

OBRA BLANCA[®]

Obra Blanca's Fifth Edition is Set to Be a Key Event for the Finishes and Design Products Sector

- The fifth edition of Obra Blanca will showcase innovative and updated content organized into three cycles: Living Space, Sustainability and Innovation, and Lighting.
- These cycles will allow attendees to delve into various aspects of architecture, cementing the event as the leading center of conversation in the sector in Mexico.
- The international conference program will feature prominent speakers such as Elizabeth Diller, Fuensanta Nieto, Enrique Sobejano, and Giancarlo Mazzanti.
- With an anticipated attendance of 15,000 visitors, Obra Blanca will take place on October 15, 16, and 17 at Expo Santa Fe, Mexico City, bringing together professionals from the finishes and design products sector for architecture and interior design.

Obra Blanca, the most impactful event for the finishes and design products sector for architecture, is set to achieve record numbers in its fifth edition. This year will see the highest numbers in space, exhibitors, visitors, products, trends, innovation, partnerships, and community, with an estimated economic impact exceeding 1 billion pesos during the event, according to Lic. Fernando Lozano Assad, President of Obra Blanca and Director of TCNA Mexico (Tile Council of North America - Mexico). He emphasized that "the significance of these figures reflects what Obra Blanca aims to be: a space to drive the development and full potential of the sector, as well as an opportunity to evolve and transform it."

From October 15th to 17th, 2024, Obra Blanca will be held at Expo Santa Fe, highlighting its continued growth in partnerships and experiences. "Obra Blanca leads the finishes and design products for architecture sector and materializes this leadership through various efforts to create community with strategic collaborations and significant experiences over three days of immersion, including all product launches, international conferences, forums, technical talks, biennial presentations, assemblies, roundtables, guided tours, and more," noted Lozano Assad.

Victor Almeida, President and CEO of INTERCERAMIC, remarked that the ceramic finishes industry alone generates over 30,000 direct jobs and is modern, globally competitive, with a sustainable and responsible approach. He added that "Obra Blanca represents the industry and was created to meet the needs of professionals, promote design, creativity, quality, and innovation; it is a world-class event enriched by the inclusion of other sectors like lighting."

During the press conference, Lorenzo Díaz, Director of Obra Blanca Experience and Partner at Círculo Cuadrado, detailed the daily agenda of the event around three content cycles dedicated to the community with specific and relevant topics for architecture and interior design. Attendees will be able to explore various areas in depth each day through the cycles: Day One, Habitable Space; Day Two, Sustainability and Innovation; and Day Three, Lighting, aimed at fostering dialogue and expanding the sector into new horizons.

The Habitable Space Cycle, on October 15th, is designed to stimulate discussion about the environment we live in. This day will include the Second National Housing Forum, in partnership with the Federation of Architect's Associations of Mexico (FCARM), the National Chamber of Housing Development and Promotion Industry (CANADEVI) Valle de México, and the Mejor Ciudad Association; the 1st Corporate Interior Design Forum AMIC, in collaboration with the Mexican Association of Corporate Interior Design (AMIC); and the conference "Architecture Insiders: The Business of Architecture," in partnership with the Colegio de Arquitectos de Nuevo León (CANL).

Architect José Luis Cortés, President of the Honor and Justice Board of FCARM, emphasized the critical moment to strengthen the alliance between architects, the private sector, and the public sector to build a better Mexico. He noted that the alliance with Obra Blanca is vital for working together to meet housing and urban service equipment needs in the country. "The industry has the professional capacity to build a stronger Mexico and become a global benchmark. I learned an important phrase: 'If construction is doing well, the economy is doing well, the country is doing well,'" a perspective shared by Architect Yuri Zagorin, board member of the Mejor Ciudad Association.

Architect Oliver Jaimes, President of the Mexican Association of Corporate Interior Design (AMIC), stated that this edition of Obra Blanca will showcase trends in corporate interior design, highlighting "flexible and dynamic spaces, in which the finishing materials present throughout the exhibition stand out."

Regarding the Sustainability and Innovation Cycle, taking place on October 16th, it will drive conversations about expectations and new goals for sustainability in the finishes and design products industry for architecture and interior design. This day will include the Sustainability and Innovation Forum, in partnership with TCNA, The Tile Council of North America - Mexico, and the XXVII Pan American Architects Congress: "Architecture Between Limits," in collaboration with FCARM and the Pan American Federation of Associations of Architects (FPAA).

This cycle will also feature a study on the expectations for the construction industry in Mexico for 2024, in partnership with BIMSA, and the Conference by Ramón Esteve: "Design as a Sensory Experience from the City to the Object," in partnership with Glocal.

The Lighting Cycle, scheduled for October 17th, will offer an experience dedicated to sharing and discussing the forefront of the lighting sector. This day will present the Second Lighting Forum, in partnership with Illuminet and the Illuminating Engineering Society (IES) Mexico.

Luis Juan López Barreiro, Director of Illuminet, emphasized the importance of having a dedicated lighting pavilion at Obra Blanca, as architects and interior designers seek ideal materials that, if not properly illuminated, do not look as they should. He noted that there is a crucial point in professionalizing and dialoguing among different disciplines so that light positively impacts the built environment. Obra Blanca offers the perfect opportunity for architects, interior designers, and lighting experts to exchange ideas and experiences. For the lighting community, it is vital to expand the message about light, a topic with many interesting facets.

In addition to these three major cycles and in partnership with Arquine, the fifth edition of Obra Blanca will feature an international conference program with renowned architecture figures including Elizabeth Diller from Diller Scofidio + Renfro (DS+R), Fuensanta Nieto and Enrique Sobejano from Nieto Sobejano Arquitectos, and Giancarlo Mazzanti from Equipo Mazzanti.

Obra Blanca will open its doors at Expo Santa Fe, Mexico City, on October 15, 16, and 17. This 5th edition is expected to draw more than 15,000 visitors and over 130 exhibitors, solidifying its role as the leading meeting and conversation hub for the finishes and design products sector for architecture and interior design.

To view the program of activities for Obra Blanca, visit:

<https://obrablancaexpo.com/programa-de-actividades-presentacion/>

About Obra Blanca:

Obra Blanca, established in 2019, is a premier event for finishes and design products in architecture. Created by the industry for the community, it aims to bring innovation closer and provide essential experiences for professionals in the finishes sector. This exhibition fosters connections and business meetings between architects, interior designers, and top national and international brands. Attendees can receive expert advice, expand their supplier portfolios, exchange ideas, and find inspiration in avant-garde products, services, and designs that add value to architectural projects.

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