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press release

Furniture and Living 2011

21st international furniture and household accessories fair

Bytex

10th exhibition of household textile and carpets

Forum of Design

14th international exhibition of furniture design

8–13 March 2011, Výstavisko Agrokomplex, Nitra

8 March experts and media staff only

New trends in design, new congress hall, a world-renowned designer Katrien van Hulle, interesting accompanying events, draw-prize tickets and autograph signing appearance of Dara Rolins

In addition to innovations in furniture goods production and design, the 21st international fair *Furniture and Living*, 8-13 March 2011 will also feature new themes: Joyful Dwelling, Healthy Sleep and Recycled Living inspired by thoughts about our future. New trends in the development of furniture production are closely related to return to functionality and folk production. The inspiration for the retro design from the 60s and 70s, considered the absolute peak in design industry, is materialized by soft colours of new furniture models.

More than 400 exhibitors from 14 countries occupying almost 20,000m² makes this fair one of the most important furniture exhibition platforms in Central and Eastern Europe. This year visitors may look forward to the contemporary world-class design presented by leading European designers and producers from Slovakia, Czech Republic, Belgium, Italy, France, Austria, Germany, Finland, Hungary, Romania, Poland and some other Asian countries.

Since living in harmony with colours, materials and shapes appropriately distributed in space is our goal, the expert designers at the fair will under one roof provide clients with services reflecting demand on new actual trends in interior design.

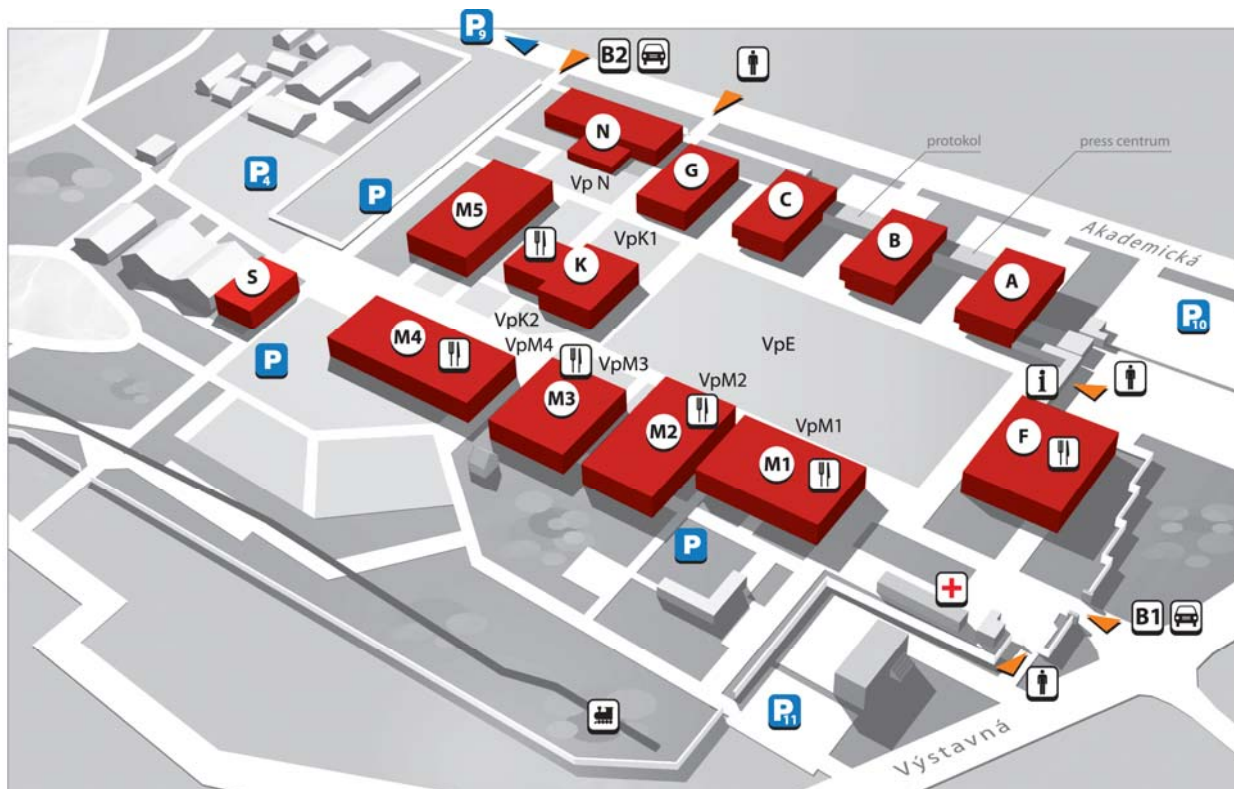
A marking event of the fair will be opening of a new *Agrokomplex* congress centre which is the result of the first phase of the exhibition hall reconstruction into a congress centre. The modern congress hall is the biggest of its kind in Nitra with the capacity of 400 persons and all-year-round operation providing its guest with full service.

Bytex and Forum of Design

Bytex presents new trends in household textile and carpets. The *Forum of Design* features authentic and progressive designers from the Academy of Fine Arts and Design (VŠVU) in Bratislava. The current exhibition is dedicated to recycled furniture. Visitors may see products made from PET bottles, plastic cans, wooden pallets, advertising banners, magazines and other used and wasted items that can be easily identified in new products, but sometimes we are very much surprised by their new poetics. The *Forum of Design* provides space for students and young authors who want to astonish us with their innovative approach. The aim of recycled living is to stress the range of possibilities of employing recycle principles in furniture and interior decoration production where various materials and products can be used. This cycle reflects not only the present time, but also return to nature and its protection.

Opening Times:	8–13 March 2011, daily 9.30am – 6:00pm 13 March 9.30am – 3.00pm 8 March open for professionals and media
Venue:	Výstavisko Agrokomplex Nitra Fairground
Organizer:	Agrokomplex – Výstavníctvo Nitra, š. p.
Co-organizers:	Zväz spracovateľov dreva SR, Zvolen Slovenské centrum dizajnu, Bratislava
Official opening:	8 March 2011 at 10.00am in exhibition hall K

Distribution of exhibition halls according categories:



A Štýlový nábytok a doplnky interiérov	K Bytový nábytok, Slávnostné otvorenie veľtrhu	M5 Bytový nábytok
B Bytový nábytok	M1 Bytový textil, dvere, podlahy, doplnky interiérov, krby, BYTEX	N Kancelársky a bytový nábytok
C Bytový nábytok, matrace	M2 Bytový nábytok	S Predaj bytových doplnkov
F Nábytok do obývacích izieb, spálne, stoličky	M3 FÓRUM DIZAJNU	Vp Záhradný a bytový nábytok
G Kúpeľne, sauny, bazény	M4 Kuchyne, spotrebiče, nábytkové kovanie	

entrance and box offices

8 March 2011, professionals and media staff: **6 €**

9–13 March 2011, for public:

Standard Tickets:

Full price	4 €
Senior concession	2 €
Students (with valid school ID)	2 €
Students (elementary school)	FREE*
Disabled people (ŤZP)	FREE*
Senior 65+ (with valid ID)	FREE
Birthday/name-day during expo (with valid ID)	FREE

Groups:

Family ticket

(applies to at least four-member families - children under 15s enter free, parents purchase standard priced tickets)

Students

(applies to students of secondary / vocational schools that are related to the exhibited commodity following the rules for organized entry with a teacher upon providing a list of students)

1 € / person

Exhibitor's ID Card:

(entrance any time during the exhibition)

12 € / person

Catalogue:

Catalogue of expositors

5 €

Box Offices:

Main Entrance (for visitors only)
Agrokomplex - Výstavníctvo Administration
between exhibition halls G and N
at exhibition hall V
at the entrance to the Slovak Agricultural Museum

Výstavná Street
Výstavná Street
Akademická Street
Akademická Street
Dlhá Street

* An accompanying person can enter upon purchasing a standard ticket

parking and access

Parking on the premises of Agrokomplex fairground:

car	4 €
bus	12 €

Car parks for visitors:

P4 in the Agrokomplex fairground, entrance through Gate B2

P9 at the exhibition hall V, enter from Akademická Street

P10 in front of the Agrokomplex fairground, entrance from Akademická Street

P11 near the Agrokomplex - Výstavníctvo Administration, entrance from Výstavná Street



P12 on the premises of the Slovak Agricultural Museum



Car park at Press Centre is reserved for media staff

Car park at *Protokol* is reserved for VIP guests

Výstavná Street is negotiable in both directions.



 OBCHODNÉ CENTRUM CENTRO NITRA S VLASTNÝM PARKOVISKOM
 OBOJSMERNÁ PREMÁVKA

 PARKOVISKÁ
 SMER K PARKOVISKÁM

accompanying programme and attractive events

Accompanying programme

Workshops, discussion forums, awards, autograph signing appearance and gala evening are just some common accompanying events that will be carried out during the main exhibition.

Workshops

During the exhibition, two workshops will be held in the *Protokol* conference room (between exhibition hall B and C). The aim of the first workshop on furniture and its trends *Nábytok a jeho trendy*, held on 9 March is to inform company managers, designers and also wide public about the current situation in furniture industry in Slovakia and abroad and about trends for near future. *Byt pre zdravé bývanie* (Flat for Healthy Living) is the other workshop held on 10 March, whose aim is to show trends in a sensitive connection of technique, design and healthy living and, at the same time, present new techniques employed in furniture industry. Further information, programme and registration forms for both workshops are available at www.agrokomplex.sk

Discussion Forums

Nábytok 2011 Discussion Forum held in Congress Hall (exhibition hall K) on 9 March at 2.00pm is organised by the Slovak Association of Wood Processors (ZSR SR) in cooperation with the organizer in two thematic units: *Material and Design Trends* and *Current State of Furniture Production and Market*. All our invited guests - students, teachers from vocational schools, university professors and employees from furniture companies - are experts in design, production and trade.

The World-famous Designer in Nitre

This year's Discussion forum will host one of the most distinguished contemporary interior designers. *Katrien van Hulle* (Belgium), known for her passion for conceptual design, will open a specialized seminar on furniture and its trends (*Nábytok a jeho trendy*) on 9 March at 2.00pm on the premises of *Protokol* and will be a guest of a panel discussion held in exhibition hall K as a part of the *Nábytok 2011* Discussion Forum. Katrien van Hulle is a unique designer who combines functionality with aesthetics in order not to interfere with the original concept of material nature and design.

SARIO Cooperation Event

The Cooperation Event of Austrian and Slovak Entrepreneurs held on 9 March under the auspice of the Slovak Investment and Trade Development Agency (SARIO) will apart from presentation of the Trade Department of the Embassy of Austria in the entrepreneur sphere provide space for bilateral negotiations for Austrian and Slovak companies related to furniture design, production cooperation or capital influx. Fifteen Austrian and twenty Slovak companies will be present at the event.

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Awards

The second day of exhibition will be concluded with a ceremony awarding best expositors in six categories: upholstered furniture, living room furniture, kitchen furniture and appliances, other types of furniture, furniture accessories and household textile.

Registered fair goods in the *Nábytok a bývanie 2011 Award* Competition will be assessed by an international evaluation board presided by prof. Ivan Petelen, Faculty of Architecture, Slovak University of Technology in Bratislava.

A special Guest of Honour Award will be conferred by Martin Čudka, president of the European Furniture Manufacturers (UEA). Another distinguished guest will be Fernando Rolin, president of the European Furniture Industries Confederation (EFIC) from Portugal.

Drawing of Tickets

All tickets are eligible for prize drawing. The main prize is furniture from the Slovak manufacturer MEUBLE, s. r. o. Dubnica nad Váhom for the entire dwelling according to the winner's choice. All prizes are donated by the following companies: Zväz spracovateľov dreva SR Trendwood-twd, s. r. o., Banská Bystrica; D-Nábytok Lučenec, Zvolen; Drevlux v. o. s. Vištuk. Ticket drawing will take place on 13 March at 12.00pm in exhibition hall M5.

byDara Exhibition

Dara Rolins, a known Slovak singer, will for the first time in Slovakia present her new label in the area of household design and furniture *byDara* in exhibition hall M3. *byDara* label known for its new perspective into an interior design, new trends and new approach to production processes, authentic taste for colours and their combination is an advantage not only for the excellent design, technical perfection and practicality, but also a reasonable price. Her presentation will be accompanied by an autograph signing appearance on 13 March at 2.00pm during the *byDara* exposition.

Social Events

Visitors may look forward to the performance of a Jazz band E. G. O. featuring Zuzana Rojková that will take place on 9 March at 7.00pm in exhibition hall K and also a singing performance of Dominika Stará, a contestant from *Česko Slovensko hľadá superstar* singing competition.

The main social event of the fair will be the 6th Furniture and timber industry gala evening on 11 March at 8.00pm in PKO, Janka Kráľa Street, Nitra.

Slovak Agricultural Museum

The gates of the Slovak Agricultural Museum will remain open during the fair, so the visitors may enjoy this permanent part of the fairground that boasts with unique exhibits mapping the development of agriculture from the prehistoric times to Middle Ages. The exhibition of crop processing, traditional crafts, unique collection of agricultural machinery, aeronautics and fire brigade are just some lures waiting for visitors. The main feature of the museum is an open air museum comprising thirty-three structures of folk architecture with collections of period furniture.

Book your visit in advance: T: +421/911/404 001, E: muzeum@agrokomplex.sk

Accessible transport buses: 6, 8, 12, 14, 15, 30, 32, bus stop Gorazdova (final bus stop)

bus 19, bus stop Gorazdova (bus continues to Janíkovce)

industry and design

Economic Situation Evaluation

In comparison with other countries, Slovakia with its open economy dependent on economic development abroad has a healthy banking sector drawing attention and available recourses to measures with a long-term positive effect on economic growth.

Current Macroeconomic Situation

It is of vital importance for Slovakia to keep its attractiveness in business environment. Following the data of the Statistical Office of the Slovak Republic, the GNP and overall export of goods in 2010 increased. Slovakia must invest into production segments with high added value, so the manufacturers can offer their customers new technical solutions with higher standards. In general it can be stated that the development in near future will be characterised by higher production quality and modern operational methods. Innovative and unconventional activities will be a new trend in furniture industry. The major priority of the Ministry of Economy of the Slovak Republic and other countries of the EU is to open and broaden space for innovation in furniture industry.

design in furniture and living

Furniture and Kitchen

This year designers have bet on return to traditional colours and materials. In case of seating furniture, cognac coloured leather, wood, fur and knitted patterns are in vogue. Folk items with a traditional handmade design represent another novelty.

Textiles and Colours

This year four groups of trends will be presented: (1) *Sobriety*, or austerity stands for lasting values, it prefers quality, durability and timelessness; (2) *Mix Mash* offers colours including favourite lemon-yellow and violet which are combined with traditional colour shades and materials including Ethno and Oriental style; (3) *Utility* is a reaction to contemporary economic problems, it prefers modesty, accessibility and utility; (4) *Wilderness* represents a return to nature via usage of natural materials and colours.

Tiles and Flooring

Tile and flooring finishing is inspired in various materials, such as wood, textile or carpet. Among new trends appear very interesting experiments, for example, combination of even and relief surface that creates patterns resembling broken pieces of tiles. However, metal effect is still a favourite finishing, especially in bigger tiles that look just perfect with a minimum grout line.

Bathroom

A design novelty in bathrooms is a "green bathroom" complying with water saving and ecological design. Apart from economic mixers and water closet, they are designed with

natural and recycled materials, such as copper, steel, wood, glass and ceramics. Another new tendency is an airy bathroom that stresses an easy access. The third bathroom interior tendency is focused on spatial arrangement with special liking for free standing baths and accessories giving the bathroom more interesting and luxurious look.

Living and Houses

Environment protection and resulting trends in house construction were reflected by architects a few years ago, however, a speciality of this year will be a pyramid house harmonizing one's body and psyche. The effect of emissions, geopaathogenic zones and electromagnetic smog contributes to weakening of the immune system and eventually leads to fatigue. In addition, distribution of electric power, electrostatic charges in plastic, household appliances or mobile phones have equally a negative effect on our health. This thread has led us to a pyramidal structure functioning as the transformer of energy from outer space that is a balm for our soul.

workshop programme

9 March 2011

Furniture and Its Trends (Nábytok a jeho trendy)

Protokol Conference room (between exhibition hall B and C)

Schedule:

- 9:15–9:30 Check-in
- 9:30 Opening by **Katrien van Hulle** – a distinguished Belgian designer, a founder of Colect label
- 9:30–9:50 **Current Situation in Furniture Production in Slovakia and Development Forecast**
Ing. Lívia Beňová, Ministry of Economy SR
- 9:55–10:25 **New Trends in Furniture Production in Slovakia**
prof. Ing. Ivan Petelen, Faculty of Architecture, Slovak University of Technology, Bratislava
- 10:30–10:55 **Czech Furniture of the Third Millennium**
PhDr. Dagmar Koudelková, Brno, CZ
- 11:00–11:15 **Ergonomic Furniture in the World presented at IMM 2011 Fair**
Ing. Helena Prokopová, chairwoman of the Sector Committee of Furniture Producers, CZ
Brno
- 11:20–12:00 **News from Furniture Fairs 2010-2011**
doc. Ing. arch. Ludvika Kanická, CSc., Department of Furniture, Design and Habitation, Mendel University, Brno, CZ

10 March 2011

Flat for Healthy Living

Protokol Conference room (between exhibition hall B and C)

Schedule:

- 09:15–09:30 Check-in
- 09:30–09:55 **Wood for Life in the Third Millennium**
Ing. Igor Patráš, president of the Slovak Association of Wood Processors, SR
- 10:00–10:25 **Doctor's Opinion – Orthopaedist on Flat Furniture and Equipment**
doc. MUDr. Ivan Müller, CSc., Orthopaedic Clinic, Brno, CZ
- 10:30–10:55 **Kitchen as a Centre of Technical Achievements**
Ing. arch. Boris Hála, Department of Furniture, Design and Habitation, Mendel University, Brno, CZ
- 11:00–11:25 **Computing Technology in Furniture Design and Production**
Ing. Špínar, konateľ Špínar – Software, s. r. o., Brno, CZ