

IDC & RAIC Present

# IIDEXCanada

Canada's National Design + Architecture Exposition & Conference

## Media Release

Attention Editors: Hospitality Design, Interior Design

### **Boutique Design Pavilion is Coming to IIDEXCanada 2017**

Toronto, ON, Apr. 20, 2017 — In response to the evolving hospitality sector, IIDEXCanada, part of The Buildings Show, is pleased to announce a strategic partnership with [Boutique Design New York](#) (BDNY), [Boutique Design West](#) (BDwest) and [Boutique Design magazine](#), owned by Hospitality Media Group and ST Media respectively.

This partnership will result in an exciting hospitality-design focused pavilion produced by [Boutique Design](#) in addition to hospitality-related seminars and other programming features during IIDEXCanada 2017. Since 2010, BDNY and BDwest have grown into one of the leading trade fairs and conferences specifically for the hospitality design industry. Presented annually in New York City and LA, the Boutique Design trade fairs bring interior designers, architects, purchasing agents and hospitality owners/developers together with manufacturers and marketers of high-calibre design elements for hospitality interiors. Boutique Design's partnership with IIDEXCanada will bring a whole new level of hospitality-related discussion to the Canadian market.

"We see this strategic alliance as an important evolution in IIDEXCanada's ability to connect with our industry and serve as an important mediator between manufacturers and designers," declares IIDEXCanada vice-president Tracy Bowie. "Creating the Boutique Design pavilion at IIDEXCanada 2017 will only intensify our strength to showcase new trends in the hospitality sector." adds Bowie.

Through its alliance with IIDEXCanada, Boutique Design brings its own network and expertise in the areas of inventive furnishings, lighting, fabrics, wallcoverings, flooring and more for hotels, restaurants, spas, clubs and cruise ships around the world.

"We see the Canadian market as a growth area for Boutique Design brands," said Michelle Finn, President of Hospitality Media Group LLC president and senior vice-president of ST Media Group International. "A pavilion at IIDEXCanada, Canada's premier commercial design show is the perfect show to launch and develop a strategic alliance."

For exhibit and marketing information, please contact [Tracy Bowie](#) or [Michelle Finn](#).

## About IIDEXCanada

IIDEXCanada takes place at the Metro Toronto Convention Centre, North Building on Wednesday, November 29 and Thursday, November 30, 2017. As part of The Buildings Show, IIDEXCanada is owned by Informa Canada. For more information, visit: [www.iidexcanada.com](http://www.iidexcanada.com)

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## About Boutique Design

BDNY and BDwest are produced by Hospitality Media Group LLC (HMG). HMG is a privately held company serving the global hospitality and related industries specializing in trade fair, conference and event management and development. For more information, visit: [www.boutiquedesign.com](http://www.boutiquedesign.com)

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