

# DOMOTEX 2018 right on track

DOMOTEX

**DOMOTEX 2018 doesn't open for another five months, but it's already apparent that the 30th edition of the world's leading tradeshow for carpets and floor coverings (12–15 January 2018) will be a very strong and international affair.**

DOMOTEX 2018 doesn't open for another five months, but it's already apparent that the 30th edition of the world's leading tradeshow for carpets and floor coverings (12–15 January 2018) will be a very strong and international affair. "We're more than pleased with the influx of exhibitor registrations for the upcoming show. It proves that the market is happy with where DOMOTEX is headed. More exhibitors have confirmed their participation at DOMOTEX than at the same time last year," commented Susanne Klapproth, the director in charge of DOMOTEX and Deutsche Messe. The show will feature around 1,400 exhibitors from more than 60 nations.

The upcoming DOMOTEX is taking a fresh new approach, with an improved site layout and a core focus on the product individualization mega trend, as symbolized by the adoption of "UNIQUE YOUNIVERSE" as the keynote theme. Visitors will be able to immerse themselves in a captivating world of trends, innovation and lifestyle in way they have never done before. "Many exhibitors are already hard at work preparing for their showcases at their new locations at the venue. They are busy doing things like exploring ways of harnessing the keynote theme and figuring out how they might profile their organizations at the new 'Flooring Spaces' presentation format. Visitors are

right to be excited about what awaits them at the show, particularly in Hall 9," added Klapproth.

Hall 9 is the new jewel in the crown of DOMOTEX. It is the home of "Framing Trends" – a richly diverse and immersive showcase in which established companies, industry newcomers and artists will engage with the keynote theme in an array of creatively staged individual and joint displays.

"Framing Trends" in Hall 9 will also feature a captivating and varied program of talks by big-name architects and designers, as well as startup entrepreneurs and design students. The Talks will take the form of speed presentations and discussion groups dedicated to the individualization trend. The presentations and discussions will examine the implications of this trend in many areas, including product design, production, sales and marketing. The specific topics to be explored are "Modular design: individual vs. mass-produced?", "New one-off originals: handmade vs. digital?" and "Retail interactive: virtual vs. real?" The "Framing Trends" program is complemented by daily Guided Tours which will take visitors to see exhibitors of relevance to them. At the heart of the "Framing Trends" display in Hall 9, visitors and exhibitors will find lounge-style meeting areas and a café – the ideal settings for relaxed, informal dialogue.

The Carpet Design Awards are another Hall 9 highlight. The internationally coveted award honors the world's best new designer carpets in eight categories. The 24 carpets shortlisted for the award will be on display in Hall 9 for the duration of DOMOTEX. At the start

of each year, specialist carpet dealers, owners of carpet and rug exhibition galleries and visitors from the interior design industry look to the shortlisted creations on show at DOMOTEX for ideas and inspiration for their own new season's collections.

DOMOTEX 2018 features a new layout that puts related products in closer proximity to one another, thereby making it easier for visitors to get a comprehensive look at the latest market offerings. Halls 2 to 4 will now be home to the world's widest array of hand-made carpets and rugs. Halls 5 through 7 will feature classic machine-woven carpets and rugs, bathroom sets and runner rugs. Hall 8 will be the gateway to the latest carpet creations from the world's most innovative designers and labels. The displays of resilient floor coverings and luxury vinyl tiles will be concentrated in halls 11 and 12. Visitors will find parquet, wood and laminate flooring in halls 12 and 13. And, from next year on, the latest flooring application and installation products and solutions will be on show in Hall 13. In this context, Hall 13 will also house the "Treffpunkt Handwerk" event, with its extensive array of exhibits and lectures for interior furnishers and decorators, parquet installers and floor layers, painters, varnishers and joiners. This closer, more logical grouping of like product types will improve visitor convenience. The convenience factor will be further enhanced by the venue's excellent integration into the public transport system and by the new My DOMOTEX shuttle service, which will transport visitors and exhibitors quickly and directly to wherever they want to go on the exhibition grounds. ♦