, Intersec Buenos Aires, Salón Moto, Tecno Fidta and Arminera. In addition, it holds numerous congresses and special events for third parties, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil & Gas Expo Patagonia and ExpoEFI, among others.

More information in www.ar.messefrankfurt.com

Learn more about the Messe Frankfurt Group

www.messefrankfurt.com/background-information