



Poznań, 8 June 2009

## **Truly inspiring interiors at Poznań fairs**

**Nearly 500 exhibitors from over 20 countries took part in this year's edition of the largest Polish event for the furniture and interior design industry, namely MEBLE, BIURO, HOME DECOR together with the LUMINEXPO Exhibition, and BUDMA INTERIOR fairs, all held concurrently. It was the first time they had been accompanied by the prestigious project of arena DESIGN. From 3 to 6 June, the fairgrounds of Międzynarodowe Targi Poznańskie were visited by over 20,000 people.**

This year's exposition occupied a total of 9 exhibition pavilions where the latest and the most fashionable furniture, decor, lighting and interior finishing products were showcased. The fairs were attended by about 150 foreign exhibitors, among others from Belgium, China, Czech Republic, Germany, India, Italy, Kazakhstan, Lithuania, Malaysia, the Netherlands, Portugal, Romania, Slovakia, Spain, Sweden, Switzerland, Turkey or Ukraine.

Over the first two days, visitors at stands included primarily persons professionally involved with the industry: furniture traders, retailers, architects and interior designers, whereas on Friday and Saturday, individual clients interested in adding a fashionable finish to their homes flocked to the fairs in great numbers. You could see an ongoing live coverage from fairs in the trade fair TV studio prepared by the Meble.pl web portal.

### **Educational spirit at the fairs**

Like every year, the fairs were accompanied by numerous conferences, discussion panels, seminars and presentations. The MEBLE fair featured among others discussion panels prepared by the MEBLE PLUS monthly and seminars of the Polish Chamber of Commerce of Furniture Manufacturers (OIGPM). At HOME DECOR, Międzynarodowe Targi Poznańskie and the PROMEDIA publishing house organised interesting seminars on coping with the crisis and the latest trends in interior decoration. You could also listen to lectures by companies from the textile industry at the special Trend Space, where you could find pre-arranged textile collections from ADO, MARGO, FLOKATEX, GERSTER and RIDEX.

### **Well-designed lighting**

The „Vision of Relaxation” exhibition organised by KLER S.A. at the MEBLE fair featured the works of competition winners presenting comprehensive interior designs, including furniture, lighting and accessories. At HOME DECOR, the LUMINEXPO Exhibition included two presentations of the most interesting lighting solutions. At the first one, entitled „VIVA LED - Lighting Interiors”, talented lighting designers presented their ideas for LED technology applications. The second exhibition was organized at the stand of Philips Lighting

Poland. It featured lighting designs entered to the EkoDesign 2009 competition, with energy-saving sources of light and Philips equipment.

### **Attractions for visitors**

At BUDMA INTERIOR, special thematic zones prepared in collaboration with the Publikator publishing house proved very popular with the public. You had an opportunity to obtain professional advice from architects, designers and interior decorators (IdeaRoom), learn interesting techniques of painting and wall decoration (PaintRoom), see live cooking shows in a specialty arranged kitchen and try some delicious specialities of the Polish and Italian cuisine (LiveCooking), relax over a cup of good coffee and browse through interior design magazines (CoffeRoom), and learn about the rich offer of eco-friendly products and equipment and find out how to protect the environment. In the latter zone, valuable prizes were drawn in the „EkoQuiz” competition.

BUDMA INTERIOR also offered tile laying shows prepared by the Polish Association of Tile Layers, and an interesting zone of kitchen furniture arrangements. The results of the competition organized by ProjektMieszkanie.pl were announced, and the winner won a professional meeting with an interior architect at his own home.

At HOME DECOR, in a special Internet cafe prepared in collaboration with the Decolink.pl web portal you could test the latest models of iMac computers. It was also the venue of presentations of professional ArchiCAD software and competitions with valuable prizes.

### **Winners**

Traditionally, at this year's editions of MEBLE, BIURO, HOME DECOR and BUDMA INTERIOR fair the exhibitors were presented with valuable prizes. MTP Gold Medals went to products that boast top quality, original design and cutting-edge technological solutions.

*MTP Gold Medal Winners in 2009*

### **MEBLE 2009 Furniture Fair**

#### **RAFAEL Living Room Furniture Set**

Kolekcja Mebli KLOSE Sp. z o.o., Nowe  
Pavilion 5 stand 3



#### **WERSAL Bedroom Collection**

Fabryka Mebli TARANKO Aleksander Taranko, Morąg  
Pavilion 5 stand 64



#### **"KAMSERVO" Modern Kitchen Furniture**

Spółka meblowa KAM Sp.j., Milejewo  
Pavilion 5 stand 56



**MOBILO Corner Sofa**

POLDEM Sp. z o.o., Łódź

Pavilion 5 stand 68



**LA QUINTA Corner Sofa**

POLDEM Sp. z o.o., Łódź

Pavilion 5 stand 68



**SANTANA 2.5 Seat Convertible Sofa**

POLDEM Sp. z o.o., Łódź

Pavilion 5 stand 68



**MARGO Sofa**

Meblarska Spółdzielnia Pracy Dąb, Gdynia

Pavilion 5 stand 65



**KLER W040 SARABANDA Programme**

KLER S.A., Dobrodzień

Pavilion 5 stand 3



**PIANO Bedroom Furniture**

PROFAP, Kraków

Entered by: U-NEX Sp. z o.o., Kraków

Pavilion 5 stand 14



**BIURO 2009 Office Furniture and Furnishing Fair**

**V-BOX Study Furniture System**

BIURO-SERVIS Sylwester Pawłow, Białystok

Pavilion 6A stand 12



**HOME DECOR 2009 Interior Design and Home Furnishing Fair**

**MODERN 80 Curtain Rod**

Firma ZEGAR Wojciech Dzikowski i Alicja Zyder Sp. j., Tarnów  
Pavilion 3 stand 77



**BUDMA INTERIOR 2009 Interior Finishing and Renovation Fair**

**Eloxalart 73 Skirting Board**

ELOX-AL. PPHU s.c. inż. Jerzy Pietrzak i Dominik Pietrzak, Zgierz  
Pavilion 8 stand 9



**Wy"SPA marzeń" /"Dream Island"/**  
PPH „WANDEX" Agata Wróblewska  
Pavilion 7 stand 29



At the fairs, Acanthus Aureus awards were presented to companies whose stands are best adjusted to the implementation of corporate marketing strategy at the fairs.

**Winning stands in the Acanthus Aureus 2009 competition**

**MEBLE 2009 Furniture Fair**

**Kolekcja Mebli KLOSE Sp. z o.o., Nowe**  
Pavilion 5 stand 3



**INTERPRINT Polska Sp. z o.o., Ozorków**  
Pavilion 5 stand 13



**NEW IDEA MEBEL Sp. z o.o., Kopytowo**  
Pavilion 5 stand 58



**Academy of Fine Arts in Poznań**  
Pavilion 7A stand 60



**ARKA Aleksander Czarny Sp. Jawna**  
Exhibitor of AMBITAT products, Kraków  
Pavilion 5 stand 4



**BIURO-STYL Sp. z o.o., Poznań**  
Pavilion 9 stand 49



### **HOME DECOR 2009 Interior Design and Home Furnishing Fair**

**ARTDECOR INTERNATIONAL, Zgierz**  
Pavilion 3A stand 29



**ZORLUTEKS TEKSTIL TIC. SAN. A.S., Turkey**  
Pavilion 3 stand 91



**Firma ZEGAR Wojciech Dzikowski i Alicja Zyder Sp. J., Tarnów**  
Pavilion 3 stand 77



**EUROFIRANY B.B. Choczyńscy Sp. J., Żywiec**  
Pavilion 3 stand 41



**DEKOMA, Swarzędz**  
Pavilion 3 stand 45



### **BUDMA INTERIOR 2009 Interior Finishing and Renovation Fair**

**KOPP - podłogi naturalnie doskonałe Sp. z o.o., Kraków**  
Pavilion 7 stand 2



**IMPERIAL/producer Grass Cavagna Group Polska, Płońsk**  
Pavilion 7 stand 11



**Przedsiębiorstwo Produkcyjno-Handlowe „WANDEX” Agata Wróblewska, Sopot**  
Pavilion 7 stand 29



**Galeria INTERDOMUS, Poznań**  
Pavilion 7 stand 32



**KÜCHENTREFF GmbH & Co. KG, Wildeshausen GERMANY**  
Pavilion 7 stand 34



**MARTA Sp. j. Robert Sobotka, Paweł Malinowski, Ostrołęka**  
Pavilion 8 stand 6



At the gala, GOLDEN PLANES, awards of the Group of Polish Furniture Traders for the best furniture of the previous year (a set or a piece of furniture) in the category of box furniture, were also presented. This year, the Group of Polish Furniture Traders presented a joint prize. The first went to Przedsiębiorstwo Produkcji Mebli „JAFRA” from Karnice near Żmigród for the Art-Mi collection. The Golden Plane for the best box furniture of 2008 also went to Mazurskie Meble TRADING Sp. z o.o. from Olsztyn for the IMPERIA furniture system. The GOLDEN NEEDLE of the Group of Polish Furniture Traders for the best upholstered furniture of 2008 was not granted. During the fairs, we have also learned the winners of the Furniture Diamonds, awards presented by the Meble.pl web portal.

### **Essential DESIGN**

This year's edition of the fairs was accompanied by the premiere edition of arena DESIGN, an event entirely dedicated to contemporary design and industrial design. The exposition presenting trends in contemporary European design, combined with a very interesting programme of lectures and discussions on design, received a very warm welcome both from the designer milieu, universities with design faculties and institutions involved in the promotion of industrial design development, and the exhibitors of MEBLE, BIURO, HOME DECOR and BUDMA INTERIOR.