

The LOBBY

Copenhagen
2-3 September 2026

Book tickets at
www.thelobbycph.com

Moving Hospitality – Together

The Lobby is an annual hospitality gathering in Copenhagen, bringing together an influential community of leaders, innovators and decision-makers committed to shaping the future of the hotel business.

Built around meaningful conversations, genuine human connection and a carefully curated programme, The Lobby creates a space where some of the world's most compelling voices share perspectives on authenticity, courage, vision and the ideas that drive both people and businesses forward.

This year's theme of Celebrating Failures explores the value of embracing setbacks as catalysts for innovation, creativity and growth. Through honest conversation and personal insight, an exceptional line-up of internationally recognised speakers will challenge conventional thinking and inspire new perspectives.

2026 speakers include: **Rasmus Munk**, founder of Alchemist and one of Denmark's most innovative chefs; **David Zilber**, chef, food scientist, author and fermentation specialist; **Nima Tisdall**, Managing Partner at Nordic Makers, Forbes 30 Under 30 honouree and Obama Foundation Leader Europe fellow; **Frans Johansson**, best-selling author of The Medici Effect and CEO of Medici Next; **Corinna Kretschmar-Joehnk** and **Peter Joehnk**, founders of JOI-Design, one of Europe's most respected interior architecture and hospitality design studios; **Justus Bruns**, co-founder of design and technology studio Vouw; **Michael Levie**, founding partner of CitizenM and internationally recognised hospitality entrepreneur; together with a leadership panel featuring **Chris Penn**, CEO at Ace Hotel, **Eljesa Saciri**, General Manager at The Mandrake, and **Verena Haller**, Global Head of Design & Creative Services at Hyatt.

At The Lobby, conversation extends beyond commercial agendas. The programme is designed to ask difficult questions, challenge established thinking, and encourage more meaningful choices for the future of hospitality.

Equally important is community. The Lobby brings industry leaders together in an environment designed for genuine exchange – where new ideas emerge, lasting relationships are formed, and conversations develop into collaborations and business opportunities.

The Programme

2 September – 14:00-23:00

The Courage to Move

An intimate conversation with Rasmus Munk, exploring failure culture within Michelin-starred gastronomy.
Location: New Works

Beautiful Failures – Willing to Speak

A presentation and panel conversation by Philippa Wagner of PeoplePlacesSpaces.
Location: Vitra

Dinner

A seated dinner in a waterfront setting, with interiors designed by David Thulstrup.
Location: Langelinieskuret

3 September – 09:00-00:00

Conference

Keynotes, panel discussions, workshops, sponsor showcases and a curated exhibition by Piet Hein Eek – all centred around the theme of Celebrating Failures.
Location: Langelinieskuret

After-Party

A final farewell gathering.
Location: Umage

Speakers



David Zilber



Chris Penn



Eljesa Saciri



Frans Johansson



Nima Tisdall



Rasmus Munk



Michael Levie



JOI-Design



Justus Bruns



Verena Haller

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