



THE DESIGN FAIR



18 > 21
SEPT 2020

TAE KWON DO
EXHIBITION CENTER
PALAIÒ FALIRO

1st INTERNATIONAL
TRADE FAIR FOR
FURNITURE, INTERIORS
& ACCESSORIES



A FAIR FULL OF DESIGN INSPIRATION

ABOUT

Exhibition "**The Design Fair**" is a Platform that brings together the whole world of Design into one big event: Furniture and Design Objects, Architectural and Decorative Materials, Architectural Lighting, Furniture and Accessories for Bathroom and Kitchen, and Design Services (Interior Design, Landscape Architecture, Lighting Design, Industrial Design etc), find a home and a systematic communication channel to the targeted audiences: Industry Professionals (Architects, Designers, Builders, Manufacturers and Commercial Companies) as well as design enthusiasts!

The selection of products and services to be presented at **The Design Fair will be based** on innovation, high quality, the primary concept and materialization, as well as design usability and implementation.

The aim is to keep designers, professionals, as well as selected end users / consumers, up-to-date on all the latest developments in materials, lighting, furniture, accessories and product design. In order to achieve the above goal, The Design Fair consists of three parallel cycles of special events:





EXHIBITING, DISCUSSING & CREATING CONTEMPORARY DESIGN

A

EXHIBITION DEPARTMENT

The Exhibition section of **The Design Fair** consists of 8 Themed Sections, which, following evaluation (with criteria related to the level of exhibits as well as the exhibition presence), include selected companies





FURNITURE & FURNISHINGS

Sector Products: Home Furniture, Hotel Furniture, Restaurant Furniture-Cafe-Bar, Outdoor Furniture, Mattresses.

Sector Visitors: Architects, Interior Designers, Furniture Stores, Decorating Stores, Ho.Re.Ca (Hotel-Restaurant-Café) Enterprises, Retail Stores, Other Businesses, Individuals.

TEXTILES

Sector Products: Fabrics (Furniture & Decoration), Linen, Curtains, Carpets, Wallpapers, Blinds & Interior Shading Systems.

Sector Visitors: Architects, Interior Designers, Linen-Curtains Stores, Furniture Stores, Decoration Stores, Ho.Re.Ca (Hotel-Restaurant-Cafe) Enterprises, Retail Stores, Other Businesses, Individuals.

LIGHTING & TECHNOLOGY

Sector Products: Architectural Lighting, Decorative Lighting, Home Lighting, Commercial Lighting (Workspaces, Ho.Re.Ca, Retail Stores) Lighting Accessories, Outdoor Lighting, LED Technology, Switching Parts, Lighting Control and Management.

Sector Visitors: Architects, Interior Designers, Lighting & Electrical Dealers, Furniture Stores, Decoration Stores, Ho.Re.Ca (Hotel-Restaurant-Cafe) Enterprises, Retail Stores, Other Businesses, Individuals.

WORKSPACE & RETAIL SPACE DESIGN

Sector Products: Office Furniture, Archiving Systems, Office Partitions, Sound Absorption Systems, Store Furniture, Shopfitting Systems, Dolls and Visual Merchandising for Store and Showcase Systems P.O.S. Marketing-Advertising, Marking Systems.

Sector Visitors: Architects, Interior Designers, Retail Companies, Manufacturing- Industrial Units, Other Businesses.

DESIGN SERVICES

Sector Products: Design - Space Decoration, Landscape Architecture, Lighting Design, Design Software, 3D Models, Industrial Design, Fashion Design, Graphic Design etc.

Sector Visitors: Ho.Re.Ca (Hotel-Restaurant-Cafe) Enterprises, Retail Stores, Manufacturing- Industrial Units, Other Businesses, Individuals.

MATERIALS

Sector Products: Floors, Coatings (Wall-Ceilings), Decorative Surfaces, Frames-Doors-Stairs, Furniture Materials, Ecological Materials, Paints.

Sector Visitors: Architects, Interior Designers, Ho.Re.Ca (Hotel-Restaurant-Cafe) Enterprises, Retail Stores, Other Businesses, Individuals.

ACCESSORIES, DÉCOR & HOMEWARES

Sector Products: Decoration Items & Accessories, Art & Design Objects, Ceramics, Candles, Household Items, Gifts & Souvenirs, Crystal Products, Perfumes, Products and Storage Boxes.

Sector Visitors: Interior Designers, Furniture Stores, Decoration Stores, Business Ho.Re.Ca (Hotel-Restaurant-Cafe) Enterprises, Retail Stores, Individuals.

BATHROOM & KITCHEN EQUIPMENT

Sector Products: Bathroom Furniture & Accessories, Sanitary Ware, Wall & Floor Coverings, Bathtubs- Cabins, Saunas- Spa, Kitchen Furniture & Accessories, Kitchen Wall & Floor Coverings, Kitchen Appliances.

Sector Visitors: Architects, Interior Designers, Ho.Re.Ca (Hotel-Restaurant-Cafe) Enterprises, Retail Stores, Other Businesses, Individuals.



MUST BE NOTIFIED

SEVERAL FAIRS IN A FAIR

Several Exhibition Sections of **The Design Fair** (FURNITURE & FURNISHINGS, LIGHTING & TECHNOLOGY, TEXTILES, WORKSPACE & RETAIL SPACE DESIGN) are special type of "Fairs within a Fair", as they:

- › Host on-demand evaluation/selection of the most advanced companies in the industry,
- › Apart from the general category of visitors, they invite selected traders / resellers of the sectors, making each of the above Exhibition Sectors the ultimate, quality Meeting Point of each industry!

SPECIAL SOLUTIONS FOR SEVERAL SPACES

The Design Fair Exhibition Section will present Custom Solutions for Home and Business:

- › Residence
- › Retail Space
- › Workspace
- › Ho.re.ca. (Hotel-Restaurant-Café), hosting selected, upgraded design, renovation, furnishing and equipment solutions!

THE DESTINATION FOR ARCHITECTS AND DESIGNERS

Architects and Designers are without a doubt the key audience of **The Design Fair**, since:

- › They are a very important category of Exhibition Visitors, designed to present them with innovations, trends and useful tools for their work,
- › They can participate in the Design Exhibition DESIGN SERVICES as Exhibitors, which, via the motto "Meet the Designers Behind the Inspiration", seeks to make Architecture and Design more intimate with the potential Users of these services (Production Enterprises, Commercial Businesses, Individuals) and showcase their effectiveness!

INTRODUCING DESIGN TO THE FINAL CONSUMERS

In addition to the different types of Professionals, **The Design Fair** welcomes to the two-day (weekend) operations, also Individuals / Consumers to:

- › Make Consumers familiar to high quality and innovative design in such a way to train the audience
- › Provide a meaningful commercial outlet and prospect of sales to Exhibitors and Retailers, to communicate directly with End Users about their products and services!





B

SPECIAL ROOMS

The **Design Fair** provides, in addition to the purely exhibition section of exhibitor booths, the operation of a series of Special Rooms, with very carefully selected content. Objectives for the operation of this module:

- › Presentation of fresh ideas, new creative suggestions and innovations.
- › Systematic presentation of “cutting edge” materials and design products.
- › The hospitality of all forms of design and its applications in modern reality.
- › Creating euphoria, in a creative celebration environment, for the exhibitor and the visitor.
Specific information and announcements will begin to be published soon -in fact, almost every month thereafter, there will be a -significant- development!

C

SEMINARS LECTURES WORKSHOPS

A Design Exhibition isn't complete if it does not make a decisive contribution to the increase of knowledge, other than the professional contacts that will take place during it -and one of the most appropriate ways to acquire this knowledge is the parallel organization of Seminars, Lectures and Workshops.

During the run of **The Design Fair**, a series of such events have been planned, fully tailored and oriented to the needs of the specific audience to which the Exhibition is addressed. In fact, the aim is to make the specific part of the event -to a certain degree- completely open and accessible, so that the professional visitor can observe, and even be involved, in the process taking place each time.

Announcements will also start soon ...



A FOUR-DAY GATHERING OF DESIGN PROFESSIONALS & LOVERS

VISITORS' PROFILE

- › Architects
- › Designers
- › Artists
- › Technical and Construction Companies
- › Hotel Owners and Executives
- › Restaurant Owners and Executives
- › Retail Business Owners and Executives
- › Owners and Executives of Production-Industrial Units
- › Owners and Executives of Other Business Types
- › End Users / Consumers-Lovers of Modern Design

According to the planning of the Exhibition, **The Design Fair** will accept only industry professionals for two of its four days of operation, while the remaining two will be open to the public.



CELEBRATING DESIGN

The **Design Fair** is part of a larger Design Festival: In selected venues in Athens (downtown and elsewhere), "**The Design Fest**" will be organized in parallel with a range of Actions, Installations, Special Exhibitions, Screenings, Workshops, Conferences etc. , making the city "pulsate" and move to the enchanting rhythms of Design and Art in those days!

In addition to the above specific actions at selected venues, independent Professionals Spaces will have the opportunity to join The Design Fest (after evaluation). They will organize their own Event, thus actively participating in the creation of a Design Network and expanding the scope of the Festival. Details will be announced shortly, but, within the framework of **The Design Fest**, they will be organized among others:

THE LIGHTING FEST

Lighting will be at the forefront during The Design Fest, with installations, demonstrations, workshops and so on.

THE DESIGN PATHS

Specially designed routes in selected parts of the city will interconnect The Design Fest with the various forms and manifestations of design, contributing to a holistic environment of creativity.

THE DESIGN TALKS

A series of Speeches, Presentations and Discussions on Architecture and Design, with themes and speakers that will make an impact, are an important part of The Design Fest, highlighting the crucial role that knowledge acquisition, dissemination and brainstorming can have on the exchange of creative opinions.

THE MATERIAL LAB

Specially designed workshops, with live Material Demonstrations, Specifications and Product Use Training Seminars, Installation Methods etc, will function as a platform for industry professionals (Architects - Designers - Developers), newer and more.

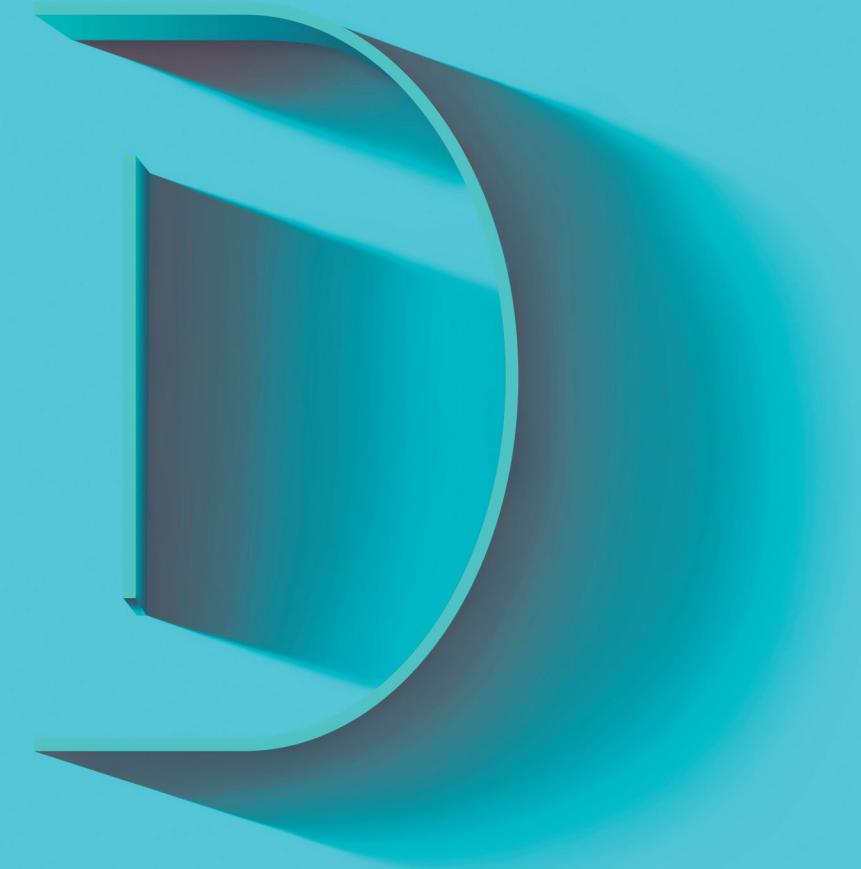
THE DESIGN LAB

The highly acclaimed (and now emblematic) Applied Creativity Workshop for Architecture, Interior and Industrial Design, following a ten-year successful journey through which it has put together his own creative impact, joins The Design Fest and expands into the city, being a key part of the Design Festival. The Design Fair and The Design Fest are part of a parent event entitled "Athens Design Days", in the context of similar large events taking place in many cities overseas (Milan, Paris, London, Tokyo and many more).

MORE THAN JUST A TRADE SHOW

THE DESIGN FEST

DESIGN
CONNECTS
PEOPLE



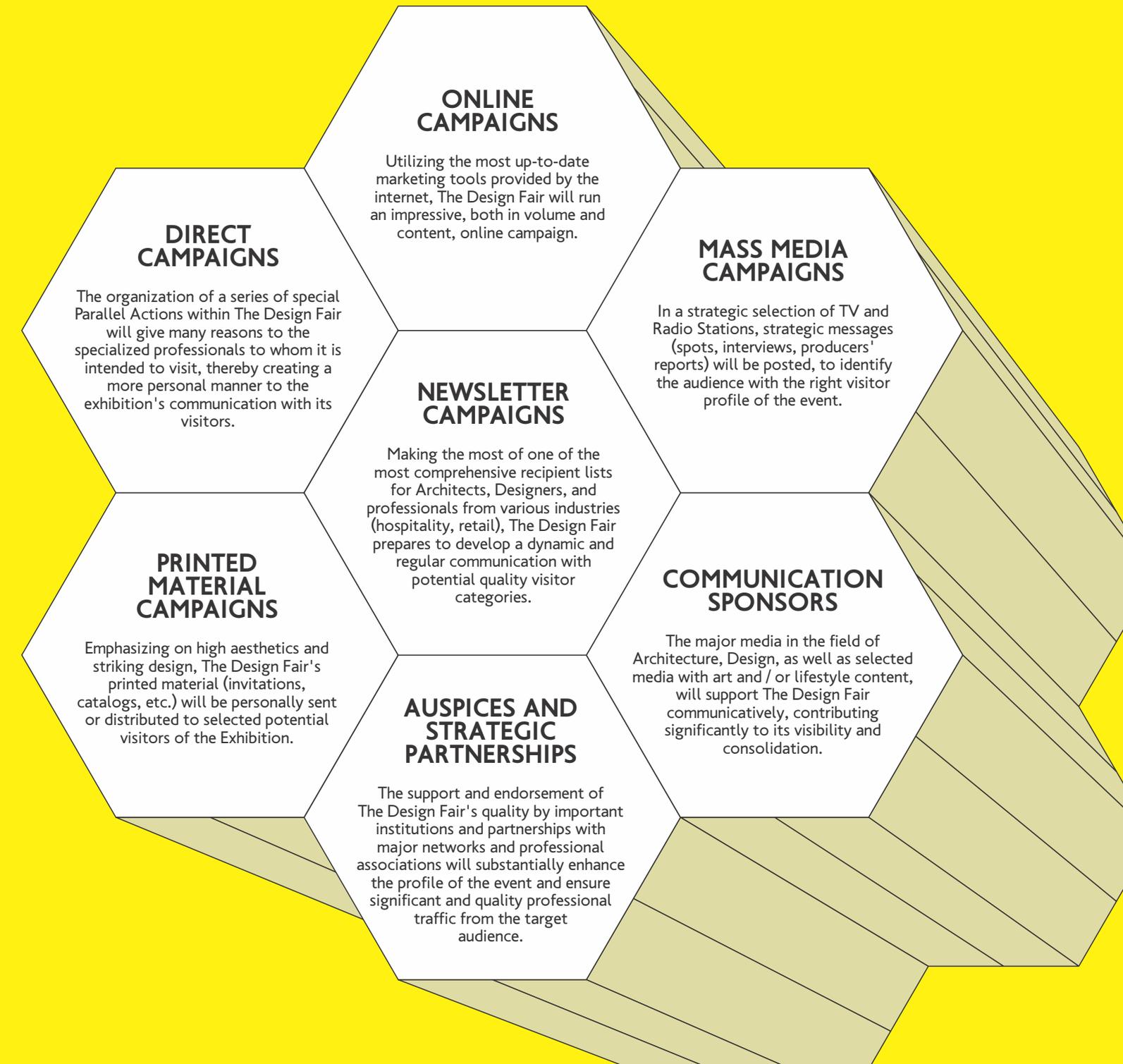


COMMUNICATION STRATEGY AND MARKETING

The communication strategy of **The Design Fair** is very carefully designed, aiming a very well structured, quantitative and qualitative traffic. Given the high potential of digital communication, online media will play an important role in the development of the strategy, in which the organization will pay attention. For the complete placement of the Exhibition, the communication plan will include more "traditional" media as well as strategic partnerships, while making a very careful strategic choice of mass media to reach larger masses of potential visitors (individuals and others), but also to achieve the goal of attracting a high quality of visitors.

In summary, actions to promote **The Design Fair** (as well as all Athens Design Days activities) include:

HOW WE ATTRACT DECISION MAKERS & BUYERS





The organizer of **The Design Fair** is **Demand Fairs & Media**, which has been active in exhibitions and festivals since 2000, as well as releasing special editions. Among other things, it organizes:

- › **Design Lab** since 2009 (the largest and most successful Design Festival in Greece in recent years)
- › **100% Hotel Show** since 2014 (the Premium Exhibition Event for Hoteliers and Tourism Professionals)
- › Since 2015 the **100% Hotel Design Awards** (Annual Hotel Design Competition)
- › Since 2013 **Vinyl is Back** (a festival that has become a real celebration of vinyl and music)

Thus, the company's product portfolio includes the Architectural Electronic Magazine **Archetype.gr**, which was created in 2018 with the aim of being a valid architectural core of information, serving as a reference point for the architects of the practice, but also for the academic community in Greece and abroad.

WHO

The Design Fair 2020 will be held at **Tae Kwon Do Exhibition Center**.

Tae Kwon Do is located on the coastal front of Athens and more specifically in the Faliro Delta, at the end of Syngrou Avenue. It was built in 2004 and hosted the tae kwon do event as well as the handball qualifying phase of the 2004 Olympics.

The building was designed by the office "Thymios Papagiannis and Associates". It has an oval profile, metallic housing (anchor ring and cables in an antenna, coated with a corrugated sheet), is mounted on a reinforced concrete base, and its perimeter faces are overlaid with glass panes.

It is easily accessible by car, and various public transports (Busses, Trolleys, Trams).

WHERE

SATURDAY 19 SEPT 2020

11.00-20.00
(Professionals & Public)

SUNDAY 20 SEPT 2020

11.00-20.00
(Professionals & Public)

MONDAY 21 SEPT 2020

11.00-20.00
(Professionals only)

WHEN



PARTICIPATING OPTIONS

The main objective of **The Design Fair** is to provide raw space on the location and dimensions that have been agreed upon in order to build exhibitors' stands. The booths should reflect the aesthetics and style of the Exhibition, so a month before its launch, drafts of the booth's form will have to be submitted for their final approval by the artistic committee of **The Design Fair**.

However, for special occasions, an evaluation booth will also be available, with a Specially Prefabricated Booth, according to the organization's specifications.

BE PART OF THE LARGEST GATHERING OF DESIGN PROFESSIONALS IN GREECE

OPTION



RENTAL EXHIBITOR SPACE ONLY, FOR BOOTH CONSTRUCTION BY THE EXHIBITOR

Booth	One-sided in a corridor	Two-sided in a corridor	Three-sided in a corridor	Islets
Up to 30 m ²	€ 150,00 / m ²	€ 155,00 / m ²		
> 30 m ² έως 70 m ²	€ 130,00 / m ²	€ 135,00 / m ²	€ 140,00 / m ²	€ 145,00 / m ²
> 70 m ² έως 120 m ²	€ 120,00 / m ²	€ 125,00 / m ²	€ 130,00 / m ²	€ 135,00 / m ²
> 120 m ²	€ 110,00 / m ²	€ 115,00 / m ²	€ 120,00 / m ²	€ 125,00 / m ²

ADDITIONAL CHARGES

1. Cost of disposal of decommissioning materials. Special cost for all kiosks manufactured by Exhibitor € 3,00 / m²
2. Presentation in the Exhibitors List. Applies to all Exhibitors € 150,00 / per exhibitor

Amenities included in the kiosk rental price

- > Power supply (100 W for every 3 m²)
- > Cleaning of commune areas
- > Exhibition security
- > Provision of invitations to exhibitors in order to invite customers and working partners

EXTRA BENEFITS AT A SURCHARGE

- > Lighting fixtures, additional power, special booth constructions, furniture, water or sanitation, ornamental plants, etc.:

Pricelist to be shipped on time.

OPTION

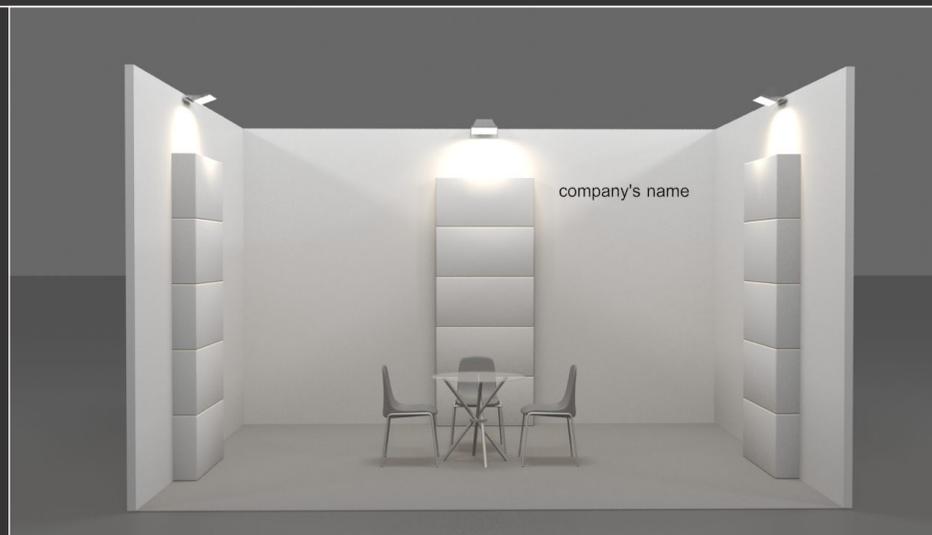
2

RENTAL OF EXHIBITOR SPACE WITH PREFABRICATED BOOTH ACCORDING TO THE ORGANIZATION'S SPECIFICATIONS

This particular way of presentation (which has nothing to do with standard basic booths), was chosen after research to enable the exhibitor to have a complete exhibition presentation, with a high aesthetic effect and affordable cost, since there is no need to do any other expense for booth construction.

As can be seen from the accompanying image, the "Specially Prefabricated Booth, according to the organization's specifications" includes:

- > A white MDF 3m wall
- > Floor carpet
- > 1 iodine projector 500 watts per 5sqm
- > 1 power plug
- > 1 glass table
- > 3 black chairs
- > 1 Sticker displaying the name of the exhibiting company



Cost of booth construction (added to the rental cost mentioned above in Option 1):

- A) € 40,00 / m² (VAT not included) for prefabricated booth with carpeted floor.
- B) € 50,00 / m² (VAT not included) for prefabricated booth with parquet flooring.

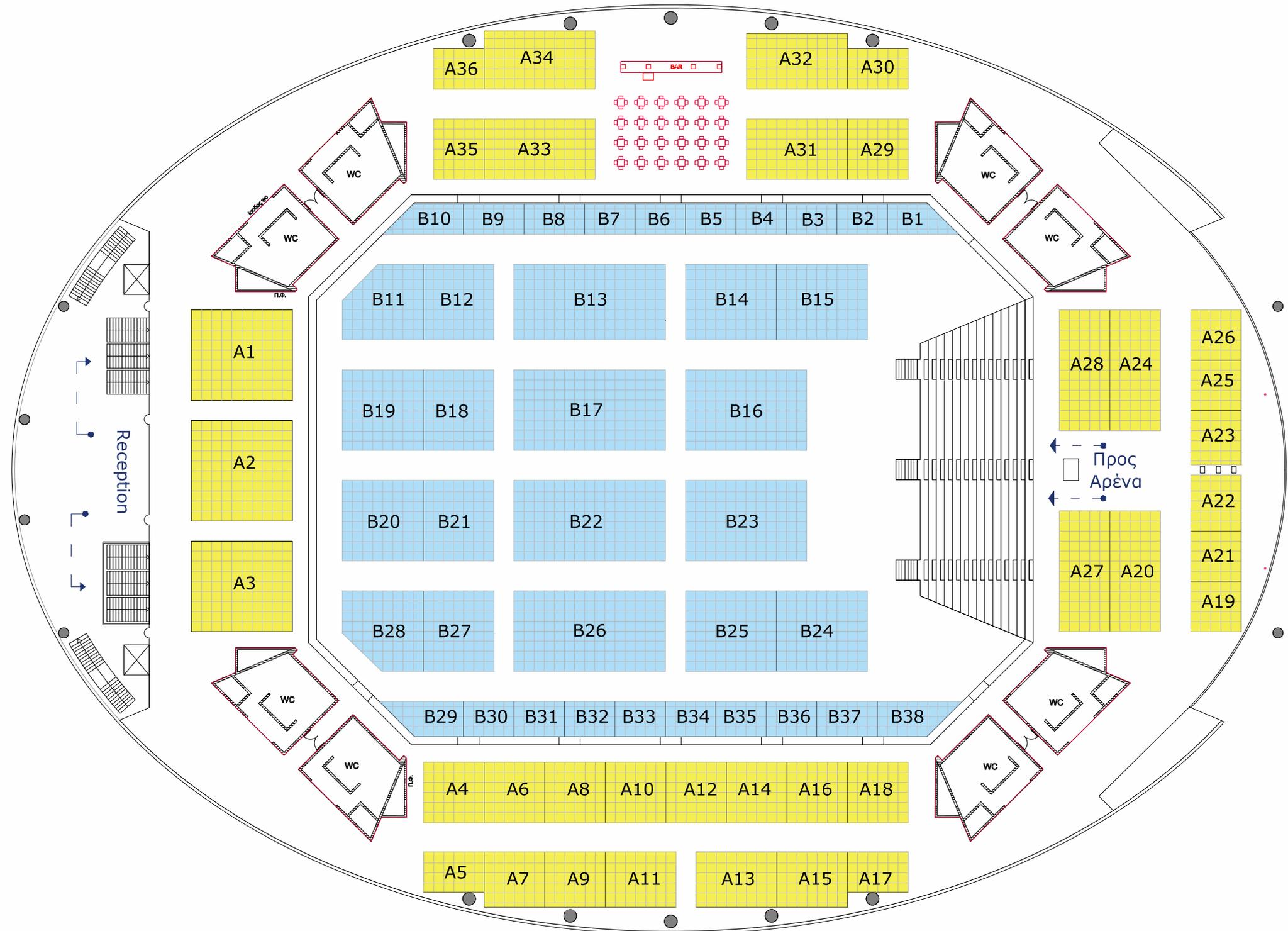
FLOORPLAN >

UPPER LEVEL

B. N.	Dimensions	m ²
A1	10X9	90
A2	10X10	100
A3	10X9	90
A4	6X6	36
A5	6X4	24
A6	6X6	36
A7	6X5.5	33
A8	6X6	36
A9	6X6.5	33
A10	6X6	36
A11	7X5.5	38.5
A12	6X6	36
A13	8X5.5	44
A14	6X6	36
A15	7X5.5	38.5
A16	6X6	36
A17	6X4	24
A18	6X6	36
A19	5X5	25
A20	5X12	60
A21	5X5	25
A22	5X5.5	27.5
A23	5X5.5	27.5
A24	5X12	60
A25	5X5	25
A26	5X5	25
A27	5X12	60
A28	5X12	60
A29	6X6	36
A30	6X4	24
A31	10X6	60
A32	10X5.5	55
A33	11X6	66
A34	11X6	66
A35	5X6	30
A36	5X4	20

ARENA

B. N.	Dimensions	m ²
B1	(4X3)+5	19
B2	5X3	15
B3	5X3	15
B4	5X3	15
B5	5X3	15
B6	5X3	15
B7	5X3	15
B8	6X3	18
B9	6X3	18
B10	(5X3)+4.5	19.5
B11	(8X7.5)-6	54
B12	7X7.5	52.5
B13	15X7.5	112.5
B14	9X7.5	67.5
B15	9.X7.5	67.5
B16	12X8	96
B17	15X8	120
B18	7X8	56
B19	8X8	64
B20	8X8	64
B21	7X8	56
B22	15X8	120
B23	12X8	96
B24	9X8	72
B25	9X8	72
B26	15X8	120
B27	7X8	56
B28	(8X8)-7.5	56.5
B29	(5X3.5)+6	23.5
B30	5X3.5	17.5
B31	5X3.5	17.5
B32	5X3.5	17.5
B33	5X3.5	17.5
B34	5X3.5	17.5
B35	5X.35	17.5
B36	5X3.5	17.5
B37	6X3.5	21
B38	(5X3.5)+6	23.5



ORGANIZATION

DEMAND

FAIRS & MEDIA

INFORMATION

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