

11—13  
October  
2023 Rimini Expo  
Centre — Italy

**TTG**  
TRAVEL  
EXPERIENCE

**60TH  
EDITION**

**in  
out**  
THE CONTRACT  
COMMUNITY.

The italian  
marketplace  
for travel  
& hospitality

The year of

UTOPIA

Live. Believe.

ORGANIZED BY

**ITALIAN  
EXHIBITION  
GROUP**

Providing the future

# Progress is the realisation of Utopia.

Oscar Wilde

## The year of Utopia.

The era of Utopia is born from a radically transformed environment that is forcing companies and travellers to question their values and behaviour.

A form of chemical thinking that breaks down the variables of reality and reassembles them in a new design, generating unusual perspectives.

No longer simply a synonym for evasion and a showcase of beauty, the tourism sector is preparing to welcome and meet the **challenges imposed by the modern world.**

Regions and structures are working to become models of sustainability; the **interaction between** hosts and guests is transforming travel into an active agent for social change; the relationship between inhabited spaces and **people's well-being** is being redefined in hotel architecture.

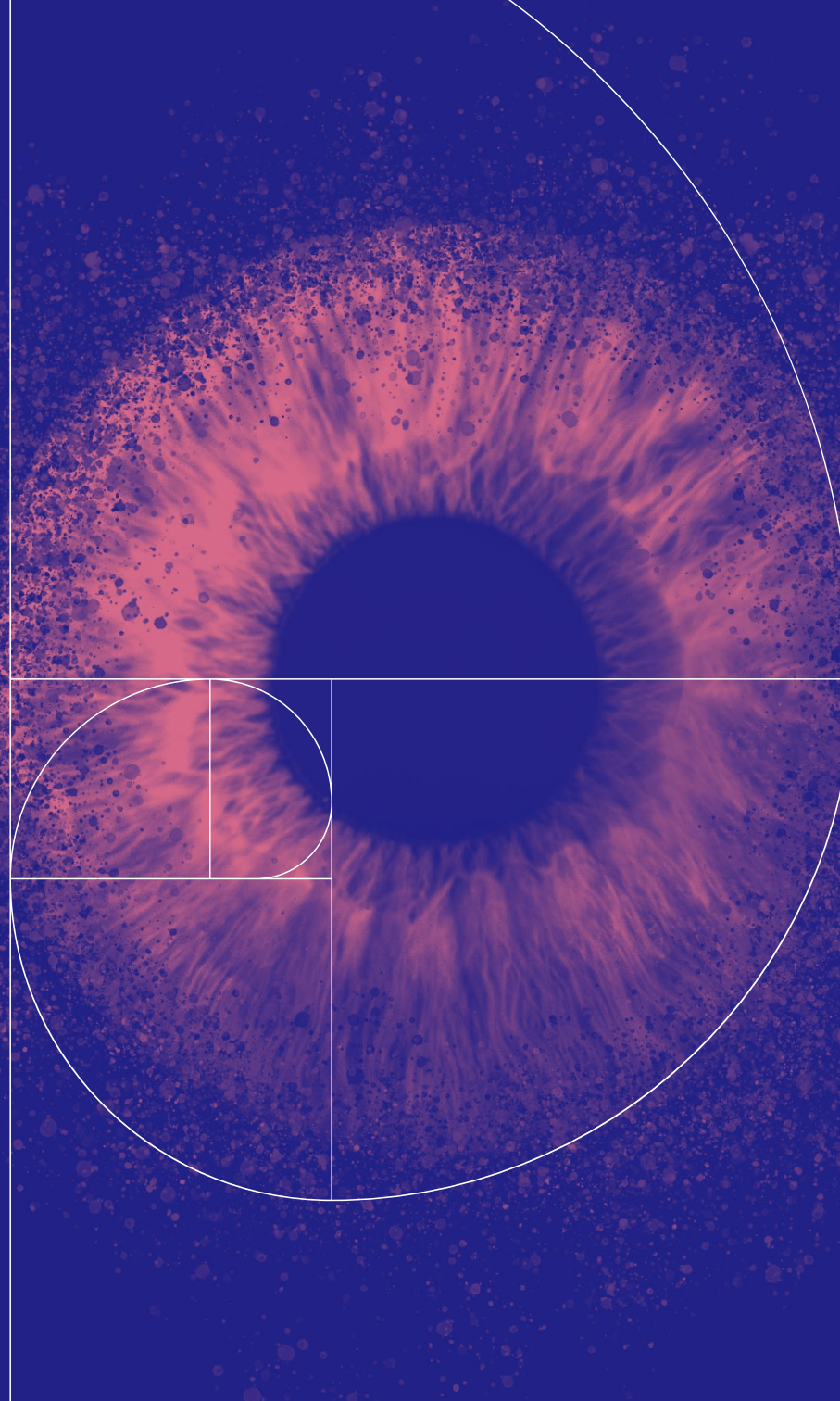
Designing **more flexible and fluid tourism products** from a structural, commercial, narrative and iconographic viewpoint is therefore no longer a choice but a necessity. A bold entrepreneurial turning point, but an indispensable one.

# Live.

The era of Utopia takes material form in **transformative tourism** proposals geared to the traveller's personal growth. Moments of **sharing** and direct **participation** in the life of holiday destinations.

Building an **equal dialogue** with other living species, animals and plants. **Tracing the roots** of our ancestors. Rediscovering **awe** and **wonder** as an immediate source of happiness and the new true well-being of the tourist.

Travel solutions built to put the "living world" as a whole at the centre. Many regions and companies are already moving in this direction, focusing on alternative goals that go beyond numerical and economic growth.



# Believe.

There is growing awareness among travellers and tourism and hospitality companies that they are part of a complex network of relations, in which those who travel and those who enable them to travel operate within a context encompassing ethics, politics and economics.

Holiday time and space are therefore no longer purely an entertainment offer, but also an opportunity to implement conscious consumption choices.



# Nothing will be as before.

**Regions and destinations** are encouraging meetings and direct dialogue with artists, designers, musicians, craftsmen and spiritual guides, suggesting new forms of cultural contamination. The relationship between travellers and the natural environment is also changing to become a space of knowledge in which to listen closely to other living species.

The world of **transport** is increasingly designing and investing in services that respect passengers as part of an ecosystem

to be preserved, through new alliances between land-air options, the optimisation of routes, the choice of fuels, and the adaptation of infrastructure to new energy-saving needs.

**Hotel businesses** are adopting building and interior design standards inspired by sustainability; they value local craftsmen and materials, are incorporating greenery into their interior spaces, and are working to reduce food waste, save energy, and reduce CO2.

# Unusual Perspective Generator

**UTOPIA represents the recoding of new languages.**

Within its dynamism unfolds a story of layers, levels, and visions.

These elements interact with each other, mutually influencing, connecting, and transforming, giving rise to new perspectives.

We witness the birth of new visions, the opening of new frontiers, and the breaking down of the barriers of normality. We explore hidden microcosms and secret niches, revealing an entire unknown reality that was only waiting to be discovered and recoded.

The recoding itself is a creative vortex that brings the vision of the exhibition sectors to life. Thanks to artificial intelligence, which has assimilated and reinterpreted millions of images from the web, we present the utopian representation of the sectors. The continuous evolution of creativity and innovation constantly drive us beyond the limits of our imagination.



## **TTG** **Travel Experience**

TTG Travel Experience is the key Italian event – only for professionals – for the promotion of global tourism in Italy.



## **InOut** **The Contract Community**

A single marketplace to bring together the four shows of the indoor/outdoor sector.



**SIA**  
**Hospitality Design**

The exhibition space for settings and furnishings from the leading companies in hotel and hospitality design.



**SUN**  
**Beach & Outdoor Style**

A comprehensive exhibition of innovations for beach companies and establishments.



**SUPERFACES**

The first Italian B2B marketplace dedicated to Italian and international companies that produce innovative materials for surfaces and installation.



**GREENSCAPE**

The new show dedicated to design and furnishing solutions for outdoor hospitality spaces.

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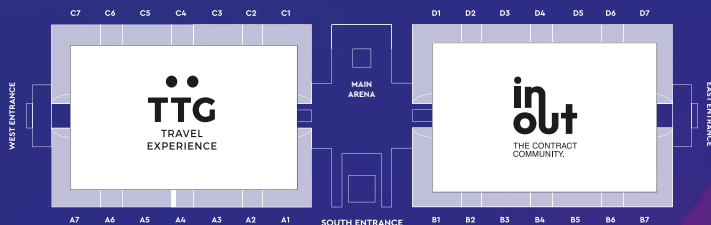
**SUN**  
BEACHS/OUTDOOR  
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**green  
scape**

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## VISUAL UTOPIA

Inspired by the golden spiral – a universal symbol that represents the “ideal” of harmony and perfection in all forms of life and matter – the visual chosen to represent the **theme of TTG | InOut 2023** recalls the urgency of designing a new order for the development of the industry, companies and products.

The inclusion of *Phi* in the Utopia logo reinforces the reference to Greek thought, inviting creative design but extremely rational design, immersed into contemporaneity. A contemporaneity expressed by the fractals that make up the images of the visual background, fruit of artificial intelligence processing.

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