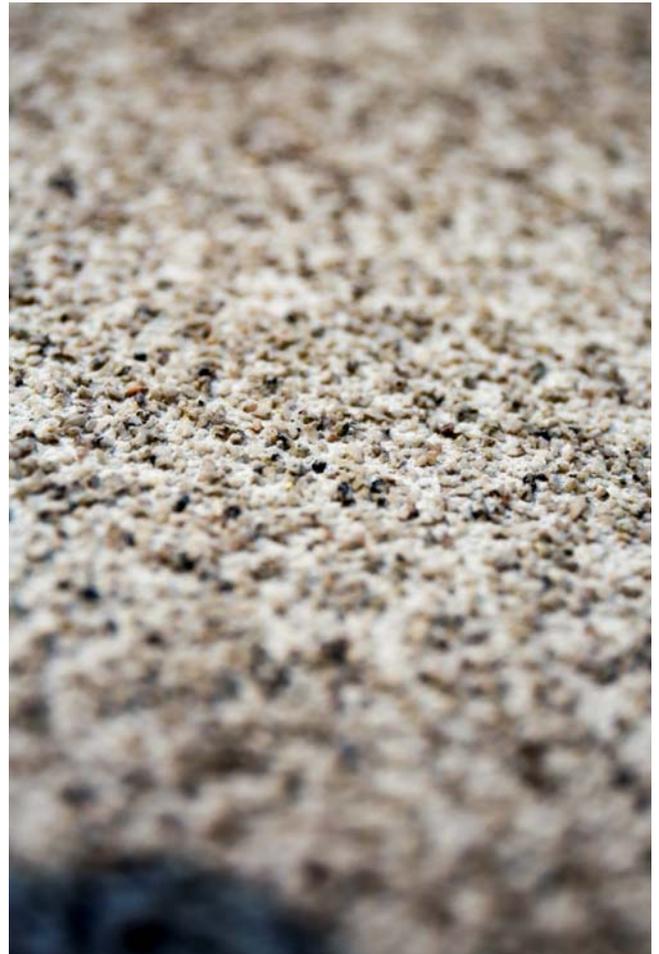


heimtextil

The significant growth in exhibitor numbers is a clear indication that Heimtextil remains the most important platform in its sector in 2016 and that the themes are very much in line with the sector's current pre-occupations. From 12 to 15 January 2016, Heimtextil will assemble more than 2,700 exhibitors at the world's largest trade fair for home and contract textiles. The range of products covers the world's largest international selection of contract textiles for the hotel trade, architectural use and interior design. More than 350 of the Heimtextil exhibitors, who come from all over the world, will be presenting their portfolios under the 'Contract Creations' seal.

The range of contract products and services not only covers a multitude of materials and suppliers of all qualities and all pricing levels; visitors can also expect an exciting mix of new stimuli as well as experienced partners to help with their ideas and projects. Guided tours of the fair and a lecture programme specially dedicated to hoteliers and architects will provide valuable input. Moreover, in its uniquely inspiring **showcase for trends**, the 'Theme Park' in Hall 6.0, Heimtextil offers an excellent overview of current and future trends, something that is unique in interior design anywhere in the world. The 'Theme Park' also risks a glance into the future of 'Hospitality' and showcases some stimulating and visionary ideas.

As a first port of call and a meeting place for architects and hoteliers, the '**Salon Interior. Architecture. Hospitality**' in Foyer 4.0 provides an inviting venue. It not only offers a comfortable atmosphere in which to take a break from the hustle and bustle of the trade fair. It is also the meeting point for trend scouts, as well as for the guided tours for architects and hoteliers and it is where attendees of the lecture programme can find out about the subjects to be covered, the speakers and where they can sign up for the lectures.



The enormous range of products at Heimtextil is subdivided into clearly identifiable sections. 'Contract' logos on the stands indicate that the exhibitor carries a range of contract textiles and/or solutions for furnishing hotels, restaurants and other commercial or public spaces. The **Contract Guide** offers lots of help in finding your way around and contains an overview of all the suppliers of contract textiles exhibiting at Heimtextil. This index is directed at architects, hoteliers, planners and interior designers. The Contract Guide will be available for people to take away at various points throughout the Exhibition Centre and is a service that Messe Frankfurt offers free of charge to both exhibitors and visitors.



Furthermore Heimtextil presents the results of a recent **study about the importance of textiles for the high-quality hotel sector** in form of a Management Report which will be published at the beginning of the fair. The Management Report will be available on the Heimtextil website.



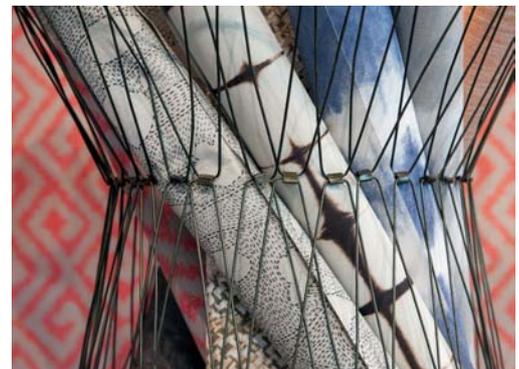
Lecture programme: Interior.Architecture.Hospitality

In collaboration with the architecture magazine AIT and the IHA Hotel Association, Heimtextil offers a varied programme of lectures for architects, interior architects, designers and hoteliers. All lectures will take place in the Europa Room in the Foyer of Hall 4.0 on 13 and 14 January 2016.



The trade journal AIT offers an exciting programme of lectures and panel discussions, each lasting approximately half an hour and involving internationally renowned architecture firms. On the afternoon of 13 January, all sessions will come under the banner of "compact.good.exclusive – the new luxury in residential construction". On Thursday 14 January, from 1:00 p.m. onwards, the theme will be: 'Travel yesterday and today – Hotel architecture as a retreat in a foreign environment'.

On the morning of 14 January 2016, the German Hotel Association (IHA) will report on trends and developments as they relate to sustainability in the hotel industry. Specialist speakers such as Martina Baumgärtner (ALEGRIA), Christoph Haub (REMONDIS), Frank Martin (Cofely Deutschland) and Florian Zeitler (Electrolux Professional) will give details of sustainable hygiene solutions and technologies in the hotel trade. They will deal, in their lectures, with the following subjects amongst others: "Outsource or do the cleaning yourself?" and "What challenges does a modern environmental management system bring?" Individual topics range from housekeeping to economical en-



ergy provision. The event will be rounded off in the morning by the distinguished tourism expert Olaf Schlieper from the German Tourist Office. He will give a concentrated overview of the challenges of sustainable travel.

Architects and designers select Heimtextil products

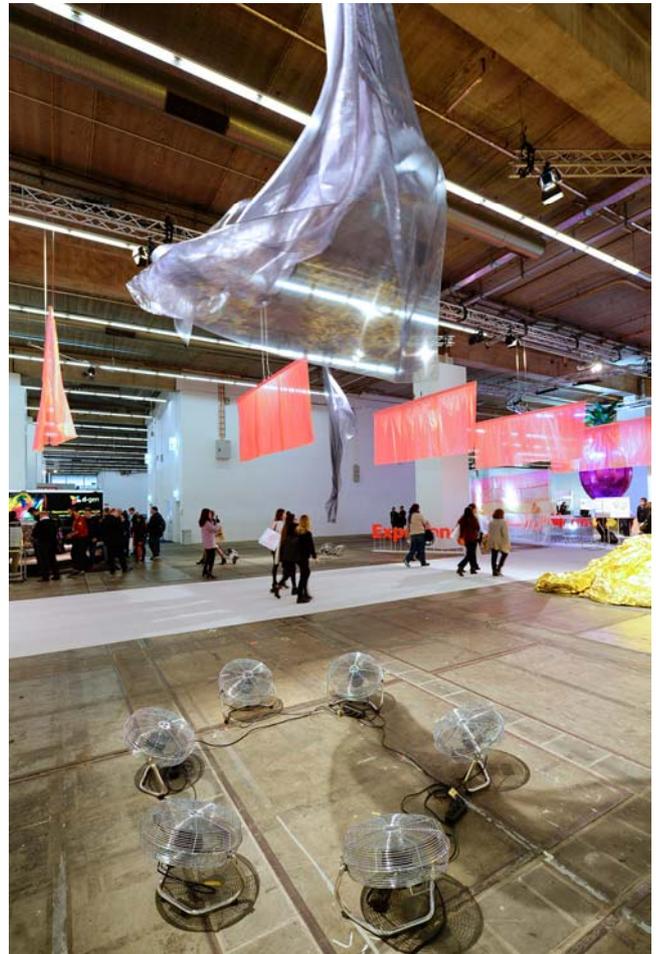
Some 30 architects and interior architects will be looking for a new generation of innovative products from the sections on contract textiles, textile room dividers and sunshade systems, wall coverings, wallpapers and furniture that are on display at Heimtextil. The results of AIT's trend-scouting activities will be available in the 'Salon Interior. Architecture. Hospitality' in Foyer 4.0. For those with a particular interest in innovation, the trend scouts will be offering a **guided tour** of the award-winning exhibitors.

In addition, the architecture journals AIT and xia will, in cooperation with Heimtextil, once again be organising the 'Innovation Award Architecture and Textile Contract'. This award underscores the importance of architectural quality in textile products and interior-design solutions. The competition is aimed at architects, interior architects and designers, as well as industrial companies and companies that process textile products, contract textiles and interior-design solutions.

The **Award Ceremony** for 'Architecture and Textile Contract' competition and the 'AIT Trend Scouting Display' will be held in the Europa Room, Hall 4.0, on 13 January 2016 at 5:00 p.m. The **exhibition** to accompany the innovation awards can be seen on the AIT stand throughout the trade fair. The nominated products from the AIT's trend scouting exercise will be displayed in Foyers 5.1 / 6.1 and will also be identified on the exhibitors' stands.

Finest Interior Award 2015

Heimtextil is a partner in this year's 'Finest Interior Awards' and, with them, seeks to honour the creative work of interior architects, interior designers, interior decorators and furnishings consultants. The 'Finest Interior Awards' were presented in November 2015 as part of a formal eve-



ning event in the Dutch Embassy in Berlin, and were given for particularly individual and professional contract furnishing projects. The Netherlands are the official partner country for this year's 'Finest Interior Awards'. The winning exhibits are there to be discovered at Heimtextil 2016 in a special display in Hall 11.0.

Guided tours for architects and hoteliers

In cooperation with the trade journals AIT and Hotel Design/AHGZ, Heimtextil will be offering guided tours tailored to the needs and interests of architects and hoteliers. The meeting point for all tours is the 'Salon Interior.Architecture.Hospitality' in Foyer 4.0.



From 11:00 a.m. onwards on both Wednesday 13 January and Friday 15 January, the trade journal AIT will present the product innovations for contract furnishings on offer from well-known manufacturers, which they, in conjunction with leading international interior architects, have identified. On the Wednesday, the tour will be led by Ushi Tamborriello (ushitamborriello Innenarchitektur_Szenenbild). On the Friday it is the turn of Sabine Krumrey (bki brandherm + krumrey) to take those with a special interest in this area

through the halls. Each tour lasts approximately two hours. On 14 January 2016, also at 11:00 a.m., the AIT trend scouts will offer a tour which takes in the 15 products selected by architects and interior designers.

In conjunction with the trade magazine HotelDesign/AHGZ, Heimtextil will be inviting decision-makers in the hotel industry to a conducted tour of the trade fair. In the company of Corinna Kretschmar-Joehnk from Hamburg architects JOI Design and Ms. Denise Boxler, Head of Design at Pentahotels, participants will get an overview of furnishing trends in the hotel and contract indus-

tries. The tours start at 11:30 a.m. and 3:00 p.m. on 14 January 2016.

Further informationen about Contract Creations on Heimtextil: www.heimtextil.de/contract

Textination