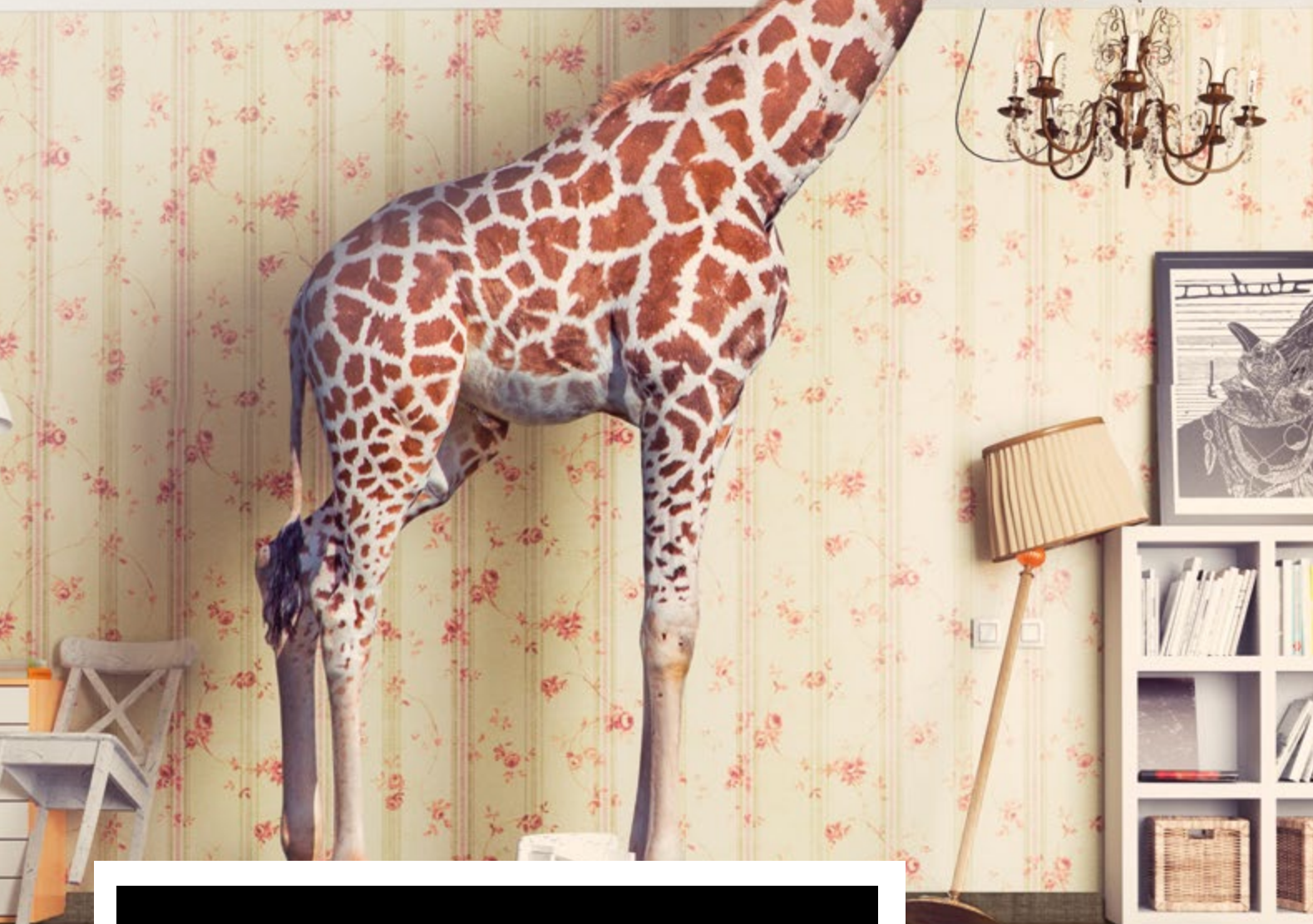


We have a better idea  
for decoration



## LIST OF PRODUCTS

### 1. FURNITURE

- 1.1. Living-room
- 1.2. Bedroom
- 1.3. Baby and child
- 1.4. Office
- 1.5. Built-in units
- 1.6. Bathroom
- 1.7. Design
- 1.8. Wardrobe with sliding door
- 1.9. Mattress
- 1.10. Rattan
- 1.11. Garden furniture
- 1.12. Planning

### 2. KITCHEN

- 2.1. Furniture
- 2.2. Dining room, table, chair
- 2.3. Built-in kitchen appliances
- 2.4. Faucets, soap, lotion dispensers
- 2.5. Kitchen sink
- 2.6. Dinner service, cutlery, accessories
- 2.7. Planning

### 3. BATHROOM

- 3.1. Bathroom, fittings and installation systems for sanitary engineering
- 3.1.1. Bathtubs, shower tubes
- 3.1.2. Shower cabins
- 3.1.3. Wash-stands
- 3.1.4. Toilets
- 3.1.5. Taps, fittings

### 4. WELLNESS

- 4.1. Swimming pools and fun-baths
- 4.2. Saunas

### 5. HEATING ENGINEERING, AIR HANDLING, VENTILATION AND AIR CONDITIONING ENGINEERING

- 5.1. Design radiators
- 5.2. Design Ventilators and Air Conditioners

### 6. FIREPLACES

### 7. STAIRS, BARRIERS

### 8. SCREENING TECHNOLOGY

- 8.1. Shutters
- 8.2. Internal Shades

### 9. DOORS/WINDOWS

- 9.1. Wooden doors and windows
- 9.2. Plastic doors and windows
- 9.3. Metal doors and windows
- 9.4. Winter gardens
- 9.5. Locks, handles

### 10. SECURITY TECHNOLOGIE

### 11. COVERINGS

- 11.1. Cold coverings
- 11.1.1. Indoor wall facings
- 11.1.1.1. Tiles
- 11.1.1.2. Natural Stones
- 11.1.2. Floorings
- 11.1.2.1. Floor Tiles
- 11.1.2.2. Natural stones
- 11.1.2.3. Coverings based on cement, tile squares

### 12. TERRACE TILING

- 11.2. Terrace tiling
- 11.3. Warm coverings
- 11.3.1. Indoor wall facings
- 11.3.1.1. Wallpapers
- 11.3.1.2. Corkwood
- 11.3.1.3. Panellings
- 11.3.1.4. Other
- 11.3.2. Floorings
- 11.3.2.1. Parquet
- 11.3.2.2. Strip floor
- 11.3.2.3. Carpets, wall to wallcarpet
- 11.3.2.4. Linoleum
- 11.3.2.5. Skirting boards, Parquet border

- 11.4. Indoor decorations from gypsum, artificial marble, ceramics
- 11.4.1. Decoration units
- 11.4.2. Stuccos

- 11.4.3. Sculptures
- 11.5. Wall Paints

### 12. DESIGN ACCESSORIES, DECORATIONS

- 12.1. Mirror
- 12.2. Glass and crystal products
- 12.3. Ceramics products
- 12.4. Paintings

### 13. HOME TEXTIL

- 13.1. Curtains
- 13.2. Drapes
- 13.3. Bathroom accessories, textile and decoration
- 13.4. Bedding

### 14. HOMELIGHTING TECHNOLOGY

- 14.1. Lampshades, Chandeliers
- 14.2. Glass and crystal products
- 14.3. Switches and accessories
- 14.4. LED lighting

### 15. CONSUMER ELECTRONICS

- 15.1. TV sets, projectors, LCD and plasma monitors
- 15.2. Home theaters
- 15.3. Hifi equipments
- 15.4. Multimedia tools

### 16. SMART HOME

### 17. FURNISHING PLANNING AND CONSULTANCY, SOFTWARE

### 18. SERVICES

- 18.1. Financial products, banking
- 18.2. Insurance services
- 18.3. Unions, associations and organisation
- 18.4. Trade press, publishers
- 18.5. Education / training

# HOME DESIGN

INNOVATIVE TREND

CREATIVE FUSION QUALITY INTERIOR

## TARGET GROUPS

### GENERAL PUBLIC

- visitors planning the interior design or refurbishment of flats or those moving to new flats

### PROFESSIONAL AUDIENCE

- interior designers
- interior decorators
- designers
- furniture industry, woodworking industry experts
- architects

Planned visitor numbers:  
15-20 thousand visitors

## CAMPAIGN

- national / Billboard or TV advertisement
- interior design magazines
- online interior design resources
- interior design bloggers
- Facebook, Instagram page
- CONSTUMA assortment visitor database (list of 70,000 addresses)
- HUNGEXPO exhibitions in the first half of the year (billboard, visitor pamphlet) – nearly 200,000 visitors
- Preliminary press campaign during the CONSTRUMA assortment

APPLICATION  
DEADLINE:  
15 JUNE 2018

Type of area	Between 01 March and 15 June	After 15 June
Covered area	87	97
Passage	109	109

RENTAL FEE (EUR/sqm – Prices are without 27% VAT)

## WHY IS IT WORTH BEING AN EXHIBITOR?

- the exhibition is a complex marketing communication platform
- great business opportunity, personal communication
- presenting current trends
- professional exhibition-hosting firm, experienced team of organizers
- modern exhibition infrastructure
- wide-ranging ties and relations
- major professional support
- diverse accompanying events, lectures, workshops
- wide-ranging, national media campaign
- unlimited number of free invitations for inviting partners

## CONTACTS

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## VENUE:

HUNGEXPO Budapest Fair Center, Pavilion G  
H-1101 Budapest, Albertirsai út 10.

## SIMULTANEOUS EXHIBITIONS

- **HUNGAROMEDICA** Health and Medical Technology Exhibition
- **DENTAL WORLD** International Dental Trade Show and Conference Hungary

[www.osz.otthon-design.hu](http://www.osz.otthon-design.hu)



HOME  
Design Autumn

Exhibition and Fair for Home Making

12-14 October 2018



GL events  
**hungexpo**exhibition  
you have a program

[www.osz.otthon-design.hu](http://www.osz.otthon-design.hu)

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# THE EXPERIENCED ORGANISER - HUNGEXPO



HUNGEXPO has been the market-leading operator of the Hungarian exhibition industry for 50 years and is the "cradle" of exhibition organising. Determinant exhibition hosting as well as the key exhibition organizer firm of Central Eastern Europe, hosting events at its professional exhibition site, the HUNGEXPO Budapest Fair Center. It combines its domestic and international experience and wide-ranging ties with the knowledge of market processes and trends to continuously develop its exhibition portfolio: partly through the reconfiguration of the existing exhibitions and by launching new events.

In 2018, HUNGEXPO is expanding its range of self-organized exhibitions with a number of new events. One of these is **HOMEDesign AUTUMN**.

## The starting point of home design - CONSTRUMA

Several years ago, Hungexpo began reconfiguring the CONSTRUMA construction industry trade exhibition, which has been the market-leader for the past four decades. As a result of this process, a complex assortment of exhibitions has been established which comprehensively covers the entire homemaking. CONSTRUMA bunch with an increasing number of exhibitors, visitors and exhibition space is the most popular and significant event of its nature in Hungary, which is simply an unmissable event for professionals and visitors interested in building or refurbishing their homes.



## HOMEDesign - a continuously expanding exhibition

The most rapidly developing segment of the CONSTRUMA bunch of homemaking exhibitions is the field of furnishing and interior design, the **HOMEDesign** exhibition. It's popularity has remained undiminished and the event is attended by an increasing number of exhibitors year after year. Thanks to highlighted content (Hungarian Design, Download Design), professional conferences and forward-thinking projects (The Kitchen of the Future, The Home of the Future), the domestic design trade is more aware of the event. The general public also shows a growing interest in the subject and 47% of the visitors of the bunch of exhibitions attends the HOMEDesign event.



# A DEVELOPING MARKET - HOMEMAKING



Over the past two years, there has been a sharp increase in the inclination to build homes and last year, the total value of homemaking works was 50% higher than in the previous year. The number of completed flats is also slowly, yet steadily increasing. According to forecasts, a sharp increase in the number of completed flats is also expected. All of this leads to the foreseeable conclusion of the interior works of flats and an increasing demand for furnishings and interior design products and services.

## A new exhibition for the developing market - HOMEDesign Autumn

The market situation has reached the point where it's time to realize HUNGEXPO's previous developmental plans and launch a stand-alone autumn home design exhibition. The foreseeable increase in demand over the years to come and the increasing popularity of the exhibition bunch organised in the spring, the demands of exhibitors and the lack of events in the subject in the autumn provide the basis for the new event.

In October 2018, we're launching the **HOMEDesign** exhibition, focusing on the creation and furnishing of interior spaces and design, as advanced version of the HOMEDesign exhibition which is an integral part of the increasingly in-demand and well-known CONSTRUMA Homemaking exhibitions bunch.

The **timing** is specifically targeted for this period, as the autumn period is still suitable for completing the interiors of finished homes. The new event can provide assistance in carrying out the refurbishment work. It is timed specifically for the weekend, thus providing an opportunity for the **basic target group of the general public** to attend the event in the largest possible numbers.

On Friday, the first day of the three-day event, the interior designers, decorators and representatives of the trade are welcomed by a host of professional events.

The **HOMEDesign Autumn** exhibition will be hosted at the latest pavilion G of the Budapest Fair Center.

Hosted in the same space as the exhibitors, the accompanying events attract a great deal of attention from the general public and can increase the prestige of the first autumn event through their high level of professional quality.



# NEW EXHIBITION QUALITY - INNOVATION

## The cooperation partners of the new exhibition:

As customary, the exhibition will against be hosted, developed and organized with the involvement of distinguished members of the profession and major representatives of the Hungarian design industry.

## THE DESIGN WEEK BUDAPEST FESTIVAL IS OUR STRATEGIC PARTNER

### Cooperating partners:

- Hungarian Furniture and Wood Industry Association
- OTTHONNEKED home creation platform
- Moholy-Nagy University of Art
- Hungarian Design Council - Hungarian Intellectual Property Office
- BKSZC Kozma Lajos Woodwork Technical Secondary School
- National Association of Interior Decorators
- Hungarian Design
- Download Design

## Planned accompanying events

- **Kozma Contemporary - furniture and design exhibition** contemporary Hungarian designers featuring works inspired by and based on the works of Lajos Kozma in a nearly 100 square-meter space
- **Creative family workshops** hosted by the Furniture Association
- **Hungarian designer debuts**
- **Special Design Week events**
- **Hungarian Design / Designer pop up store** (sale of small series and unique products)
- **Blogger-reader meeting**



## Home - Design - Fusion

### STAND hosted through the cooperation of OTTHONNEKED

- At the 300 square-meter stand located in the centre of the exhibition, a multi-functional trend island is being built with the involvement of over 40 partners/exhibitors: the latest interior design trends will be featured in **mini-interior settings**.
- The **exhibition space** in the centre of the stand will feature the most outstanding designs submitted for the OTTHONNEKED 2018 architecture and interior design competitions.
- Through the cooperation of the partner firms, OTTHONNEKED is hosting free, 20-minute **interior decoration consultations** at previously announced times.
- Additionally, they will also host **guided tours** in the subjects of smart homes, colour trends, kitchen technology innovations and energy-saving.
- Visitors at the stand can take part in interior design counselling as well as property right and financial consultations.

