



## DOMOTEX HANNOVER

### Thumbs-up from exhibitors

The high level of exhibitor satisfaction with DOMOTEX HANNOVER 2009 is clear from the post-show feedback statistics. 94 percent of this year's exhibitors confirmed they'd be back for DOMOTEX 2010, while 82 percent praised the fair's high visitor quality, saying they successfully reached their target visitor groups. A similarly high percentage of exhibitors said they would be happy to recommend DOMOTEX to others. And 79 percent said the fair was highly beneficial to the industry generally and their own businesses in particular.

### Top marks from trade visitors

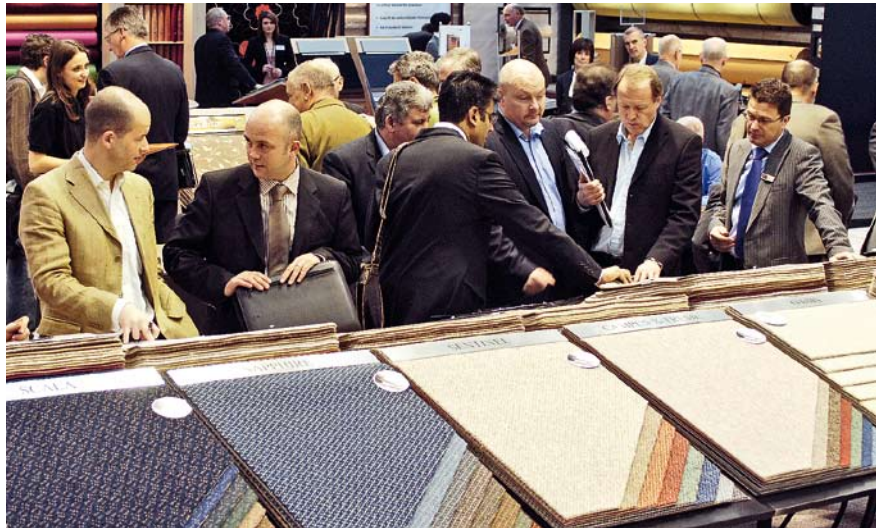
DOMOTEX HANNOVER is also an annual fixture for trade visitors – judging by the impressively high scores in the post-fair visitor feedback statistics. Asked to give an overall score, 96 percent rated the fair as either “excellent” or “very good.” 93 percent said they were planning to attend DOMOTEX 2010, while 91 percent said they'd be happy to recommend the fair to others. At 92 percent, the vast majority of trade visitors said they had benefited greatly from their trip to Hannover.

Source: IfaD GmbH (Institut für angewandte Datenanalyse, Hamburg)

For full details of DOMOTEX HANNOVER, visit [www.domotex.de/homepage\\_e](http://www.domotex.de/homepage_e)

16 – 19 January 2010

**DOMOTEX**  
H A N N O V E R



## This way to the future

### INDUSTRY BACKS INNOVATION AND CREATIVITY

DOMOTEX HANNOVER continues to reign supreme as the international expo of choice for carpets, textile and resilient floor coverings, laminate and parquet flooring, and application and laying systems. The most recent DOMOTEX HANNOVER show, held from 17 to 20 January 2009, was right on target in terms of international reach, exhibitor and visitor quality. 82 percent of the show's 1,385 exhibitors came from beyond Germany, while 61 percent of its 38,000-odd trade visitors were non-locals. The organizers are also delighted to report that 86 percent of the show's trade visitors were senior managers with high-level decision-making authority in their respective organizations.

This year's visitors were hungry for innovation and new trends. DOMOTEX was happy to oblige, with an exhibition and special display program packed with innovation and creative new developments. These included exclusive floor coverings in a panoply of shades ranging from natural to copper gold, white, silver and

black, plus exciting leather and hide collections and high-grade natural products. This offering was just the ticket, generating intense buyer interest and plenty of major deals. DOMOTEX 2009 was where flooring industry professionals met face-to-face to explore new ideas and strategies and do business. The main message from the exhibitor feedback was that it is precisely in troubled times that it is so important to maintain a strong presence and stay front-of-mind with highly creative offerings. DOMOTEX once again showed the way ahead.

### Special price offer for exhibitors: Early booking discount and 2-year contract

Register by 30 April 2009 to secure a great early booking discount and sign a 2-year contract offering attractive terms and conditions for DOMOTEX HANNOVER 2010 and 2011. The DOMOTEX team looks forward to seeing you again!

# Creatively staged

## Special displays examine trends and developments

DOMOTEX features a range of special displays. This enables the fair to keep close tabs on emerging developments and trends. The displays provide information and fresh ideas. They entertain, educate and inspire.



CARPET DESIGN AWARDS 2009

This year's DOMOTEX hosted the 4th Carpet Design Awards for quality, creativity and design excellence in hand-crafted carpets. The competition attracted 140 entries from 18 countries. 30 of these went forward to the final round, where an international jury of experts selected the prize winners in ten categories. The awards ceremony, held at the fair on Sunday 18 January, was an international people-magnet, with trade visitors, customers and colleagues of the winners and finalists following the proceedings in keen anticipation as trophies and prize checks worth a total of 10,000 euros were handed over. There was also a separate category in which the visitors at DOMOTEX got the chance to vote for their favorites from among the short-listed rugs on display.

All the prizewinning rugs and the prizewinners themselves can be seen online at

[www.domotex.de/cda\\_e](http://www.domotex.de/cda_e).



FLOORFORUM 2009

## World of excitement and contrasts

The FLOORFORUM is the DOMOTEX showcase for modern carpets. This year, the acclaimed interior designer Ulf Moritz transformed the show into a futuristic-looking stage set, with the exhibits suspended vertically in mid-air like paintings instead of laid flat on the floor. The display areas comprised three separate style zones: STRUCTURE, COLOUR and DESIGN.

The STRUCTURE zone was dedicated to natural tones and materials, ranging from wool to bamboo, beautifully crafted into relief-like surfaces, while the COLOUR zone was a study in bold tones and powerful contrasts. The DESIGN area was

characterized by extravagant designs, a vibrant profusion of color and just a hint of glitz and glamour.

New this year was the "best-liked" award, where DOMOTEX visitors got to choose their favorite piece in each of the three categories.

Located in Hall 3, the FLOORFORUM is aimed primarily at interior designers and decorators, trade visitors from furniture and furnishing firms, and high-end retailers of floor coverings. As always, this year's show was an absolute crowd-puller and a boon to the 30-plus exhibitors who provided the showpieces.

LOOM LOUNGE

The Loom Lounge is a joint presentation involving a number of big-name exhibitors of hand-made carpets. An Italian café located at the heart of the presentation once again provided a vibrant focal point and platform for business discussions and meetings between exhibitors and trade visitors.



# Rich in ideas

## Trades-themed special displays attract high visitor traffic

Every year, the DOMOTEX exhibition program is complemented by an array of special displays tailored to visitors from the floor-laying trades.

### EUCA Award ceremony

The EUCA Award is offered by the European Carpet Importers Association (EUCA) and honors individuals, companies and organizations that have provided distinguished services to the carpet industry. This year's award went to Care & Fair for its tireless commitment to child welfare. Care & Fair is an initiative against illegal child labor in the production of hand-crafted carpets. In his speech outlining the jury's decision, EUCA Chairman Dr. Ali Ipektchi emphasized Care & Fair's many years of work in building and maintaining a network of aid projects in India, Nepal and Pakistan.

Further information: [www.euca.de](http://www.euca.de)  
[www.euca.de](http://www.euca.de)



### FORUM HANDWERK

The **Skilled Trades Forum** featured papers on business ideas and, on the technical side, product adhesion and durability issues. It was moderated by Norbert Strehle, himself an expert in parquet flooring, screeding and the flooring trade.

Prof. Dr. Andreas Rapp, a parquet expert and lecturer at the Leibniz University of Hannover, presented a paper on "Decking Timber as an Additional Business Area for Parquet Layers," focusing on the specific material properties of various wood types; Oliver Erning (Institute for Construction Materials Testing and Floor Research – IBF) outlined the risks and residual effects of the latest generation of screed cements; and Karsten Krause, head of floor coverings at the Central Association of Parquet and Flooring Technology (ZVPF), spoke about risks currently associated with resilient floor coverings.



### INITIATIVE FOR SAFER WORKING PRACTICES

The **Initiative for Safer Working Practices** presentation area in Hall 9 was this year once again a major draw card for the trade public. The primary focus was on knee protection and correct posture for floor layers. The displays featured a range of knee protection systems and ergonomically designed tools, plus expert demonstrations of how floor-laying work can be done from a standing position, thereby protecting the knees. A comedy duo, acting as fitness trainers, modeled a range of functional training exercises designed specifically for people in the parquet and floor-laying trades. The program was moderated by Richard A. Kille, head of the Institute for Flooring and Interior Decoration (IFR) and flooring expert with the German Association of Interior Decorators (ZVR). The initiative is a joint production between the ZVR and the German Leather Industry Accident Insurance Association (LIBG).



### Wool Innovation Awards

Every year, Wools of New Zealand runs its Innovation Awards competition in the lead-up to DOMOTEX HANNOVER. The internationally sought-after awards span three categories and honor Wools of New Zealand's international partners – manufacturers who make yarns, carpets and rugs from New Zealand virgin wool. The winners are traditionally announced and presented with their awards during DOMOTEX. The sheer number of entries received from Europe, Asia, Australia and New Zealand is testimony not only to the great creative potential of the industry, but also to DOMOTEX's strong international profile.

Details at: [www.woolnz.com](http://www.woolnz.com)



### European Team Floorlaying Competition

Teams from seven countries battled for supremacy at this year's European Team Floor-laying Competition. For three days they laid and stretched carpets and carpet tiles, vinyl tiles, linoleum and laminate – all under the watchful gaze of the expert jury. First prize – in recognition of the best combination of skill, accuracy and speed – went to the Italian team, with Switzerland and Austria coming second and third.

# contractworld – high-value leads for the contract business

FOCAL POINT FOR ARCHITECTS AND INTERIOR DESIGNERS



**contractworld** consolidated its status as the premier forum for all aspects of the contract interior design business. Featuring displays of innovative products plus a congress and an architecture competition, this year's contractworld special presentation was once again a major source of inspiration for the contract interior design sector. The expo of premium-quality, innovative floor coverings, latest-generation products, and accessories for the contract interior design business once again provided architects, interior designers and planners with a wealth of information, suggestions and ideas. The transfer of information between manufacturers and prospective customers was supported by guided tours,

decentralized showcases and refreshment stalls. Next year's exhibition will have an even stronger focus on b2b matchmaking between visitors and exhibitors. Its core Office, Hotel and Shop display areas will be complemented by an Education/Health-care section.

This year, the **contractworld.award** architecture prize for interior design was stronger than ever, attracting 570 entries. First prize in the four categories Office, Hotel, Shop, and Conversion went to entrants from Japan, France and Portugal. The contractworld.award carries a total prize purse of 60,000 euros.

Some 2,300 architects and interior designers used the **contractworld.congress** to learn about the latest developments in the contract interior design sector. Papers were presented by star architects and designers like David Chipperfield, Matteo Thun and Mario Botta plus many other world-class speakers, including – for the very first time – experts from other disciplines allied to interior design.

Further information:

[www.contractworld.com](http://www.contractworld.com)

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Please also feel free to contact your local Deutsche Messe representative at any time.

[www.messe.de/repraesentanten\\_e](http://www.messe.de/repraesentanten_e)

## world of acoustic



The inaugural "world of acoustic" special display was a resounding success. The display's speaking events and workshops were a magnet for architects, interior designers, planners and developers keen to learn how to plan and design interior spaces for optimal acoustics. The simulations and experiments run at the venue's specially designed "sound spiral" gave these attendees first-hand insights into just how important a room's acoustics are in creating a sense of wellbeing. The positive response to the display highlights the great hunger for information in this area. "world of acoustic" will definitely be back in 2010.

## world of acoustic



## Fair package – fast and affordable

Finding it hard to find the time to organize your DOMOTEX 2010 showcase? A "fair package" solution may be just what you're looking for. It's easy. Simply book an all-inclusive fair package, including floor space, modular display stand and supplementary services, and let Deutsche Messe organize the rest. For more details and descriptions of what each fair package variant includes, go to [www.domotex.de/fairpackage\\_e](http://www.domotex.de/fairpackage_e)

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