

hidesign: emea 10

Hilton Malta Hotel,
St Julians, Malta
4-6 March 2010

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LIVING DESIGN

Tarek Hegazy is CEO of AB Living Design – the Swedish Interior Design Company who provide 5 Star turn key solutions to Blue chip clients who are looking for that extra panache in their hotels.

Living Design has attended HI DESIGN EMEA since it started in 2006, and continue to do so. "it has undoubtedly assisted us in the way that we view the market place, the differing trends in design and the interactive relationships with suppliers," Tarek confirmed.

For the last 18 months, Living Design has been predominately involved in the refurbishment of the Kempinski Group's flagship hotel in Geneva - a highly prestigious project that has culminated in Living Design's nomination in the 2008 European Hotel Design Awards for the Best Hotel Suite. Other current major contracts include the Kempinski Hotel - Turkmanistan, Kempinski - Vinius, Lithuania, Radisson SAS - Oslo, Radisson SAS Astoria - Vilnius and the RICA Hotel - Norway.

LIVING DESIGN
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TAREK HEGAZY

"Our success with our Clients has been based upon strong relationships with competent suppliers; we firmly believe that in order to achieve our goals we must work with suppliers using strong business ethic and total transparency – if we are successful then they are. HI DESIGN has played a significant role in our forging relationships with good suppliers," states Hergazy.

Being the conduit between designer and potential suppliers, HI DESIGN has become an integral part of Living Design's Procurement process. "In an industry where new ideas and products are constantly developing you need to keep abreast of what is new and novel. HI DESIGN is the place where you will see these changes first."

Tarek explains "HI DESIGN is a totally functional event addressing both the needs of the Interior Design company and the prospective supplier. It does the research and the leg work for both parties leaving all confident that when they meet, there is a researched formula in place that dispenses with time-wasting to allow them to get on with the job in hand."

"We find the one-on-one system promoted by HI DESIGN is fully workable and beneficial. Our company is assured of an event organised and run by people with their finger on the pulse. We know we will come away from the event with the feeling of time well spent."

"We will continue to attend as we feel that the benefits of attending, listening and discussing topics within our Industry are a key factor to our current and future success."

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