

Press *release*



Prima Roadshow 2025

Flowing Creativity



The Art of Hospitality in Motion

An invisible thread connects hospitality with design, space with emotion, aesthetics with memory. This is the creative flow: a current that moves through places and people, turning the everyday into experience. With Flowing Creativity • The Art of Hospitality, PRIMA brings this vision to life at the most significant trade fairs of autumn 2025.

From the bright seascape of Rimini, to the alpine refinement of Bolzano, to the cosmopolitan energy of Milan, each stage becomes a chapter in a collective story. A journey woven with textures, flowing colours, and creations that take centre stage in the art of welcoming.

Objects of desire

In PRIMA's spaces, lines soften, materials breathe, light caresses unexpected surfaces. The new skincare and amenity collections, textile ranges, and guest room and spa accessories emerge as parts of a broad, harmonious vision: hospitality that surprises, embraces, and inspires.

Hospitality as a style statement

PRIMA sees hospitality as an aesthetic language and a cultural gesture. Each creation carries a story, inviting guests to observe, to touch, and to live the space with intensity. Sustainability is expressed as a choice of style: essential dispensers, reduced packaging, and materials that embody respect for both time and the planet.

Event Calendar 2025

Hospitality Day – Rimini, 7th October

Fiera Hotel Bolzano – Bolzano, 13th–16th October

Host Milano – Milan, 17th–21 October

Luxury Hospitality Conference – Milan, 30th October

Each appointment represents a fragment of the Flowing Creativity concept, an invitation to imagine the future of hospitality with new eyes.

About PRIMA

With strong roots in Bolzano and a vision that embraces global scenarios, PRIMA has been interpreting contemporary hospitality for over thirty years. Its collections arise from the union of aesthetic research, attention to detail, craftsmanship, and sustainable innovation.

From textures that gently touch the skin to objects that shape the identity of a space, PRIMA creates

atmospheres, evokes emotions, and guides hospitality professionals on a creative path that transforms every property into a place to be remembered.

We are PRIMA

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