



DOMOTEX asia/CHINAFLOOR to commemorate the 20th Anniversary of the event

DOMOTEX
asia **CHINAFLOOR**

DOMOTEX asia/CHINAFLOOR will be held from March 20th to 22nd in Shanghai. Materia will present the “Material Solutions” exhibition. The theme of this exhibition is “diversity” – the presentation of a diverse lineup of 300+ innovative materials for building interiors.

Materials of the future

Materia presents the interior of the future, which calls for comfort, natural materials, better insulation, acoustic value, and most importantly sustainability. Regarding sustainability - woods, bamboo, and other bio sources have been immensely popular due to their natural characteristics and safe use for the environment. Now, materials created from agricultural by products, recycled industrial waste, algae, and fungi are also popular for their dedication to a greener, eco-savvy world.

The performance of metals, glass, ceramics, and plastics are already familiar to the industry; however 2017 advances have made these materials perform even better than in the past. For instance, by becoming more lightweight and yet remaining extremely durable.

Thanks to these types of technological developments, the materials presented this coming year at the DOMOTEX asia/CHINAFLOOR exhibition will not only be for flooring, but also for walls, furniture, cabinets, doors, sunshade and even types of façades.

Materia will also showcase specialty items, such as wooden textiles, olive tree leaf tanned leather, acoustic felt, recycled leather walls, luxurious water hyacinth wallpaper and more. In short, you cannot miss this opportunity to visit “Material Solutions” during DOMOTEX asia/CHINAFLOOR in Shanghai.

DOMOTEX asia/CHINAFLOOR – To commemorate the 20th Anniversary of the event, show organizers re-introduce the widely popular InnovAction Flooring Campaign and cadex educational conferences.

New pavilions, new products

“InnovAction is a snapshot of the flooring industry’s future, and our goal is to highlight the importance of this”, said InnovAction architect Kostas Chatzigiannis. “The human brain is naturally wired to fix attention on images and structures that stand out from everyday surroundings. With this idea in mind, we are building these custom areas because exhibitors are counting on our support to strengthen the promotion of their new concepts,” concluded Chatzigiannis.

The InnovAction Flooring Campaign and high-profile displays are located in 3 locations throughout the exhibition with the purpose of unveiling future market leading products in CARPET, WOOD, and RESILIENT flooring. InnovAction exhibitors are automatically enrolled in the Top-10 Best Products Competition during the show. While onsite, 55,000+

fair attendees have the opportunity to visit each showcase and cast a vote for their favorite InnovAction products.

The essential ingredients

The flooring industry is never in a static state due to constant innovation and the creative combination of raw materials that make surfaces more environmentally-friendly, water/fire-proof, flexible, and durable.

Architects @ cadex

Looking on either side of the Huangpu River in Shanghai, it is clear that demand for architectural expertise in the city has increased for projects ranging from multi-level shopping malls, outdoor pavilions, and luxury apartments. Flooring project leaders in Asia have come to notice and respect the power international architects and designers bring to a variety of construction ventures.

DOMOTEX asia/CHINAFLOOR and cadex create a 2-day platform geared toward providing global architects and flooring experts a meeting place to exchange ideas and best practices. In 2017, over 4,000 people attended the educational conferences to update themselves on current events and discover ways to collaborate on future projects in the Asian-Pacific Region. ♦