



*Poznan, 24.05.2010*

**HOME DECOR and Luminexpo - everything for interior decoration  
26-28 May, Poznan**

In 2010, the HOME DECOR Fair, changes its formula by shortening its duration, expanding the range of industries and adding variety to the program. Between 26 and 28 May, Poznan will become an international centre for home furnishings and design. The HOME DECOR Fair will be accompanied by events dedicated to design and architecture - arena DESIGN and moodFORM.

**Business from the inside**

HOME DECOR 2010 is primarily a business event. The invitation to participate in the fair is targeted to professional clients (including retailers, wholesalers, representatives of retail chains), as well as designers, architects and developers. They will be able to see a wide range of producers and service providers operating both in the interior furnishing and finishing industry. Traditionally, the exhibition will feature textiles, decoration, interior design services and room furnishings, whereas novelties will include themes related to bathrooms, home spa or wall and floor finishing.

In addition to modifying the range of industries, the duration of the event was also shortened. This year's HOME DECOR fair will last 3 days (Wednesday to Friday). To allow exhibitors to fully focus on business contracting Saturday, which was traditionally a day open to the public, was abandoned. In addition, establishing and developing business co-operation during the HOME DECOR fair will be fostered by a range of programmes and packages created for entrepreneurs operating in the interior design industry. For instance, the Hosted Buyers program (a package of facilities for key clients) and the Speakers Corner (an opportunity to present a company on a seminar area) are also worth mentioning.

**Etno TRENDY Exhibition**

For years, the HOME DECOR fair has been accompanied by exhibitions. However, this year's exhibition will be unique. In the centre of pavilion No. 5, on the surface of 400 m<sup>2</sup>, an interior furnishing room will be established. It will feature anything that could be found in such a place: furniture, carpets, window and bed decorations, bed linen, towels, glass and porcelain, small and large household appliances, etc. The theme integrating such a diversified exhibition is "Etno", one of most important trends in design, combining folk themes, exotic designs.

**Young parquet layers from across Europe at the HOME DECOR fair**

This year, the 8th European Young Parquet Layer's Championships will be held during the HOME DECOR fair. The competition is the biggest parquet-laying event on our continent. The Championships are held every two years under the aegis of the European Association to Promote Training in Parquet-laying Skills and Flooring Technology (EUFA P + F) Poland has the honour to organise the largest parquet-laying competition in Europe for the second time in history. So far, teams from 7 countries have confirmed their presence. This means that the competition will be attended by at least 14 parquet layers, who are under 25 years of age. As in the case of national competitions, competitors will have to lay and finish hardwood floors with an area of 1 square meter. They will have two days to finish their work.

### **Speaker's Corner - seminars and lectures**

Throughout the Etno Trendy exhibition, a Speaker's Corner, which will include, among others, a series of seminars organised by Promedia publishing house, will be organised. Participants will learn how to arrange commercial space in a modern and efficient way and how to organise and design product communication. The program includes the following seminars "Selling display", "Selling decoration shop" and "Effective communication at a shop". On the first day of the fair, the Speaker's Corner will also feature Eva Minge's lecture entitled "Fashion, art and business vs. interiors". The second day will belong to Marek Borowiński, who will conduct all-day workshops on the psychology of sales and Visual Merchandising.

### **LUMINEXPO - more light!**

Luminexpo is an exhibition room accompanying the HOME DECOR fair. Each year, the room features a presentation of the latest developments in the field of indoor lighting, outdoor lighting, light sources and lighting components and accessories. The two editions of LUMINEXPO consolidated the opinion on the Lighting and Light Technology Exhibition in Poznan as a place presenting novelties and market launches and setting trends in the industry.

### **Design for interiors**

Traditionally, the HOME DECOR program will include a series of seminars and specialist events. But these are not the only attractions dedicated to the interior design industry prepared this year by Poznan International Fair. A debate on contemporary design, which will be held as part of the arena DESIGN event and the moodFORM Design Fair exhibition, will be an additional attraction. arena DESIGN and moodFORM will be held on the grounds of MTP from 27 to 30 May 2010.

As Anna Paczos, director of the HOME DECOR, LUMINEXPO, arena DESIGN and moodFORM fairs, assures: "During this year's event dedicated to interior decoration and design, both proponents of practical, proven solutions, and people seeking for new, innovative ideas will find something interesting".

### **Registration of visitors and sales of e-tickets**

Poznan International Fair launched an on-line visitor service platform at [www.mtp24.pl](http://www.mtp24.pl). The centre offers **cheaper** e-tickets or the possibility of reporting willingness to participate in the fair by completing and printing a registration survey as the basis for purchasing a ticket at the box office at the entrance to the exhibition area. To use the service only a single registration and an individual access password is required.

**Visiting**

HOME DECOR 2010 Interior Design Fair will be open for visitors between **26 and 27 May** from **10:00 to 18:00**, and on **28 May** from **10:00 to 16:00**.