



44° EDIZIONE
RIVA DEL GARDA
QUARTIERE FIERISTICO

1 ottobre 2019

www.hospitality.it

Hospitality – Il Salone dell'Accoglienza (The Hospitality Fair)

Expo Riva Hotel, the leading Italian trade fair in the hospitality and catering sector, becomes **Hospitality - Il Salone dell'Accoglienza**, featuring a **more contemporary and international image**, which summarises and represents the experience and background of 43 editions of the event, **looking to the future and to the needs of companies and professionals in the sector**.

The new concept tells the story of **a reality with a consolidated past but in tune with the present, dynamic and ready to face the challenges of the future**. Precisely for this reason, the **Hospitality** logo, the H pictogram, is built as a "Stamp of Approval", a guarantee of quality for companies and professionals working in the Ho.Re.Ca. sector.



A synergy between past and future is the core of the logo's graphic design. At the centre, the iconic "H" element represents the common thread that projects the historic Expo Riva Hotel brand into the contemporary world of hospitality and catering that is the focus of **Hospitality**. The development of the logo is complemented by the new payoff "**Il Salone dell'Accoglienza**", which surrounds the pictogram and expresses **Hospitality's** attention to the sector in its entirety, from the hôtellerie to the artisan producers of excellent local products, encompassing wellness and training.



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The rebranding - carried out by **Laura Menichelli and Alessandro Vergot's The Studio** - included not only the logo and naming of the event, but also the thematic areas it is aimed at - **Contract & Wellness, Beverage, Food & Equipment, Renovation & Tech.**



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