**HOSPITALITY 2025: IN THE EXPERIENTIAL SPACE *DI OGNUNO***

**THE INCLUSIVE BREAKFAST ROOM FOR A NEW APPROACH TO HOSPITALITY**

**From 3 to 6 February, at Riva del Garda, DI OGNUNO (FOR ALL) explores how to design hospitality spaces that are accessible to all. This marks the continuation of the partnership initiated last year between the hospitality industry’s leading event, Village for all – V4A, and Lombardini22.**

**Hospitality – Il Salone dell’Accoglienza** reaffirms its commitment to inclusive and accessible hospitality with the second edition of **DI OGNUNO (FOR ALL)**, the multi-year project developed in partnership with **Lombardini22** and **Village for all – V4A**.

Building on last year’s success, which centred on the inclusive reception area "For All" and included the production of a digibook and audiobook featuring practical tips for operators on re-imagining spaces with inclusivity in mind, this year the experiential area focuses on a vital, central and shared moment: **breakfast**.

**The Inclusive Breakfast Room “DI OGNUNO”** aims to showcase how thoughtful design can turn accessibility needs into **spatial strengths**, making breakfast a truly inclusive experience for everyone, regardless of their requirements. “*The project delves into inclusivity in every detail and from all perspectives, considering not only the physical aspects of each individual – be they a guest or hospitality professional – but also sensory, cultural and dietary needs. With FOR ALL, we aim to demonstrate that it is possible to create spaces that are beautiful, functional and inclusive, capable of welcoming every guest and generating both social and economic value,*” comments **Alessandra Albarelli, General Manager of Riva del Garda Fierecongressi**.

At Hospitality 2025, the **DI OGNUNO (FOR ALL)** area – located at the centre of Hall C2 – will provide insights and practical solutions, demonstrating how to design a space that **overcomes architectural barriers** with accessible pathways, height-adjustable tables and clear, readable signage. It will also explore **sensory inclusion** through balanced acoustics and lighting carefully designed to accommodate diverse sensitivities, creating a welcoming and relaxing atmosphere. The space will offer guidance on **catering to dietary needs** with options that consider intolerances, allergies and ethical or personal choices, supported by clear, simple and detailed information.

When it comes to breakfast, **dietary inclusivity** is very important. According to ISTAT data for 2022–2024, 12.7% of Italians suffer from food **intolerances**, with lactose and gluten sensitivity being particularly prevalent. Meanwhile, the Italian Association for Lactose Intolerance (AILI) reports that nearly 50% of Italians are affected by lactose intolerance, often asymptomatically. This underscores the growing importance of a more sensitive and attentive approach to hospitality that considers different dietary requirements, **promoting a culture of inclusion** that respects varied **needs**, **traditions** and **lifestyles**.

*“We are proud to continue offering innovative, accessible and comfortable formats by applying Universal Design principles to the hospitality industry, from trade fairs to function venues and accommodation facilities. Together with our partners, Riva del Garda Fierecongressi and Village for all - V4A, this year we are exploring the concept of inclusivity in the breakfast room, a universally shared moment,*” says **Cristian Catania, Head of Universal Design at Lombardini22***. “Demonstrating that every space can be designed to be welcoming and accessible to all is a cornerstone of our approach to every project. We aim to provide practical solutions that inspire hospitality industry professionals to expand their potential customer base.”*

The space will be divided into two areas representing **comfort** and **discomfort**, guiding visitors through a direct comparison between uncomfortable and comfortable environments. This approach highlights the everyday barriers caused by non-inclusive design and showcases solutions that transform the breakfast area into a welcoming space that offers **well-being and accessibility for all**, eliminating both physical and mental barriers.

The experiential area has been designed with **ESG principles** in mind, in terms of use – employing components from last year’s stand to optimise resources, reduce consumption and enhance their value over time – and in the choice of materials. Additionally, **a neuroscientific approach** has been applied to improve the perception of well-being within the space, using effective layouts, flows and **experience design**. Solutions have been developed bearing in mind individual needs and desires, integrating sensory activators such as Lighting Design, Olfactory Design and Acoustic Design.

“*Accessible hospitality isn’t just about providing rooms for those with accessibility needs – it must encompass all the services available to guests. Shared moments, such as breakfast, are essential and must be accessible to all. Improving the quality of the experience is both an ethical duty and an economic opportunity. As we often say: same place, same price, more guests,*” says **Roberto Vitali**, **CEO and Co-founder of Village for all – V4A**.

DI OGNUNO (FOR ALL)is more than just an exhibition area; it is an invitation to rethink hospitality, a laboratory of ideas and solutions to help the sector evolve towards a more inclusive model. At Hospitality 2025, **accessibility will be a cross-cutting theme**, addressed not only in this dedicated space but also in numerous training sessions and themed pathways focusing on diverse dietary needs and habits.

“*Accessible hospitality relies on spaces and services that are accessible to all, alongside adequately trained staff – essential elements in meeting the needs of the hospitality industry,*” concludes **Giovanna Voltolini**, **Exhibition Manager of Hospitality**. “*With this project, Hospitality offers an all-round vision of the industry, treating inclusion as a fundamental and universal value: from experiential areas to training opportunities, and through to the exhibition itself.*”

To support entrepreneurs, professionals and hospitality designers, Hospitality, together with Village for all – V4A and Lombardini22, produced the 2024 **digibook and audiobook “UNIVERSAL DESIGN IN HOSPITALITY: A REFLECTION FOR ALL AND OF ALL”**.  
Its goal is to explore the concept of universal design within the industry, emphasising the importance of offering quality solutions that cater to all in both hotel and non-hotel facilities. The digibook and audiobook are available on the [project’s dedicated page](https://hospitalityriva.it/it/di-ognuno).

The 2025 edition of Hospitality - Il Salone dell’Accoglienza is scheduled to take place at the Riva del Garda Exhibition Centre from 3 to 6 February. **See you at breakfast, because inclusion starts with a simple act that brings everyone together.**

Riva del Garda (TN), 05/12/2024

**Information on** [**Hospitality – Il Salone dell’Accoglienza**](https://hospitalityriva.it/it)

Organised by Riva del Garda Fierecongressi, Hospitality is the leading international exhibition in Italy dedicated to Hospitality professionals. Covering an exhibition area of more than 45,000 square metres, the event stands as the most comprehensive in Italy, featuring an extensive training program and wide array of businesses and professionals in the Contract&Wellness, Renovation&Tech, Food&Equipment and Beverage areas, as well as special areas such as Solobirra, RPM-Riva Pianeta Mixology and Spazio Vignaiolo. Additional highlights include the open-air offering in the Outdoor Boom hall and the experiential and inclusive design concepts.

The 49th edition will be held in Riva del Garda, from 3 to 6 February 2025.

[www.hospitalityriva.it](http://www.hospitalityriva.it) @HospitalityRiva

[**Lombardini22**](https://urlsand.esvalabs.com/?u=https://www.lombardini22.com/&e=ef878189&h=a194b75e&f=y&p=y), a leading group in the Italian architecture and engineering landscape, was the first to introduce a multi-disciplinary and multi-author approach involving pre-project strategic analysis and consultancy, developed by highly specialised professionals across all disciplines of architecture, engineering, marketing and digital. The group offers value-added services such as Universal Design, neuroscientific research, olfactory design and lighting design. In recent years, Lombardini22 has introduced significant innovations in the trade fair sector, redefining exhibition layouts and visitor experiences, as well as developing neuroscience-based designs for exhibitor stands.

[**Village for all - V4A®**](https://www.villageforall.net/it/) specialises in Accessible Hospitality, supported by 16 years of national and international experience. It works with private businesses, public bodies, DMOs, consortia and foundations.   
Since 2008, V4A® has been the first Accessible Hospitality network in Italy, with a very clear mission: “People with accessibility needs who travel are tourists, too. To each their own holiday!"

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