

contractworld

Successful relaunch of contractworld



Another highlight was the new look created for contractworld, Europe's leading architecture forum.

The structure of contractworld had been completely reworked for DOMOTEX HANNOVER 2010, with an even stronger focus on networking between exhibitors and visitors. Lectures and discussions were located at various points within the contractworld space rather than being concentrated at one central

location. This naturally took visitors straight to the stands of the exhibitors. Theme-based forums, guided tours for architects and interior designers and workshops gave firms even more opportunities for targeted individual presentations of their products, and direct exchanges of ideas with potential customers. Here again, the exhibitor response was very favorable: "This structure overcomes the reluctance of architects to interact directly with commercial enterprises," they said.

The **contractworld.congress** featured lectures from leading international architects and interior decorators on the latest developments in architecture worldwide. Speakers included prominent architects such as Massimiliano Fuksas (Studio Fuksas, Rome), Stefan Behnisch (Behnisch Architects, Stuttgart), Takaharu Tezuka, Sir Peter Cook (Sir Peter Cook, London), and Shigeru Ban (Shigeru Ban Architects, Tokyo).

The glittering climax to contractworld featured the presentation of the **contractworld. award**. The total purse of 60,000 euros makes this Europe's richest architecture prize for interior decoration. The jury assessed a record total of 623 projects, including 356 from outside Germany. The first four places in this year's award went to entrants from Spain, Austria, Japan and Germany.

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Exhibitors see DOMOTEX as essential marketing tool

Exhibitors at DOMOTEX HANNOVER praised the high caliber of trade visitors, which was reflected in the quality of discussions at their stands – this represented a key finding of the exhibitor satisfaction survey conducted at the close of the show. 84 percent of exhibitors said they had reached their visitor targets, and 83 percent highlighted the benefits of the event for the industry and their own companies: "The four days of the fair give us extensive feedback on our products, so we can see straightaway whether our innovations are going to be successful in the marketplace," said one exhibitor.



Trade visitors pick up on innovations and trends

Visitors were primarily interested in innovations and trends. There was no shortage of either at DOMOTEX, resulting in very high visitor satisfaction levels: 96 percent rated the show overall as "good" or "very good." 92 percent were planning to return to DOMOTEX next January, and 94 percent saw clear benefits from attending the event. A correspondingly high ratio – 91 percent – said they would recommend the show to others. The best-represented visitor category was again buyers for specialist retail and wholesale outlets, and this year's event also saw a marked increase in attendance from the skilled trades sector.

