

Messe News

November 2009

The World of Flooring



Contents

Handmade rugs move to northern halls

Page 2

Hall layout DOMOTEX 2010

Seite 2

**Carpet Design Awards 2010:
The competition for handmade carpets**

Page 3

Souk Deluxe: New trend show

Page 3

**FLOORFORUM: Spotlight on
modern rugs**

Page 4

**contractworld – Forum for architecture
and interior design**

Page 5

Spotlight on ceramic tiles in Hall 4

Seite 5

SKILLED TRADES FORUM

Page 6

Initiative for Safer Working Practices

Page 7

**European competition for interior
furnishing trades**

Page 7

Visitor service: Planning your visit

Page 8

Exhibitor index on Internet

The exhibitor index for DOMOTEX HANNOVER 2010 and all the relevant information on the upcoming show are available at:

www.domotex.de/exhibitorsproducts

Information on new products and innovations displayed by DOMOTEX exhibitors can be found at:

www.domotex.de/latestproducts



For full details of
DOMOTEX HANNOVER, visit

www.domotex.de/homepage_e

DOMOTEX 2010 – Seize new opportunities



The countdown has started: In January 2010 DOMOTEX HANNOVER, the world trade fair for carpets and floor coverings, opens its gates. Running from 16 to 19 January at the Hannover Exhibition Center, the event serves as a world showcase for the international carpet and floor coverings industry, with exhibitors from some 60 different nations displaying the upcoming trends. The top decision-makers from the industry come here to find out which products are going to be dominating tomorrow's market and to generate leads with business partners from across the globe. No other event offers trade visitors such a comprehensive overview of world market offerings. The exhibition sectors at DOMOTEX HANNOVER include handmade and machine-woven carpets, textile and resilient floor coverings, parquet flooring and laminate coverings as well as laying skills, cleaning and application technologies.

Visitors can look forward to numerous new features at the upcoming event, designed to guarantee a successful trip to the show. New emphases are being set in virtually all areas, in a conscious move by DOMOTEX to further consolidate its status as the industry's leading exhibition. The handmade rugs sector is being

restructured in the northern section of the exhibition grounds and its role further enhanced by auxiliary measures. The new concept for contractworld will bring architects into greater contact with exhibitors. Further informative events with a new thematic twist will reinforce DOMOTEX HANNOVER's status as the leading networking hub for the international floor coverings industry.

DOMOTEX HANNOVER is one of the world's most international tradeshows, with some 80 percent of exhibitors coming from abroad. For visitors it is the most efficient way of discovering the latest products, collections, innovations and trends.



Handmade rugs move to northern halls

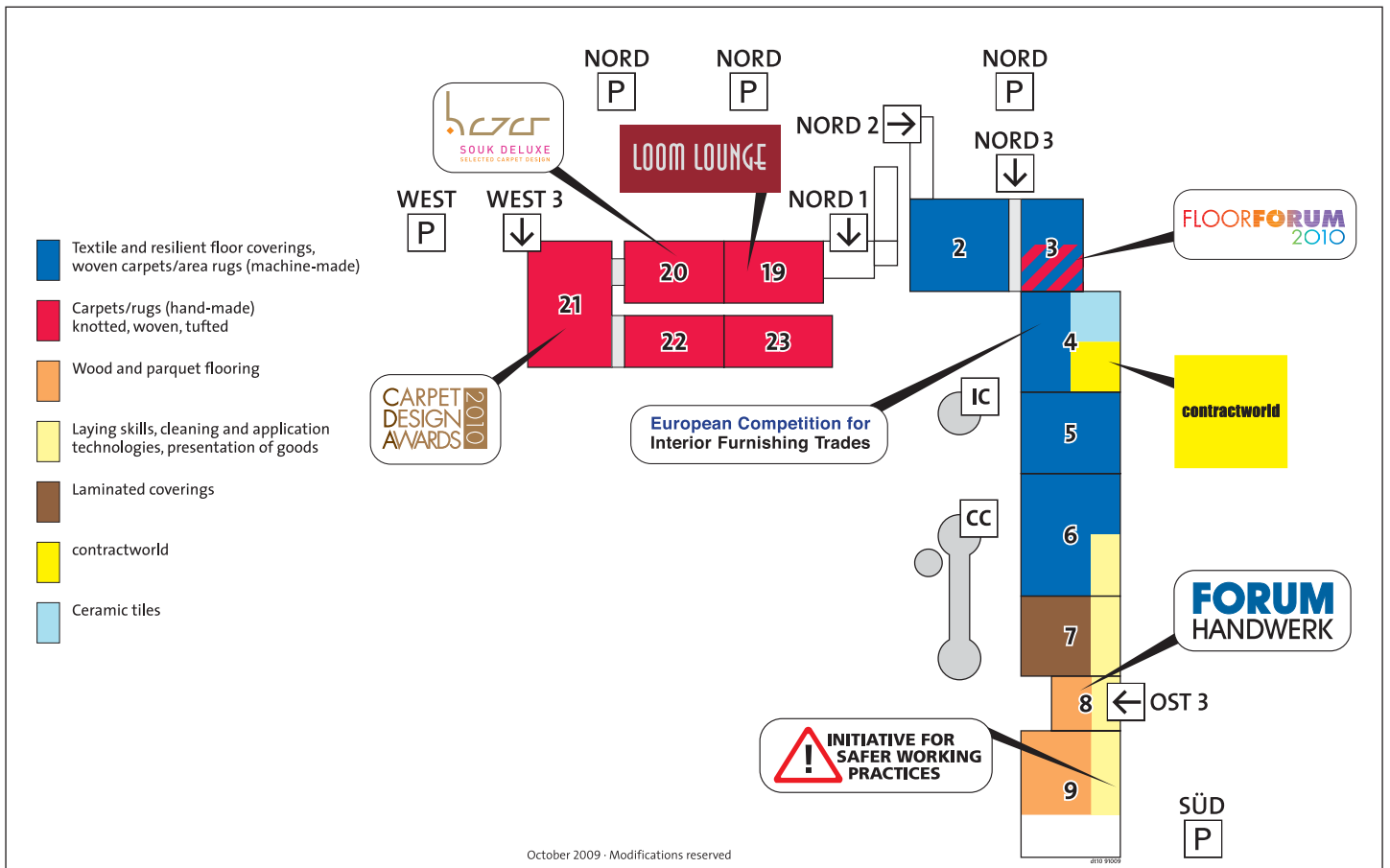
Handmade rugs will have a new location in the northern part of the Hannover exhibition center at DOMOTEX 2010. The new location in halls 19 to 23 offers numerous advantages for exhibitors and visitors. These halls can be reached directly from the main North 1 entrance – a heavily frequented exhibition center entrance – as well as from the West 3 entrance. Here there is also a direct connection to the local mass transit network and convenient parking for cars.

The relocation to the northern halls will allow for a complete restructuring of this display sector. For the trade visitor it will now be easier to get an overview of the various subcategories.

Weather-protected zones between the halls make for convenient rounds within this display segment. And the entire segment is being enhanced even further by a series of attractive special displays.



Hall layout of DOMOTEX HANNOVER 2010



CARPET
DESIGN
AWARDS 2010

The competition for handmade carpets



Electricity in the air and cheering spectators, standing ovations and overjoyed winners – if the reaction of the participants is any indication, then the **Carpet Design Awards**

represent the undisputed emotional highlight at DOMOTEX HANNOVER. Deutsche Messe stages the competition in honor of outstanding quality and creativity in the hand-

made carpet sector. A high-caliber jury will adjudicate the rugs in 10 different categories, including the design, materials, product features and innovativeness of the rugs. The winners will be announced at DOMOTEX HANNOVER 2010.

The best three entries per competition category will be put on display in **Hall 21** at DOMOTEX HANNOVER 2010. The first-place finishers will be announced at an **awards ceremony on Sunday, 17 January**. Each winner will each receive 1,000 euros and a trophy. Also the visitor may take part: They elect their favorite carpet from the 30 finalists and have the chance to win a journey to Istanbul.

The Carpet Design Awards are organized in cooperation with the trade publications "HALI – Carpet, Textile and Islamic Art" and "Cover – Modern Carpets and Textiles for Interiors". The competition is supported by the European Carpet Importers Association (EUCA).

www.domotex.de/cda



SOUK DELUXE
SELECTED CARPET DESIGN

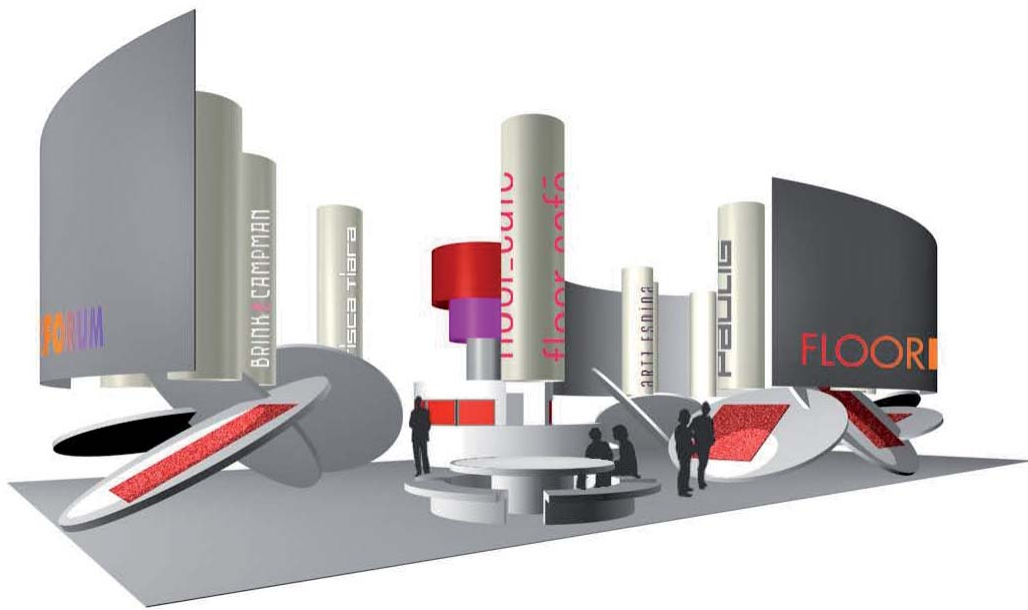
New trend show attracts visitors at DOMOTEX 2010

Souk Deluxe is the new trend show for handmade carpets and rugs in Hall 20. Staged by the designer Jan Kath it will present the diversity of this product category.

It covers a broad spectrum ranging from high-quality carpets with classic and oriental designs to modern creations with a cutting-edge look. Attendees from the retail trade and interior designers can experience at

first hand the latest trends in the handmade carpets sector and will be inspired by the wide range of patterns, materials and colours.

Spotlight on modern rugs



FLOORFORUM 2010

AUTHENTIC, DRAMATIC, DECORATIVE and EXCLUSIVE. These are the four "trend themes" for the 2010/2011 season, as presented by designer Ulf Moritz within the scope of the **FLOORFORUM** event. **Located in Hall 3**, FLOORFORUM is a trends show for modern rugs. This is where visitors can find out which colors, materials and design will be driving next year's floor covering trends.

This time Ulf Moritz will be wowing visitors with another new creative concept, involving a "starring" role for rugs at FLOORFORUM. The objects will be presented on round pe-

destals, and several pedestals taken together will add up to one of the trend themes. The addition of special accessories and furnishing items like textiles, furniture, vases and lamps will serve to underscore the respective trend theme and provide inspiration for a holistic interior decorating concept.

AUTHENTIC describes rugs made of natural materials in organic, seemingly hand-crafted structures. Their natural and individual look as well as the functional employment of materials form the basis for the harmonious appearance of these rugs.

DRAMATIC refers to rugs that make a strong, extravagant statement, with a progressive, extremely avant-garde appearance. Inspired by fashion and lifestyle influences, they will not fail to arouse viewers' emotions.

DECORATIVE is the term used to describe attractive rugs whose creative patterns turn them into real eye-catchers in indoor settings. Folkloristic ornaments and romantic design mixtures will serve to showcase rugs in a special language all their own.

The **EXCLUSIVE** trend theme will consist of precious to luxurious, tradition-minded, high-end rugs. Classical patterns here will remind the viewer of fundamental and timeless values.

LOOM LOUNGE

This year's show features the Loom Lounge, a joint project launched by big-name manufacturers of handmade rugs in **Hall 19**.

A Italian café at the heart of the presentation will provide a stylish setting for business discussions and sales negotiations.



EUCA Award

The winner of this award will be announced at the Carpet Design Awards ceremony. Presented in 2006 for the first time by the **European Carpet-Importers Association (EUCA)**, this award is reserved for individuals, companies or organizations who have rendered outstanding service to the carpet industry.

www.euca.de



contractworld

Europe's biggest forum for architecture and interior design



From 16 to 19 January 2010, the Hannover Exhibition Center will serve as a magnet for architects, interior designers, designers and planners, as they come together to share information and network. A series of presentations and supplementary information forums on new materials and the latest topics, accompanied by lively networking among exhibitors and visitors and the awards ceremony for the contractworld.awards 2010, will all contribute to making contractworld a key networking hub for the architecture community.

The **contractworld.congress** features talks by high-caliber architects and interior decorators around the world speaking on the latest developments in the segments of Office, Hotel, Shop and Education. The speakers include Massimiliano Fuksas (Studio Fuksas, Rome), Stephan Behnisch (BEHNISCH ARCHITEKTEN,

Stuttgart), Takaharu Tezuka (Tezuka Architects, Tokyo), Jürgen Mayer H. (J. Mayer H., Berlin) and Jutta Blocher (Blocher, Blocher & Partners, Stuttgart). This year for the first time, supporting panel discussions and workshops will take place at a number of decentralized spots within the contractworld sector.

Some 4,000 projects have been submitted over the last ten years for the **contractworld.awards** competition – Europe's biggest for interior design concepts. At this year's awards an international panel of judges selected 12 winners out of a total of 620 entries. The winners consisted of studios from Austria, the Netherlands, Japan, Switzerland, Spain and Germany. The awards ceremony was held on 16 January in Hall 4.

The expo area will feature presentations by international firms displaying the latest pro-

ducts, materials and trends for the contract flooring sector. The visitor will be treated to a large selection of high-caliber floor coverings and products for contract furnishing, plus the opportunity to generate new business leads.

For the first time, architects will also have an opportunity to examine all the topics covered within the framework of regularly scheduled **guided tours for architects** and **speed workshops**.

Here, architects and interior designers will come together with representatives of exhibiting companies several times a day to examine the architectural relevance of an array of different products. The speed workshops will take place directly at exhibitor stands.

Each exhibitor will have a **product showcase** at his disposal, in which he can display his newest and most architecturally relevant product. Visitors will receive ballots and can vote for their personal favorites.

www.contractworld.com



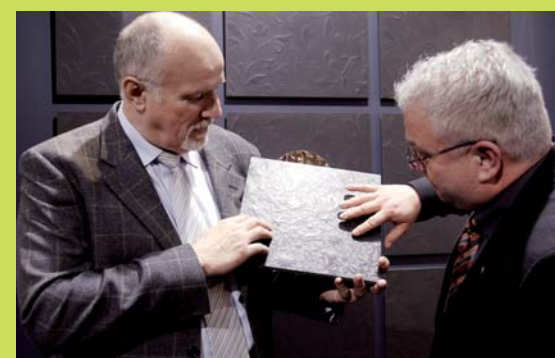
Spotlight on ceramic tiles in Hall 4

For the first time international manufacturers of ceramic tiles related to the contract business will show their attractive and comprehensive range of products at DOMOTEX 2010.

Especially companies with middle and high-class products will take part who consistently want to develop their market position in the contract business or want to turn their

business more towards the contract flooring sector.

This new addition means an additional plus in terms of visitor appeal at DOMOTEX. Since this group of exhibitors focuses primarily on architects, interior designers, interior decorators, planners and commercial contractors, the display segment is being placed in the vicinity of contractworld in Hall 4.



Down to earth!

Practical tips for the skilled trades

Some 20 percent of DOMOTEX trade visitors work as parquet recliners, floor layers, interior decorators or painters. Interesting presentations and special events geared directly to this target group will communicate valuable practical tips and information for their daily work.

FORUM HANDWERK

Big-name speakers, the latest topics, practical solutions approaches and shop talk among professionals – these are all essential features of the **SKILLED TRADES FORUM**. Over the six years of its existence, this event has established itself as a key component of DOMOTEX HANNOVER, becoming a networking hub for the floor laying trades.

Next year once again, specialists will come together to talk about the future challenges, opportunities and risks associated with the daily work of floor layers.



Staged by Deutsche Messe in cooperation with the "boden wand decke" trade magazine, the forum will be moderated by Nordert

Strehle, an expert on parquet reclining and screed laying as well as on general floor laying principles.



SKILLED TRADES FORUM program

From Saturday, 16 January to Monday, 18 January in Hall 8. All morning presentations will be repeated in the afternoons between 2 and 4 p.m.

11 a.m. and 2 p.m.: Cheap to get in, expensive to get out?

The pitfalls of renovating complex flooring structures
Karsten Krause, head of the floor coverings section of the Central Association of Parquet and Flooring Technology (ZVPF) and board member of the home textiles association FDTB

11 a.m. and 3 p.m.: Moisture in screed cements

The latest research findings and their practical relevance
Oliver Erning, head of the Institute for Construction Materials Testing and Floor Research (IBF)

12 noon and 4 p.m.: Discoloration of parquet floors

How it occurs, and how it can be avoided.
Beni Lysser, Technical Director of the Swiss parquet association ISP and a member of the SWISS EXPERTS

1 p.m.: Questions at noon – Ask the experts

The speakers field audience questions directly and look forward to this opportunity to talk shop with a specialist audience.





INITIATIVE FOR SAFER WORKING PRACTICES

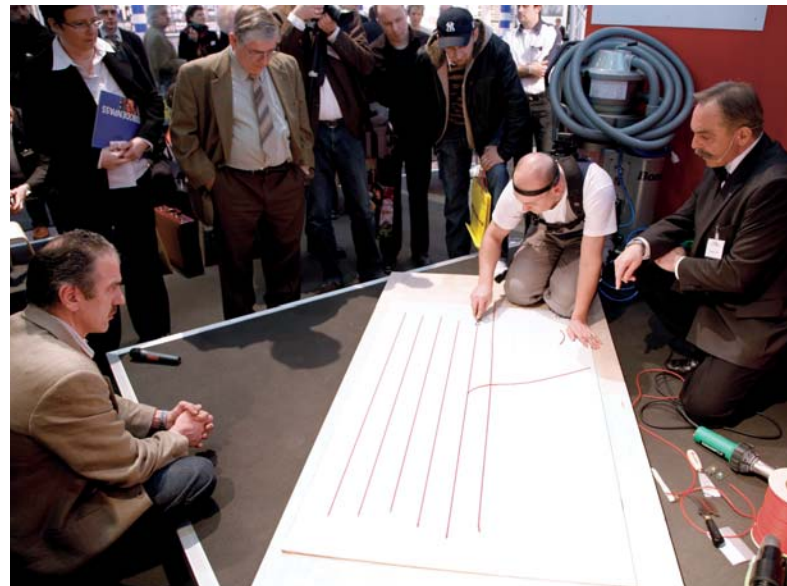
“Safe transport – Removing the element of risk” is the main slogan of the “Initiative for Safer Working Practices” at DOMOTEX 2010. The focus will be on the sensible trans-

port of heavy loads using widely available aids to relieve the strain on floor layers. The program will be rounded out by a series of practical and entertaining demonstrations, including floor laying demonstrations.

This special event has become an established feature of the DOMOTEX supporting program which is dedicated to the health and safety of floor layers as well as the safe execution of manual labor. Richard A. Kille, responsible for floor coverings in ZVR and Director of the

Institute for Floors and Interior Furnishing in Cologne, will moderate the various events. This is a joint initiative of the ZVR interior furnishing trade association, the German Leather Industry Accident Insurance Association (LIBG) and Deutsche Messe, and is staged in cooperation with RZ “Raum und Ausstattung” magazine.

This is a must for any floor layer who wants to enjoy practicing his profession for a long time to come.



European Competition for Interior Furnishing Trades

DOMOTEX HANNOVER 2010 will be the occasion for the Second **European Competition for the Interior Furnishing Trades**. The two-day competition features young interior decorators from Italy, Austria, Switzerland and Germany, who will test their skills in designing and decorating a room niche.

The competition tasks are divided into four categories, consisting of modern and traditional upholstery, the laying of textile and resilient floor coverings, the fabrication and mounting of interior shades and the decoration of walls. The competitors will have 15 hours to finish their niches under uniform conditions. Here, dexterity, speed and precision will all be at a premium. An international jury will scrutinize the results.

The competition, an initiative of the European Association for Interior Furnishing (Euro-Interior), will begin on **16 January 2010 in Hall 4**. The awards ceremony takes place on **Sunday, 17 January 2010**.



Planning your visit



Dates

16 to 19 January 2010, daily from 9 a. m. to 6 p. m.

Prices

Day ticket: EUR 22
 School/college students: EUR 15
 Four-day ticket: EUR 39
 Catalogue: EUR 15

Advance catalogue sales

Starting December 2009 at www.domotex.de/catalogue

Advance ticket sales

- Internet service www.domotex.de/tickets_e
- From representatives of Deutsche Messe

Admission is restricted to accredited trade visitors only.

Combination ticket

All admission tickets entitle visitors to free travel on buses and trains (2nd class only) within the Greater Hannover region (i.e. all areas within the GVH public transport network, see www.gvh.de for conditions and details). Tickets are valid for travel only on the date of admission.

Accommodation

Hannover Marketing & Tourismus GmbH can book you into a hotel or a private room in the category of your choice. For more information and online hotel bookings, visit: www.hannover.de/hotels/domotex

Pre-check-in and baggage service

You can save valuable time by using the services of the specialists B.F.M. Incoming & Traveller Services GmbH. They will collect your baggage from your overnight accommodation or the Exhibition Grounds and check it in for you – seat reservation included. You can collect your boarding card from the following check-in counters:

- Hannover Airport, Terminal C, Arrivals Level
- Exhibition Grounds, in the foyer of Hall 2 (entrance Nord 2)

For further information and direct inquiries, visit: www.f-dammann.de

The fast track to new opportunities

- From the airport: Bus shuttle direct to the Exhibition Grounds or S-Bahn (light rail transit) to the central railway station
- From the central railway station: Tram lines No. 8 and No. 18 to the Exhibition Grounds (Messegelände, entrance Nord) – departures every ten minutes
- Selected long-distance trains on the north-south rail axis stop at the dedicated railway station (Hannover Messe/Laatzten) located at the Grounds (more information at www.bahn.de)

Discounted Rail Fares with Deutsche Bahn to DOMOTEX HANNOVER

Deutsche Bahn will bring you fast, comfortably and conveniently to all fairs in Hannover. Enjoy pleasant and relaxed travelling with special service. Travel by rail at a special fare in first or second class to Hannover and return. If you travel by rail you will save money and the environment. The fare for a round trip* to Hannover from Amsterdam, Brussels, Copenhagen, Zurich and Vienna:

- 2nd class EUR 129 / • 1st class EUR 199.
- The fares are available on all Deutsche Bahn trains including the ICE train. The tickets are valid for all fairs in 2010.

Please find below the booking agencies for your event ticket:

	Telephone no	Reference
from Holland	071 – 5161257	Fair Hannover
from Belgium	070 – 654 321	Fair Hannover
from Austria	01 50 3002010	Fair Hannover
from Switzerland	zuerich@deutschebahn.ch	Fair Hannover

Some possible savings** are shown in the table above:

from – to (and return)	Regular Fare 2 nd class	Fare to DOMOTEX	Savings
Brussels – Hann.	EUR 163.60	EUR 129	EUR 34.60
Copenh. – Hann.	EUR 215.60	EUR 129	EUR 86.60
Zurich – Hann.	EUR 270.40	EUR 129	EUR 141.40
Vienna – Hann.	EUR 318.40	EUR 129	EUR 189.40

* Changes and reimbursement before the first day of validity are Euro 15 excluded from the first day of validity onwards. The tickets are just valid for ICE international, not for Thalys. For a supplement of EUR 20 in 2nd class resp. EUR 20 in 1st class full flexible tickets are also available.

** Prices are subject to change

Stay ahead – subscribe to our newsletter!

Our free newsletter helps you plan your visit to the show and gives you a handy overview of the highlights in store at DOMOTEX HANNOVER. Subscribe now at: www.domotex.de/newsletter_e

16 – 19 January 2010

DOMOTEX

H A N N O V E R



Published by Deutsche Messe
 30521 Hannover, Germany
 Stefan Handwerk (responsible)
 Photos: Deutsche Messe
 Graphic Design: whitelion werbeagentur
 Text reproduction authorized on condition that the source is indicated; courtesy copies requested.