



Innovation, inspiration and information provided by new formats at DOMOTEX 2022

- ❖ Room stagings presented in Mood Spaces
- ❖ Material collections presented in Material Selections
- ❖ Wall products presented in Wallroom Hannover, Germany. DOMOTEX 2022 opens its doors in Hannover from 13 to 16 January with numerous innovations.

Deutsche Messe has used the pandemic timeout to adapt the world's leading trade show for carpets and floor coverings to changing market conditions and develop it strategically.

The most important aspect is the so-called 2-world-concept with the division of the trade show structure into the two labels 'Carpets & Rugs' for carpets and mats (Halls 2-7) and 'Floor & Wall' for floor coverings and wall products for the parquet, carpet and resilient LVT

segments (Halls 11-13). In addition, many new formats await exhibitors and visitors alike in the halls.

"There will be lots of new elements to discover at our next DOMOTEX. We have used the last year intensively to develop new participation opportunities for companies and to create a new brand experience for visitors. The exchange with all market participants was and still is extremely valuable for us. Several discussions and roundtable talks with exhibitors, as well as visitors and our media partners have supported and accompanied us in this conceptual phase.

The 'new' DOMOTEX offers everyone involved plenty of scope for experience, orientation, innovation and inspiration, but also, of course, access to new customers, partners and suppliers,"

explains Sonia Wedell-Castellano, Global Director DOMOTEX, Deutsche Messe AG.

New space for inspiration

The upcoming DOMOTEX will offer new formats and new places to be in all product areas. These include the new Mood Spaces, six booths designed by interior designers that represent current trends and express the interaction between floors and walls on the one hand and interior design on the other. The Spaces are a source of inspiration for furniture trade and contractors and, in the spirit of the concept store formats, show which products in combination can form a themed world. The Mood Spaces for the residential sector will be located in Hall 7 and in Hall 13 for the contract sector.

Also new on board are the Material Selections, which provide an overview of the most important application and trend topics for architects, interior designers and contractors, but also for trade and industry partners. The Material Selections for wall and floor coverings offer orientation and inspiration and, thanks to corresponding manufacturer's references, make it easier to find products at DOMOTEX. These material collections are available for the topics of healthy living, recycling, hygiene and health, outdoor, acoustics and colour.

The product range of DOMOTEX will be complemented by interior finishing products such as wall and acoustic panels and wallpaper. As a new hub for manufacturers with corresponding products, the Wallroom in Hall 13 offers a new and central place to be. DOMOTEX is thus creating a new low-threshold offering for manufacturers of wall products.

The Retailers' Lounge is the new meeting place for retailers in which to enjoy the exchange among experts on equal terms. It is also a source of inspiration for retail visitors, as the lounge will be directly integrated into the Mood Spaces.

Practical knowledge, new technologies, tools and materials are what counts in the Application and Installation Technology (FloorTec) area. The new Craft Attack Guide provides a

well-structured overview of offers and live demonstrations for the craft industry.

One of the highlights in this part of the show is the Workcamp Parquet - an association of internationally experienced parquet masters who are committed to the topic of promoting young talent. The Workcamp Parquet is dedicated to the reconstruction of old parquet flooring and emphasizes the use of original techniques. During DOMOTEX the international team will be demonstrating this traditional craft in various live demos over the course of three days (from January 13 to 15) in Hall 12.

New Nominees - New Winners

For years, the international Carpet Design Awards (CDA) presented by COVER and HALI Magazines, as well as the Parkett Star and Carpet Star presented by SN-Verlag, are part of DOMOTEX. This tradition continues next year, as designers and manufacturers will be honored with these awards.

For the first time, the CDA will also include carpet designs from non-exhibitors. This gives visitors an even broader overview of international trends and designs in the product segment of fitted carpets. In addition to and surrounding the CDA other special events will take place such as the CDA Forum or a special event for oversized carpets organized by Iranian designer Lila Valadan.

"We are delighted to offer so much inspiration in all areas of DOMOTEX after this long period of abstinence. Even the development of the formats has been hugely enjoyable together with our exhibitors and partners, we can thus offer an eventful and innovative DOMOTEX 2022," explains Wedell-Castellano. "Digitalization - in the industry and also for us as a trade show organizer - enables many new, exciting approaches. But one thing is certain: there is no substitute for face-to-face meetings at a trade show."

DOMOTEX 2022 will take place as a hybrid event in Hannover from 13 to 16 January. The new hybrid concept offers numerous digital services and participation opportunities for exhibitors and visitors, and enables everyone who cannot attend live for various reasons to participate digitally.

DOMOTEX Worldwide

DOMOTEX asia/CHINAFLOOR (Shanghai, 25–27 May 2022), the international trade show for carpets and floor coverings in the Asia-Pacific region, will be held in May instead of March due to an overlap with official government dates. The venue will be the NECC exhibition and convention center in Hongqiao, Shanghai. DOMOTEX Turkey (Gaziantep), the leading trade show for carpets and floor coverings in Middle East, is scheduled to take place in spring 2022. ♦

