

DOMOTEX 2020

PRESS HIGHLIGHTS

10 – 13 January

Hannover • Germany

domotex.de



ATMYSphere

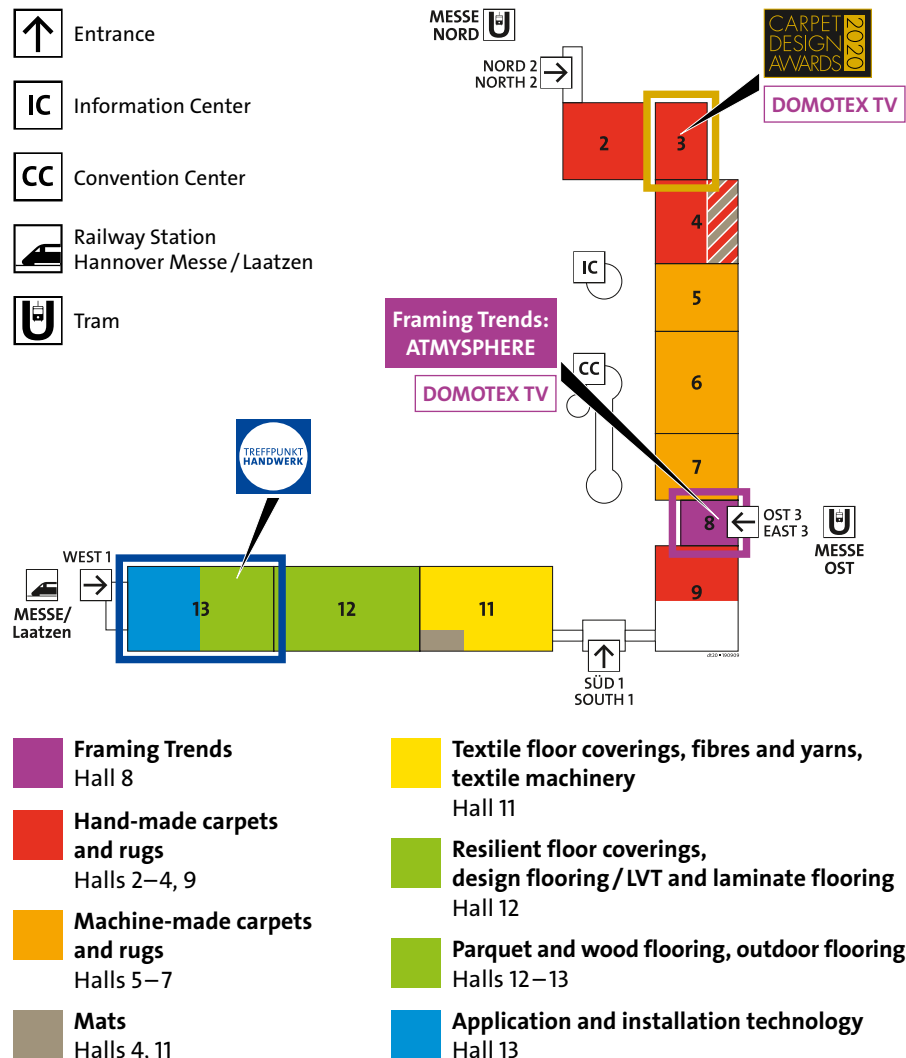


Deutsche Messe

The World of Flooring

DOMOTEX

SITE MAP



12/2019 • Modifications reserved • 191219

FLOORS WITH THAT FEEL-GOOD FACTOR

Welcome to DOMOTEX 2020, the leading trade fair for carpets and floor coverings. Exhibitors and visitors from all over the world are meeting here from 10 to 13 January to talk about the latest products, trends and industry highlights. The keynote theme of the show derives from the megatrend “Health”, and has been dubbed **ATMYSHERE**. So the upcoming show focuses primarily on those aspects of floorings that contribute to a sense of personal wellbeing, emphasizing qualities such as naturalness and sustainability.

The exhibits range from hand-made carpets and rugs, woven carpets and rugs, fitted carpets, fibres and yarns to resilient floor coverings and designer floorings, parquet and other wood floorings, laminate floorings, application and laying techniques, outdoor floorings and tiles. The show’s keynote theme finds its most direct expression in Hall 8, where it is evocatively explored and made tangibly real in the special presentation “Framing Trends”.

ATMYSHERE AT EVERY TURN

Floorings are the foundation of all the spaces where we live, work, and create our own personal ambience. Echoing the megatrend “Health”, their influence on our individual wellbeing in the design of architectural spaces is becoming increasingly important. Modern floor coverings are distinguished by characteristics such as good room acoustics, thermal insulation properties, tactile appeal, the ability to create a healthy living environment, sustainability, and natural, aesthetically appealing detailing.

With the current keynote theme **ATMYSHERE**, DOMOTEX 2020 is presenting – in addition to the new products on display – an extensive array of offerings that meet the growing demand for holistic interior design concepts, where products for floors, walls and ceilings are carefully coordinated. You can find selected exhibitor highlights from the themed display categories Outdoor, Sustainable Flooring, Acoustics, Wellbeing, and Floor & More as from p. 6.



NuThinkers project by HS Hannover

INSPIRATIONAL, TREND-SETTING, ENTERTAINING – FRAMING TRENDS

The special presentation “Framing Trends” in Hall 8 offers inspirational room settings relating to the show’s keynote theme. Here **ATMYSPPHERE** is vividly embodied in a series of inventive presentations, which serve to create a lively atmosphere where stimulating discussions can take place and new collaborations emerge.

The Munich agency Schmidhuber, which specializes in three-dimensional room settings, has devised a new format in the shape of “**Contract Frames**”: four themed and furnished rooms, designed to make the keynote theme more tangible and accessible. The idea is that by highlighting practical applications of **ATMYSPPHERE**, they will serve as a source of inspiration for architects, interior designers and planners. All the room settings feature the use of effective acoustic solutions. The “Hotel” room showcases the effect of materials and furniture, including the use of acoustic panels. The “Lifestyle” room emphasizes health-giving and eco-friendly aspects, “Conference” is all about acoustic solutions, in which upholstered seating

areas also feature, while “Yoga” addresses themes such as healthy living and relaxation. The four rooms are connected by a patio, which illustrates the benefits of typical exterior floorings with a smooth transition between indoors and outdoors. Various **artists** will also be presenting unusual ideas inspired by the show’s keynote theme. Serena Garcia Dalla Venezia from Chile uses textile fibres to create a colourful landscape with abstract flowers and plants. MODICA from Munich will be using mosaic tiles and glass bricks to create versatile and tactile surfaces during the show, featuring interesting juxtapositions and ornamentation inspired by nature.

“**Flooring Spaces**” showcases exciting new products and room settings from innovative exhibitors such as Aquafil, DryTile, Stefany, Tarkett and Uzin Utz. The last-named is taking inspiration for its project from selected works of classical modernism. And “**Wood.Works**”, meanwhile, explores aspects of **ATMYSPPHERE** through all kinds of different applications of wood that help to create a more comfortable living environment – from anti-bacterial surface treatments to sound-absorbing joinery work.

“**NuThinkers**” are students and **start-ups** who are presenting projects that illustrate the show’s keynote theme – like Alexander Marinus, who uses various techniques to weave eco-friendly jute fibres into imaginative forms. Students from Hannover’s Technical University have designed a modular flooring system that heats up or cools down to create individual relaxation areas in public and private spaces, while the Weißensee College of Art in Berlin is presenting compositions made from tied textiles that resemble organic forms. The Hildesheim Technical University looked at clever ways of combining the different disciplines of colour design, lighting design and interior design when planning its installations. The start-up “**paprfloor**” grew out of the desire to make the floors of exhibition halls more sustainable and eco-friendly. Working together with a paper manufacturer, the founders developed the basic principles of their paper floorings, which can be produced to customized designs and are now available worldwide for exhibitions and trade fairs.



THESE EXHIBITORS CREATE AN ATMOSPHERE ALL OF ITS OWN.

The following exhibitors at DOMOTEX 2020 are presenting pioneering new carpets and floor coverings, as well as innovative services. Their portfolio of offerings also includes products and reference projects that take their cue from the show's keynote theme and its associated display categories: Outdoor, Sustainable Flooring, Acoustics, Wellbeing, and Floor & More. They will be pleased to talk to you.

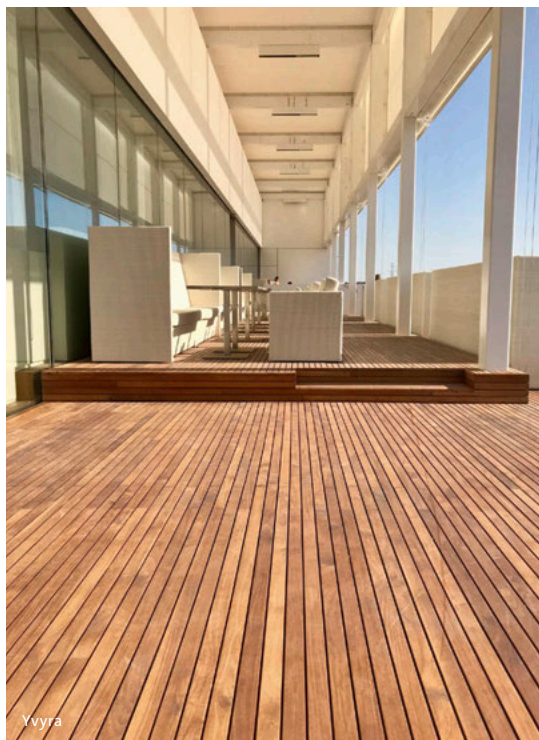
We hope that the following summary will encourage you to visit them.

OUTDOOR

Yvyra, Hall 12, Stand D16
Parquet flooring, Outdoor flooring, Spain

FAST INSTALLATION USING MAGNETS

The firm's "Exterpark Magnet Wood Collection" is a premium teak decking that uses a magnetic clip system. In collaboration with the design studio Ateliers Jean Nouvel, YVYRA has used it to develop its outdoor flooring "Exterpark Louvre" for the outdoor areas of the Abu Dhabi Louvre. Only 57 mm wide, the individual planks are designed to be installed using a special tool in only a few seconds over an aluminium supporting framework – with no visible gaps or screws.



Ravaioli Legnami, Hall 13, Stand C59/2
Parquet flooring, Outdoor flooring, Italy

EASY-CARE, PRACTICAL OUTDOOR FLOORINGS

Thanks to a patented wax impregnation process, the "Rhinowood Wax Pine" outdoor flooring system from Ravaioli Legnami is highly durable and stable in use. As an alternative to wood, the company also offers elegant decking products such as its "WPC Deluxe" composite decking boards featuring a non-slip, three-dimensional wood grain surface. Both product lines enable homeowners to be creative and extend the living room outdoors.

Li&Co, Hall 12, Stand C41
Natural floorings, Designer floorings, Outdoor floorings, Cork floorings, Switzerland

BRINGING THE OUTDOORS INDOORS

The firm's wood-look outdoor flooring "LICO Outex Design" features a non-slip, easy-care, weather-resistant designer floor finish bonded to a thermally treated pine plank substrate. It extends the living room onto the balcony or terrace or into the garden, creating a sophisticated look that connects the indoors with the outdoors.



Windmüller

SUSTAINABLE FLOORING

Windmüller, Hall 12, Stand C57
Resilient floor coverings, Germany

BEAUTIFUL, HIGH-PERFORMANCE ORGANIC FLOORING

Purline organic flooring from Windmüller is a polyurethane floor covering based on ecuran. This is a composite product manufactured primarily from renewable raw materials such as canola oil or castor oil and chalk. Purline is sustainable, hard-wearing, and offers a wide range of design possibilities to suit every taste.

Zollanvari, Hall 3, Stand G05
Hand-made carpets and rugs, Switzerland

FROM BAGS TO FURNITURE

The colourful and unique pieces from the “Mafrash Home Décor Collection” can be used as stools and occasional tables. They are made from a combination of old bags and coffers woven by nomads, as well as hand-woven pieces that combine kelim, soumak and knotted-pile weaving techniques. To create the flatweave textile with its multi-textured, three-dimensional surface, Zollanvari uses the finest highland wool from Iran’s Zagros mountains. The repurposing of high-quality old textiles in this way is a classic example of sustainability in action.

Vielaris Art Parquet, Stand A63, Hall 13
Parquet floorings, Lithuania

WOODEN FLOORS MADE WITH TRADITIONAL CRAFT SKILLS

Vielaris Art Parquet restores floors in historic buildings. Drawing on the know-how acquired from these projects, the Lithuanian company also manufactures exclusive new parquet floorings. It produces precision-made panels crafted from wood – a renewable raw material – and can even supply panels with intricate metal inlays. The special feature of the twin-layer parquet panels made by Vielaris is that the design details repeat to form a continuous pattern across the whole floor. The traditional manufacturing process produces a superior flooring of outstanding durability.

Uzin Utz, Hall 13, Stand C25
Application and installation technology, Germany

BREATHING HEALTHIER AIR AND BUILDING SUSTAINABLY

Uzin Utz manufactures an extensive range of eco-friendly products, not least for laying natural wood floors. These include low-odour epoxy resin primers, designed for more sustainable building, and parquet adhesives that bear the “Blue Angel” eco-label, and contain no chemical plasticizers. Their use ensures a healthier indoor living environment, free from solvent vapours.



Uzin Utz



Vielaris Art Parquet

ACOUSTICS

Amorim, Hall 12, Stand C36

Cork floorings, Portugal

NATURAL CORK PANELS MAKE FOR A QUIETER LIFE

The Portuguese manufacturer Amorim produces sustainable floorings and wall panels made from cork, a totally natural product. The panels are made in part from recycled wine bottle corks, and have excellent sound-absorbing properties, thanks to a variety of interesting surface textures. Wicanders “Hydrocork” is a highly durable plank floor covering which is also water-resistant. The vinyl flooring features a flexible cork core, which makes it comfortable to walk on, and according to the manufacturer reduces impact sound by up to 53 per cent.

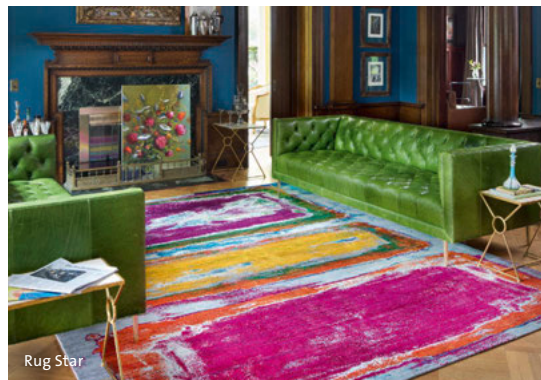


Oriental Weavers, Hall 5, Stand A16

Woven carpets, Egypt

HIGH-QUALITY WOVEN CARPETS IN UNIQUE ROOM SETTINGS

Oriental Weavers from Egypt know how to produce high-quality woven carpets, often commissioned for specific spaces. For London’s Aldwych Theatre, a listed building, the company manufactured sumptuous Axminster carpets made from 80 per cent wool and 20 per cent nylon. Extremely hard-wearing, these carpets help to create a unique ambience, as well as absorbing impact sound and footsteps in the auditorium and corridors.



Selit Dämmtechnik, Hall 13, Stand C37 + C46

Machines, tools, laying techniques, Germany

AN EFFECTIVE COMBINATION FOR REDUCING IMPACT SOUND

Another exhibitor, Selit Dämmtechnik, has developed an innovative underlay called “SelitPRO 2,2 mm Aquastop”, designed to substantially reduce the sound of footsteps even on parquet and laminate floorings. The product’s special feature is its combination of a flexible and a rigid foam in the same underlay. Before the introduction of this product, installers had to choose between very rigid and flexible variants. This new type of underlay can reduce impact sound significantly – according to Selit by as much as 21 decibels.

Girlool, Hall 11, Stand B40

Textile floor coverings, Germany

THE “COMFORT” BACKING MAKES ALL THE DIFFERENCE

The “Style” collection from Girlool is sound-absorbing, customizable and eco-friendly. Designed for contract use, these low-emission carpet tiles feature a sound-absorbing “comfort” backing, which has a special, self-adhesive coating that eliminates the need for flooring adhesives. They are also certified with the “Blue Angel” eco-label and help to create a healthy and calm ambience in spaces for living and working.



WELLBEING

Creative Matters, Hall 3, Stand G15
Hand-made carpets and rugs, Canada

HAND-MADE CARPETS FOR A FEEL-GOOD AMBIENCE

For the lobby of the elegant “288 Pacific” residential complex in San Francisco, Creative Matters designed and manufactured a striking rug made from handtufted wool. With its exclusive design and sound-absorbing properties, this unique, high-quality rug promotes a sense of wellbeing and adds the finishing touch to the lobby’s welcoming atmosphere. As a licensed partner of the STEP Label, the Toronto-based company undertakes to support fair trade practices across the supply chain for its hand-made rugs.

Swiss Krono Group, Hall 12, Stand B48
Laminate floorings, Switzerland

STYLISH DESIGN AND A HEALTHY ATMOSPHERE

In the Polish town of Żary, Swiss Krono has transformed its traditional staff canteen into a stylish restaurant known as “5 DÉCO”. Various Swiss Krono products have been showcased to advantage in the newly designed spaces, which are fitted out to look like an Art Déco interior. The raised grain pattern on wood-effect HPL laminates looks and feels just like real wood. A broad strip of metallic brass laminate marks the transition between the different flooring zones and accentuates the elegant feel of the space. Swiss Krono is also exhibiting “BE.YOND”, an eco-friendly chipboard made from 98 per cent natural materials, which is manufactured with organic adhesives that give off no harmful vapours.

T&G Wood, Hall 13, Stand E89
Wood floorings, Netherlands

STRIKING, VINTAGE-LOOK WOOD FLOOR

The solid oak flooring from T&G Wood’s “Cinzeno Custom Made” range is a key element in the atmospheric interior design scheme of a restaurant owned by a Dutch steakhouse chain. The floor was custom-made and oxidatively oiled to withstand intensive use and facilitate maintenance. Visible flaws such as knotholes and cracks give the floor planks their authentic vintage look, and have even been accentuated with black filler – turning the floor into an eye-catching feature in its own right.

IVC Group, Hall 12, Stand C80
Resilient floor coverings, Belgium

DESIGN FLOORING FOR A FEEL-GOOD ATMOSPHERE

“Moduleo” combines the beauty of natural products with the hard-wearing longevity of innovative vinyl-flooring technologies. The natural design floors create a feel-good atmosphere in the form of striking wooden floorboards or elegant stone tiles. They are inspired by nature, look authentic and also feel like that. Moduleo floors contain up to 50 percent recycled material, are produced in an environmentally friendly manner and are recyclable.

FLOOR & MORE

Oriental Weavers, Hall 5, Stand A16

Woven carpets and rugs, Egypt

COMFORTABLE CUSHIONS MADE FROM CARPETING

Oriental Weavers manufacture wall hangings designed to give indoor spaces a stylistically coordinated look. “Seychelles” is a contemporary woven rug that features an atmospherically abstract motif in cool colour tones. When combined with the “Kelim” cushion cover in a vintage design look, which goes particularly well with floor coverings that feature Oriental patterns, it creates a pleasingly harmonious indoor ambience. “Kelim”, available in three sizes, consists of a hard-wearing mix of chenille, viscose and polyester, and can also be used as a seat cushion.

Amorim, Hall 12, Stand C36

Cork floorings, Portugal

SEAMLESS TRANSITION BETWEEN FLOOR AND WALLS

“Dekwall” by Wicanders is a range of cork-based wall panels inspired by nature, and is available in a wide range of patterns, textures, colours and shapes. By combining these panels with the same manufacturer’s cork floorings, designers can create fascinating interiors, where floor and walls appear to merge seamlessly. Or they might choose to create a single feature wall with Dekwall modules. Because cork is a natural and sustainable material which absorbs sound and acts as a thermal insulator, the panels create a comfortable living and working environment.

WANT TO SEE MORE EXAMPLES OF FEEL-GOOD ATMOSPHERE?

Further highlights of innovative exhibitors can be found at www.domotex.de/en/sgt.

Alternatively, you can simply use the adjacent QR code.



Swiss Krono Group, Hall 12, Stand B48

Laminate floorings, Switzerland

A UNIFIED LOOK FOR FLOOR, WALLS AND CEILING

The “SwissClic Panels” from Swiss Krono can be used to create a unified interior design scheme – and the panels can be installed quickly and easily without special tools, thanks to their precision-engineered click-fit system. Fitted to walls and ceiling, they form a virtually seamless surface. The application of a special primer film allows the panels to be painted in any desired colour. They are also available with a realistic wood-look or rough concrete finish. SwissClic is durable, easy to clean, and also available as a sound-absorbing acoustic cladding, which can reduce ambient noise by as much as 50 per cent.

Rug Star by Jürgen Dahlmanns, Hall 3, Stand F23

Hand-made carpets and rugs, Germany

THE RUG AS ART OBJECT

Jürgen Dahlmanns is the founder and creative force behind the Berlin carpet label Rug Star, which commissions rug artworks from skilled weavers in Nepal and India, hand-woven in the traditional way using the finest sheep’s wool and natural silk. Dahlmanns’ carpet designs often feature artistic interpretations of natural motifs such as orchids, hummingbirds, koi carp and butterflies. On the floor or hung on the wall, these rugs instantly transform the look of any room.



SUPPORTING PROGRAM

INFORMATIVE, RELEVANT, STIMULATING – THE DOMOTEX TALKS

On all four days of the show, visitors can attend a series of talks from 11 a.m. to 4.30 p.m. Speakers include experienced industry experts, start-up founders and young designers. In the next few pages you'll find an overview of each day's topics. You can find detailed information about the speakers and the program schedule by using the QR code or the link to the DOMOTEX website on page 18.

FRIDAY, 10 JANUARY 2020

SHIFT DIGITAL & CONNECTED IN THE CONTEXT OF ATMOSPHERE

Digitization is changing both architecture itself and the working practices of architects and interior designers. Connected working and technologies such as building information modelling (BIM) are replacing traditional methods and impacting the planning process, as is parametric design. These digital transformations are creating new possibilities for modular building, prefabrication and customization, for the development of new products and materials, and for manufacturing, and thus for our understanding of architecture and interior design. But what do we need to look out for during the transformation?

SATURDAY, 11 JANUARY 2020

SHIFT SOCIAL & ECOLOGICAL IN THE CONTEXT OF ATMOSPHERE

There has been a marked shift in consciousness among the young generation of established architects and interior designers, who view their work from the perspective of what is possible today, and feel a greater responsibility for man and the environment. For them it is no longer enough to create spaces and ambience through architecture. Now they want to have an influence, create an identity, and distance themselves from the mainstream. The focus is on a better quality of life and accommodation, a respectful use of resources, a reduction of our ecological footprint, recycling and a new understanding of space.

SATURDAY, 11 JANUARY 2020, 5 P.M.



ARCHITECTURE IN DIALOGUE

Architecture in dialogue is a series of discussions organized by the Lavesstiftung and taking place on Saturday 11 January 2020 as from 5 p.m. on the "Framing Trends" display area in Hall 8. Registration is not required. Following a brief welcoming address by Dr. Andreas Gruchow, a member of the Board of Deutsche Messe AG, Wolfgang Schneider, chairman of the Board of the Lavesstiftung and honorary president of the Lower Saxony Chamber of Architects, will give an introduction to the subject of architecture in transition. The Augsburg architect Titus Bernhard will then give a talk entitled "From luxury villa to social housing". Subsequently, Bernhard will discuss his ideas with Prof. Dr. Alexander Gutzmer, editor of the architectural journal Baumeister. And to round off proceedings, Wolfgang Schneider will invite all attendees to a reception.

SUNDAY, 12 JANUARY 2020

SHIFT LIVING & CARE IN THE CONTEXT OF ATMYSHERE

Change in architecture and interior design is largely driven by external influences and a general shift in our collective thinking. New and alternative forms of housing emerge, along with temporary and permanent interventions, infill development, and the densification of existing residential areas, while the existing housing stock is upgraded and extended. There is a focus on healthy living and working, sympathetic use of innovative materials, and the recycling of the existing architectural fabric. All this with due regard to context, affordability and sustainability, and with an eye always to geographical, economic, social, political, ecological and human measures.

MONDAY, 13 JANUARY 2020

SHIFT SPECIFIC & DIVERSE IN THE CONTEXT OF ATMYSHERE

As a result of the transformation now taking place, the job profile of architects and interior designers is becoming increasingly complex. Students in these disciplines no longer have to follow the traditional career path after they graduate. Digitization and global working are creating all kinds of new specializations. Ecological building methods, or the development of the existing housing stock, can now take centre stage. There are disciplines such as communication, marketing, law, finance as well as digitization and visualization which link architecture with other areas of endeavour. Further possibilities might include working alongside product developers or scientists.

For detailed information on the program go to www.domotex.de/en/talks or use the adjacent QR code.



EVENT HIGHLIGHTS

AND THE CARPET DESIGN AWARD GOES TO...

Prize presentation: Saturday, 11.1.2020, 6 p.m., Hall 3

Special exhibition:

Highlights from the short-listed entrants
Throughout the show in Hall 3



For the fifteenth year, the “Carpet Design Awards” at DOMOTEX have set the benchmark for superlative quality and outstanding design in hand-made carpets and rugs. An international jury of experts, under the chairmanship of Graham Head, deputy chairman of ABC Carpet & Home in New York City, will be awarding prizes in eight categories. The judges are looking for design flair, outstanding quality and superlative craftsmanship. All the winners of this prestigious international competition will be announced on Saturday 11 January 2020 at a ceremony held on the dedicated Carpet Design Awards display area in Hall 3. The Awards reflect the industry’s creative vitality and changing trends. Throughout the history of the competition, the award categories have been constantly refined to stay abreast of the latest industry trends.

The best of the nominated carpets will be on display throughout the show on the special presentation area in Hall 3.

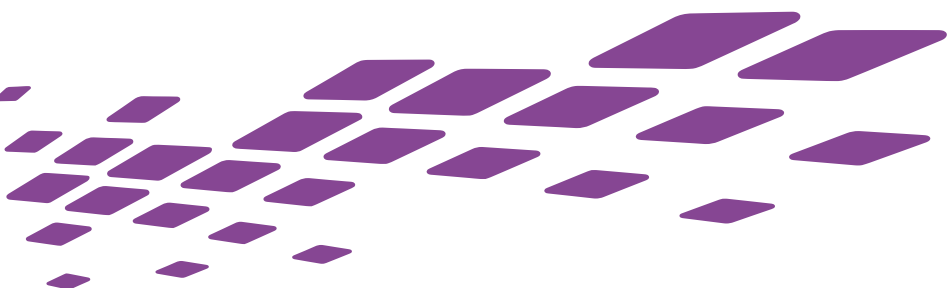
PARKETT STAR – AN AWARD FOR THE BEST IN THE SECTOR

Prize presentation: Friday, 10.1.2020, 5 p.m., Hall 8

The “Parkett Star” is a competition sponsored by the trade journal Parkett Magazin, now being held for the ninth time, and open to the entire industry. At DOMOTEX 2020, twelve awards will be presented – including two special prizes – to outstanding retailers and installers in the parquet flooring sector. The prize presentation ceremony takes place at 5 p.m. on Friday 10 January 2020. The climax of the event will be the presentation of a lifetime achievement award to a prominent figure in the industry.

Awarded in twelve different categories, the “Parkett Star 2020” goes to businesses and entrepreneurs from the whole of Germany and Austria. Prize categories include the best parquet presentation, the most successful new-build projects, exceptional newcomers and the best events. The jurors have also awarded two special prizes for outstanding achievements, such as innovative, ground-breaking marketing. The prize-winners are seen as exceptional examples of creative, design-led and prudent business practices – and all of them are standard-bearers for parquet and its marketing.

The “Parkett Star” is an initiative aimed at parquet installers, retailers and manufacturers. The industry prize was instituted in 2011 by Parkett Magazin, published by Hamburg’s SN-Verlag and Europe’s leading trade journal for wood, cork, laminate and designer floorings.



GIVEN A NEW LOOK – TREFFPUNKT HANDWERK



A major attraction in Hall 13 is “Treffpunkt Handwerk”, with an updated stand concept and topical coverage of everyday workplace issues in a digitized age. Young and seasoned tradesmen alike can use this excellent networking and community area for animated discussions with colleagues. There will be more live demos here than ever before.

In a series of fascinating talks, specialists report on current issues in the workplace and offer new solutions. In addition, interior decorators, parquet and floor layers, painters and varnishers can catch up on the latest developments in their particular sector. The planned topic coverage includes digitization, skilled workers and newcomers to the trade, legal aspects, restoration, marketing, and much more besides.

For detailed information on the program visit
www.domotex.de/en/tp or use the adjacent QR code.



THE 4 SEASONS

INSIDER TIP

HALL 3, STAND F31

The eponymous label of the German-Persian designer Lila Valadan stands for an eclectic mix of the traditional and the modern. Each of her carpets is a valuable one-off, inspired by the remarkable hand-weaving skills of nomads. As the creative force behind the firm Naziri, Lila Valadan has been a prominent figure in the world of carpets for many years, and has won many prizes in design competitions. The design of her carpets, which are sought after and collected all over the world, is refined and elegant, as well as contemporary and timeless. “Lila Valadan” reinterprets old patterns and designs, while fully acknowledging their ancient roots. The result is exquisitely beautiful pieces such as the “4 Seasons” collection. Its high quality and outstanding design lift the spirits and make us all feel better – which is why it is featured in a first-time special presentation at DOMOTEX 2020.



NOTES

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STILL WANT MORE?

EXHIBITOR AND PRODUCT SEARCH

More than 1,400 exhibitors from nearly 60 countries will be exhibiting at DOMOTEX 2020. With our improved exhibitor and product search engine, you can search our database by product groups, applications, or business provenance.



Simply go to www.domotex.de/en/ep
or use the adjacent QR code.



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Relevant material for journalists on all topics can be downloaded from the DOMOTEX website (section for the press).

If you have any questions, please contact us – we're here to help:

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