**Arun Rana, Design Director, Premium, Midscale, Economy, ENA, Accor**

Head of interior design for hospitality projects for Accor Hotels Group, Europe & North Africa (UK, Ireland, Netherlands, Nordics, Spain, and Portugal). Arun Rana’s remit covers multiband from Lifestyle, Premium, Midscale and Economy segments.

He is responsible for supporting Accor’s vision of growth and creating a second to none, guest experience, and works closely with designers and architects to inspire, create, and push the boundaries of interior design.

Originally educated in contemporary furniture and lighting design, with a passion for graphic design, architecture, travel, and food, Arun found hospitality interior design to be a great way to bring all his creativity to one place. Previously he has managed two studios and a team of designers, and has worked on a variety of projects from one-off restaurants, bars, large scale roll outs, and hotels.

Focusing on strong concepts to tell a story, he loves interiors that allow the guest to explore, discover, and find joy in subtle design touches.