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Innovation Lounge Miami opens

On January 19th the first Innovation lounge opens in Miami with more than 50 partners from the industry.

It has been a good year since Susan Sadolin, CEO of Shores Global, had the idea to bundle her excellent contacts in the cruise industry and in the hotel sector to create a one-stop immersive showcase of the newest and best products in the industry. Miami is a hub of the cruise industry and therefore a perfect backdrop for the Innovation Lounge, with many companies having offices nearby.

Innovation Lounges are the newest concept in the industry - unique and immersive spaces, showcasing interior land and sea products for the hospitality industry. Where else may builders, designers, and specifiers to see and feel the most innovative products on the market, and learn firsthand about the participants' technological, sustainable and highly creative products?

The Innovation Lounges will be a one-stop-shop to enhance any cruise, river, yacht, hotel, and resort guest experience. Creating this space will enable builders, designers, and specifiers to see and feel the most innovative products on the market. What is different?

Unlike a traditional trade show, Innovation Lounges are designed by the star designers from Tillberg Design from Sweden and provide the visitor the feeling of moving in the real world.



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„We are so excited to open in these difficult times,” says Susan Sadolin. “The response from industry has been incredible. We have found the pulse of the times.”

On a good 600 square meters in Miami, architects, designer and companies can now deal directly with the products, hold conferences and obtain information. However, the exhibition area is not a trade fair in the conventional sense,

“Given the interest and success of Miami, we are already working on the next lounge in Europe. Hamburg is a perfect place for us because there is another concentration of many hospitality companies and industries there. The opening in Europe is planned for autumn 2021,” says Jens Hannemann, Marketing Director, Innovation Lounges.

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