



Poznań, 3 czerwca 2009r.

Inspiring interiors at Poznań trade fairs

On 3 – 6 June, Międzynarodowe Targi Poznańskie will be the venue of interiors and modern design festival. This is all because of the MEBLE, BIURO, HOME DECOR and BUDMA INTERIOR trade fairs organised in this time frame.

This largest event for the furniture and interior decoration industry in the Central and Eastern Europe is attended by over **460 exhibitors** who showcase their products in **9 exhibition pavilions**. Here you can find everything you need to decorate your interior: from finishing through furnishing to lighting and stylish decor. The Poznań interior design trade fairs are the place for concluding key contracts, presenting new market launches and cutting-edge technologies, and for creating trends and seeking inspiration.

In 2009, the Poznań interior decoration trade fairs witness also first ever edition of the **arena DESIGN** project. This new addition to the Poznań International Fair line-up will be entirely dedicated to contemporary **industrial design**. The goal behind the project is to create a high-profile meeting platform for the world of design and business, and to promote the best practices in Europe as regards furniture design and other areas of industrial design. The area of **arena DESIGN 2009** comprises five theme zones: Forum, Top Design, Creatives, Education and Knowledge. The rich event programme includes meetings with design luminaries, panel discussions, presentations, exhibitions, and competitions for designers and manufacturers.

MEBLE and BIURO 2009: comfort in good style

This is already the 28th edition of the MEBLE fair where the latest collections from a wide offer of national and foreign manufacturers are traditionally presented. Inspiring home interiors, reflecting global trends in interior design are bound to be very popular among the fair guests.

The fair will feature bedroom, living room, study, kitchen and dining room furniture. This year's edition will also include garden and tourist furniture, as well as a collection of antique furniture replicas along with rattan and wicker furniture. The **BIURO** exhibition, presenting the latest standards in office and public building furnishings, will provide a wonderful addition to the offer.

The MEBLE and BIURO fairs will feature offers from a total of **250 exhibitors from 20 countries**, including China, the Czech Republic, Germany, Hong Kong, India, Italy, Kazakhstan, Lithuania, Malaysia, the Netherlands, Poland, Romania, Slovakia, Spain, Sweden, Switzerland, Turkey and Ukraine. Many of them are **market leaders**, like Anders, Black Red White, Bogatti, Comet, MSP DĄB, Gabi, Halmar, Janpol, Jarocińskie Fabryki Mebli, Gala Collezione, Gawin, Intermeble, Kettler, Kolekcja Mebli KLOSE, Meblotap, New Idea Mebel, Noti, Profap, Rameta, Signal, Sits, Stolpłyt, Stolwit, Taranko, Tombea, VOX, Wersal, Wintech.

This is already the third time **furniture buyers** from Poland, markets of the Western Europe and New Europe countries will visit the fair under the **Hosted Buyers matchmaking programme**.

Apart from the exposition, fairs also mean a rich programme of side events and special areas. This year, it will include:

Meble Plus Showroom: Polish furniture industry. What's next?

A panel discussions organised by "Meble Plus" Monthly on the basis of the results of "Barometr Nastrojów Branży Meblarskiej" [Barometer of Sentiments in Furniture Industry] will be held daily at noon in Pavilion 5, Stand 81. Invited experts - leading furniture manufacturers, traders, economists and representatives of specialist media will discuss the situation of the Polish furniture industry, assistance from public funds, prospects for exports and ways to overcome the crisis.

Organizers: „Meble Plus”, Międzynarodowe Targi Poznańskie

Date: 3–6 June, 12 noon

Venue: Pavilion 5, Stand 81

Award ceremony for the prestigious FURNITURE DIAMOND competition

The FURNITURE DIAMOND competition, organised by **meble.pl** - an online service for the furniture sector - since 2007, distinguishes and promotes Poland's best furniture manufacturers that appreciate design and original technological solutions. The ceremony will be held in Pavilion 11 on the grounds of Międzynarodowe Targi Poznańskie on 4 June 2009 at 5 pm.

Organizers: Meble.pl, Międzynarodowe Targi Poznańskie

Date: 4 June, 5 pm

Venue: Pavilion 11

MEBLE live – a trade fair TV studio

A trade fair TV studio organised in cooperation with meble.pl will be operating throughout the trade fair, covering the most important events, exhibitors' expositions and the unique atmosphere of Poland's most important meeting of this industry. Reports and interviews with representatives of companies present at the fair will be broadcast live at www.meble.mtp.pl. All interested parties are also invited to the TV studio in Pavilion 5, Stand 6.

Organizers: Meble.pl, Międzynarodowe Targi Poznańskie

Date: 3-6 June

Venue: Pavilion 5, Stand 6

OIGPM conferences and seminars

A series of meetings organised by the Polish Chamber of Commerce of Furniture Manufacturers (OIGPM) devoted to the current sales-related issues and the promotion of Polish furniture on foreign markets, the programme promoting the Industrial Sign "POLSKIE MEBLE - POTWIERDZONA JAKOŚĆ" [POLISH FURNITURE - PROVEN QUALITY] and legal regulations related to the purchase of office furniture. Additionally, an information and educational programme addressed to individual clients visiting the trade fair, employees of furniture shops and furniture companies will be launched at the Chamber's stand in Pavilion 6A. Presentations entitled "All about furniture from the manufacturer to the client" will focus on such issues as furniture safety, ergonomics, design and use, as well as additional accessories.

Organizers: Polish Chamber of Commerce of Furniture Manufacturers (OIGPM), Międzynarodowe Targi Poznańskie

Date: 3-5 June

Venue: WTC and the Chamber's stand in Pavilion 6A

„Vision of Relaxation at MTP” Exhibition

The exhibition presents the winning works of the “Vision of Relaxation” competition organised by **KLER S.A.** Winning designs present comprehensive interior designs, including both seating and storage furniture, as well as lighting, carpets and decorative accessories. An unconventional approach to the idea of relaxation, boldness and brave vision, a special touch and distinctive atmosphere of the presented interior are all there in the competition works. You can see the „Vision of Relaxation at MTP” gallery in the Eastern hall at the entrance to Pavilion 3.

Organizers: KLER, Międzynarodowe Targi Poznańskie

Date: 3 – 6 June

Venue: Eastern Hall

Media Partners at MEBLE 2009 i BIURO 2009: Meble.pl, „Meble Plus”, Inwestor Publishing House, „Kurier Drzewny”, „Office & Facility”, „Office Manager”, „Facility Manager”, „European Office Academy”

HOME DECOR 2009 – dream decorations

Beautiful stylish décor is something that makes every home exceptional. It makes interiors colourful and fashionable. This year’s edition of the HOME DECOR fair will provide insight into the latest trends in interior furnishing and decoration.

At the fair, nearly 130 exhibitors present their products in the following categories: **decorative fabrics** (including upholstery fabrics, net curtains, curtains, towels, bed sheets), **table & kitchen** (glassware, china and kitchen accessories), **home beauty** (including mirrors, clocks, flower stands, picture frames), **decor** (including Christmas tree decorations, Christmas and occasional décor and decorative packaging), as well as **light** at the Exhibition of Lighting and Light Technology **LUMINEXPO**. Here you can see interior lights, exterior lights, special lights, lighting components and accessories. The fair attracted exhibitors from 14 countries, including Belgium, Czech Republic, Egypt, Spain, Lithuania, Germany, China, India, Portugal, Switzerland, Turkey and Poland.

This year, the programme of the HOME DECOR fair and the LUMINEXPO exhibition features the following:

Industry seminars

What are the current trends in table decoration and fabrics in interior decoration and how to fend off crisis and save on advertising by investing in PR: you will have a chance to find out during industry seminars prepared by MTP in collaboration with the Promedia publishing house on 3 and 4 June 2009. The following speakers: Jerzy Osika (Promedia), Jowita Łabys (Eurofirany) and Dorota Rudzińska (Korontex) have been invited to share their knowledge and experience.

Organizers: Międzynarodowe Targi Poznańskie, Promedia Publishing House

Date: 3 and 4 June, 1 pm and 2 pm

Venue: Speaker’s Corner on the Przestrzeni Trendów, Pavilion 3

Space of Trends

In this separate exposition space, **ADO, RIDEX, GERSTER, FLOKATEX** and **MARGO** companies present ready-made fabric decorations made of their own products. This is where the Speaker’s Corner is located, where representatives of 5 companies will deliver interesting lectures for fair guests during the first three trade fair days. At the end of each day, forms used to produce presented decorations will be discussed.

Date: 3-6 June, lectures: 3-5 June

Venue: Space of Trends with Speaker’s Corner, Pavilion 3

VIVA LED 2009 Exhibition

The exhibition, organised under the annual „Lighting Interiors” series, presents **new ideas of lighting designers** with a wide-ranging application of LED technologies and its great potential. The following design and production companies will showcase their lighting items and lamps: Puff-Buff Design - Anna Siedlecka i Radek Achramowicz and Emandes - Małgorzata Ratajczak, Sebastian Szlabs. Companies will present premieres of EuroLuce 2009 from this year's Salone del Mobile in Milan. The exhibition will feature objects designed by Michał Radziemski and diploma works of Ewelina Cichoćka, Olga Łaniewska and Anna Turek presented during the Design Festival in Łódź. A novelty at Viva is the work of Piotr Paszkiewicz, whose object was exhibited at Salone Satellite in the presentation of the Academy of Fine Arts in Poznań during Salone del Mobile in Milan. VIVA LED will also feature lighting objects by Alicja Panasiewicz and Justyna Wytrążek. The goal behind this initiative is to bring the LED technology, being a genuine revolution in lighting, closer to its recipients. A coherent format is also a good platform for further cooperation between designers and manufacturers. VIVA LED has received **the 2008 National Leader of Innovation** title in the category: Innovative Project in culture.

Organizers: FAKT Laskowska Publishing House, Międzynarodowe Targi Poznańskie

Date: 3-6 June

Venue: Pavilion 3, Stand 2

Media Patronage: „Świat Mebli – DOM DESIGN”

EkoDesign 2009 Competition

the competition is to create new lamps, having in mind the most energy-efficient sources of light and Philips equipment (Eco) combined with modern forms (Design). The lamps are designed for the so-called Hospitality segment, i.e. hotels, restaurants, residences... The lamps will have modern light sources: Philips MASTER PL-R Eco, MASTER TL5 Cirkular or MASTER PL-L. These sources, combined with the latest generation electronics (Philips HF-Performer or Philips HF-Regulator) will create the most energy-efficient lighting system. The announcement of the results in EkoDesign 2009 Competition will be held on 4 June at 14.30.

Organizers: Philips Lighting Poland, Międzynarodowe Targi Poznańskie

Date of the announcement: 4 June, 2.30 pm

Venue: Pavilion 3, Stand 1

Internet cafe

A special Internet cafe prepared in cooperation with DECOLINK.pl. Presentations of professional ArchiCAD software by Graphisoft and capabilities of Apple computers will be held on four days. A competition with the latest release of ArchiCAD as a prize has been prepared for architects. Trade fair visitors using the cafe will also have an opportunity to participate in the DECOLINK competition with daily prizes (iPod shuffle) and the final prize on the last day - the latest iPod nano.

Organizers: DECOLINK.PL, Międzynarodowe Targi Poznańskie

Venue: Pavilion 3A, Stand 44

Media Partners At HOME DECOR 2009 and LUMINEXPO 2009: „Ambiente”, „Tekstylija w Domu”, „Moje Mieszkanie”, „M jak Mieszkanie”, „Świat Mebli – Dom Design”, Gazetadom.pl, DomoSfera.pl, Rzeczowo.pl, Urzadzamy.pl, Decolink.pl, Lighting.com.pl

BUDMA INTERIOR 2009: interiors from scratch

Everything you need to finish and renovate any interior: floors, doors, paints, wall decoration systems, bathroom and kitchen furnishings and many more will be showcased at BUDMA INTERIOR 2009.

This year, the second edition of the fair attracted over **80 exhibitors** who present the latest finishing products and technologies. For people who are furnishing and redecorating their flats, and for

designers, interior architects and contractors of construction works this is a wonderful opportunity to gain insight into new market launches, seek inspiration and obtain free professional advice, all in a one-stop shop.

Companies from 9 countries will participate in the fair. It is worth noting that among exhibitors there are many companies offering wall decoration systems. In special areas, you will have a chance to see **showcase kitchens**. The latter will feature interesting presentations by: HTH Ekspert w Kuchni, Dom Bianco, Meblobuk, Galeria Interdomus, Polyrey and Küchentreff.

What is more, Międzynarodowe Targi Poznańskie in collaboration with the **Publikator** publishing house has prepared **special zones**:

CoffeeRoom

The area in which every visitor will be able to rest, at the same time becoming familiar with publications of the interior fit-out and furnishing sector. The zone will be open for the first two days of the fair, later being turned into IdeaRoom.

Date: 3 and 4 June
Venue: Pavilion 7

IdeaRoom

Free-of-charge advice on interior decoration offered by 10 **architects, apartment designers and interior designers**. The zone will be open on 5 and 6 June and is one of the elements in the series of meetings organised by "Salon i Sypialnia" [Living Room and Bedroom] Monthly under the theme: "Close Encounters with Salon i Sypialnia".

Date: 5 and 6 June
Venue: Pavilion 7
Partners: Bizzarto, Paulmann, Salon Firmowy DENON

PaintRoom

A zone with live wall painting and wall decoration with original techniques to be witnessed by the visitors. Nowy Styl, a Poznań-based company will offer information on wall decoration with a variety of techniques - from colourful paints, decorative plasters, up to coconut mosaics and a wide range of wallpapers. The zone will be open on 5 and 6 June.

Date: 5 and 6 June
Venue: Pavilion 7
Partner: Nowy Styl

LiveCooking

This zone will combine two elements: a kitchen furnished by HTH Ekspert w Kuchni and Dom Bianco with live cooking of tasty delicacies. A cook from the Warsaw-based Knaypa restaurant will offer a feast not only for the palate, but also for the eye. On 5 and 6 June, the visitors will have an opportunity not only to taste Polish and Italian cuisine dishes, but also to test their own cooking skills.

Date: 5 and 6 June
Venue: Pavilion 7
Partners: HTH Ekspert w Kuchni, DOM BIANCO, Knaypa

ShowRoom

An event in a series: **My World is ECO** launched in 2009 by "Świat Łazienek i Kuchni" Magazine to promote an environmentally friendly lifestyle and eco furnishings in bathrooms and kitchens. The presentations on 3-6 June will include not only products that help protect the environment, but also

advice offered by experts. The most attentive listeners will receive valuable prizes in the Eco-Quiz: household appliances, home garbage sorting devices, "Świat Łazienek i Kuchni" magazines and many more.

Date: 3 – 6 June
Venue: Pavilion 7

Media Patronage over the special zones: „Świat Łazienek i Kuchni”, „Salon i Sypialnia”
Media Partners of the special zones: „100% Wnętrza”, „Dom dla Początkujących”, „Wnętrza Publiczne”, Dobrzemieszkaj.pl.

Win an architect!

A genuine windfall can happen to visitors of BUDMA INTERIOR. A one-day **professional meeting with an interior architect at your home** will be the award in the competition organised by **ProjektMieszkanie.pl**. At this meeting you will have a chance to discuss issues related to furnishing the interiors in your house/flat. In order to take part in the competition, you have to write your **suggested slogan** promoting the ProjektMieszkanie.pl initiative on a special form given to every visitor at the fair entrance, and then cast your form in the box located at the ProjektMieszkanie.pl stand in Pavilion 8. The winner will be announced on 5 June at noon.

Organizer: ProjektMieszkanie.pl
Date of the announcement: 5 June, 12 noon
Venue: Pavilion 8, Stand 5

Media Partners at BUDMA INTERIOR 2009: Gazetadom.pl, Domofera.pl, Rzeczowo.pl, „Salon i Sypialnia”, „Świat Łazienek i Kuchni”, „100% Wnętrza”, „Dom dla Początkujących”, „Wnętrza Publiczne”, Dobrzemieszkaj.pl, e-mieszkanie.pl, „Świat Kominków”, Terazdom.info

Award Ceremony - MTP Gold Medals, Acanthus Aureus statuettes and Awards of the Group of Polish Furniture Traders

Award Ceremony with prestigious distinctions for MEBLE, BIURO, HOME DECOR and BUDMA INTERIOR exhibitors - Gold Medals of Międzynarodowe Targi Poznańskie for the best products presented at the shows and Acanthus Aureus Awards for the best prepared expositions. The gala will take place in Pavilion 11 on 4 June at 3.30 pm. The agenda also includes the award ceremonies for the traditional Awards of the President of the Polish Chamber of Commerce and Awards of the Group of Polish Furniture Traders - the Golden Plane for the manufacturer of the best box furniture and the Golden Needle for the manufacturer of the best upholstered furniture.

Date: 4 June, 3.30 pm
Venue: Pavilion 11

Practical information

Opening hours:

- 3, 4, 5 June – 10 am – 6 pm
- 6 June – 10 am – 4 pm

Ticket Price:

3 and 4 June :

- **Pre-registered tickets** (on-line or at the fair) - **15,00 PLN**
- Regular one-day ticket – **50 PLN**

5 and 6 June:

- Regular one-day ticket – **5,00 PLN**

Ticket offices:

(at the entrances to the MTP grounds) open from **9.30 am to 5.30 pm** on **3 - 5 June** and **9.30 am to 3.30 pm** on **6 June**.

Entrances to the fairgrounds

- Eastern Entrance - Glogowska Street
- Western Entrance - Sniadeckich Street
- Northern Entrance – Bukowska Street

Location:

- **MEBLE** – pavilions **4,5, 6A, 9**
- **BIURO** – pavilion **6A**
- **HOME DECOR** – pavilions **3,3A**
- **LUMINEXPO** – pavilion **3**
- **BUDMA INTERIOR** – pavilion **7, 8**
- **arena DESIGN** – pavilion **7A**

Websites:

www.meble.mtp.pl/en
www.biuro.mtp.pl/en
www.homedecor.pl/en
www.budmainterior.pl/en
www.arenadesign.pl/en