



FOR HABITAT

16th TRADE FAIR OF LIVING



FINAL REPORT

www.forhabitat.cz

MARCH 5 – 8, 2009

EXHIBITION CENTRE PRAGUE – LETŇANY



INTRODUCTION



Dear Exhibitors and Business Partners,
FOR HABITAT Trade Fair of Living just completed its 16th year. The exhibition area became a place that attracted major companies from the field, architects, designers and also keen general public. The organizing team is very proud that even in these times of global crisis we managed to increase the total exhibition surface area, bring in more exhibitors compared with the last year, and show a 15 % increase in the number of visitors. The trade fair statistics show clearly that none of you has given up and you are ready to face the crisis. Now is probably the time when some companies cease to exist for only the strongest can survive and gain, hold customers' trust.

FOR HABITAT grew for 16 years and this does not only involve the exhibition surface area. The fair has become, alongside with other simultaneously held trade fairs, part of the FOR FAMILY exhibition event, which counts among the biggest ones held in the capital city of Czech Republic – Prague.

The fair also saw numerous launches of new products and interesting expositions. Exhibitors invested more funds in the construction and design of their expositions than in the past.

In addition, I take great pleasure in saying that the blend of tradition and high-quality nomenclature offered everyone a chance to find new business opportunities. We believe that you found the conditions we created convenient enough for you to seek and find new contacts and partners and that you find the trade fair results convincing enough to come back next year and take part in the 17th Trade Fair of Living held between March 18 – 21, 2010, which we are sincerely looking forward to.

On behalf of the ABF organizing team,
Yours faithfully,

Ing. arch. Maria Wohrabová
Director of FOR FAMILY Trade Fairs

Exhibitors

Exhibition area

Number of visitors

FOR HABITAT

Number of exhibitors: 274

Total exhibition area: 13 800 m²

Net exhibition area: 6508 m²

Number of visitors of accompanying programme: 134

Number of guests at the Gala Evening: 203

Number of accredited journalists: 142

Number of visitors: 36 545 (all FOR FAMILY exhibitions)



FOR FAMILY EXHIBITIONS

OPENING CEREMONY



FOR FAMILY 2009 exhibitions for housing, family, and leisure time was opened by **Cyril Svoboda**, Czech Minister for Regional Development. The opening speech was made by **Radomír Dočekal**, Managing Director of ABF. Among other outstanding guest, the ceremony was attended by **Jan Wagner** from the State Housing Development Fund, **David Kolínský**, Deputy Mayor of the Council of the City District of Prague-Letňany, **Jan Wiesner**, Vice President of the Czech Chamber of Commerce, **Petr Štěpánek**, Prague City Hall councillor, and **Martina Pásková** from the Ministry of the Environment.



ACCOMPANYING PROGRAMME

HOUSING ISSUES

Lecture by Ing. Milan Půček, MBA, PhD., Deputy Minister for regional, land planning and housing policy.

TREVIRA (safety and trendy fabrics)

Lecture by Mgr. Hana Topiarzová and PhDr. Radomíra Vondrušková, where innovations and trends in the sector of home furnishing fabrics for 2009 were introduced.

WOOD AFTERNOON

A party with Martin Patříčný, with guitar music, dancing, songs and some poetry. This time with his Monograph, i.e. a book about him, not only about wood.

GATE OF TRADES

4th year of accompanying exhibition was held in the co-operation with RUDOLFINEA Art Handicrafts Association.

NEW POSSIBILITIES OF LIVING

A number of development projects presenting a wide range of apartments, family houses and residential buildings were introduced within the framework of this programme.

VISITOR'S COMPETITION

A ballot system was used to determine 115 winners in the visitor's competition for valuable prizes on Sunday, 8 March 2009



WHAT THEY SAID ABOUT THE TRADE FAIR

Ing. arch. Martin Sladký, *de.fakto*

"It is necessary to appreciate the perfect organisation and maximum understanding on the part of the entire Trade Fair Team. In this difficult situation we were surprised by the large interest of the Trade Fair visitors. We have assessed our participation as much more effective than expected."

Aleš Cafourek, INDECO

"We are satisfied with the Trade Fair and we believe that this participation will be useful for us as well. We are also delighted by the large number of visitors."

Ing. Petr Havlena, PROWORK

"We are satisfied with the FOR HABITAT Trade Fair. It is a pleasant exhibition which is mastered properly from an organisational point of view as well. We perceive our participation positively because we have just started to intensively work on our entering into the public awareness, and we have succeeded in this task at this event."



THE BEST EXHIBIT COMPETITION – GRAND PRIX 2009



The winners of the competition for the **best product “GRAND PRIX”** were enunciated within the framework of the ceremonial evening party for exhibitors of the FOR FAMILY Trade Fairs. This prize was awarded by the Expert Jury to selected exhibits from those registered in the competition, on the first day of the Trade Fair. On the whole, the Jury awarded three GRAND PRIX FOR HABITAT awards for the best product.

AWARDS IN COMPETITION GRAND PRIX

Kaplan výroba nábytku for the EDITA dining furniture set

Justification: The Jury appreciated the simple and useful concepts and a compact design in both basic and folded conditions. A high useful value of the entire set in a good price relation.



FURNITURE s.r.o. for the SIGN armchair

Justification: The Jury appreciated this multipurpose little armchair whose dynamic structure of cut solid wood is finely pointed out by the back rest.



Williams Galerie Světla for the set of the lighting fittings known as OCCHIO SD 102

Justification: The Jury appreciated a minimalist shaping which is underlined by a sophisticated luminous intensity control system.



COMPETITION FOR THE BEST ARRANGEMENT OF THE EXPOSITION - TOP EXPO

Within the framework of the TOP EXPO competition, the Expert Jury assessed the exposition of **de.fakto CZ s.r.o.** with the name **LABYRINTH OF ARCHITECTURE AND DESIGN** as the best one. The Jury appreciated the invention concept of the exposition created with minimum material means in order to achieve a maximum effect.



The Hall no. 3 was the place of the already 3rd edition of the selective exhibition entitled **TRENDY INTERIOR** – focused on design elements, innovations from the sector and exhibits with an interesting technical design, creative and modern approach of designers and manufacturers. The aim of this trendy forum is not only the presentation of a high-quality design, but also a presentation of high-quality materials and technologies.

Media partner: **Design&Home**
DIGEST



A part of the exhibition was formed also by the accompanying competition entitled “**DRESSING THE INTERIOR**”, whose aim was to introduce turnkey interior designs.

DRESSING THE INTERIOR AWARD

DORIAN DEKOR for decent toning of colours of textiles used.

Media partner: **H.O.M.I.E.**



GALA EVENING FOR EXHIBITORS

On Friday March 6, Exhibition Centre Prague - Letňany hosted a Gala Evening for exhibitors during which there was held an award ceremony for GRAND PRIX, Oblékáme interiér and TOP EXPO Competitions. After the ceremony, everybody enjoyed the soirée and a charming musical set performed by the South-American Indian band Hugo Patricio Paredes Gualli.



MEDIA CAMPAIGN



Promotion of the 16th year of FOR HABITAT Trade Fair of Living was initially targeted at specialists in the branch and later at general public as well. Media campaign was even much stronger compared with previous years. Promotion included PR materials communicated through specialised magazines and daily printed media, radios, Internet, TV stations and outdoor advertisement media. ABF spent more funds on advertising which was appreciated by all exhibitors since this led to an increase in the number of visitors.

The information about the Trade Fair organisation appeared in more than one hundred and fifty professional titles and on www sites of various portals focused on these sectors. The exhibition was also covered by TV NOVA whose team made an on-the-spot news report supplemented with interviews with exhibitors.

An invitation to the FOR HABITAT Trade Fair was presented also in such TV programmes as "Jak se staví sen" (How to build your dream home) on TV Prima and "Bydlení je hra" (Living is a play) on the Czech Television.

Media Mix FOR HABITAT

DAILIES - MF DNES, Právo, Metro, Deníky Moravia, Deníky Bohemia, Hospodářské noviny

OUTDOOR - Billboards along the main routes to Prague, B1 frames along the escalators in metro, QS foils on buses and trams in Prague, posters at bus stops in Prague and its vicinity, city gate green above the Prague thoroughfare

INDOOR - TV spots shown on screens in all supermarkets of the Globus chain, shopping malls in Prague (e.g. Palladium), and in Aquapalace Hotel Prague

RADIO STATIONS - Impuls, Country, Český rozhlas, Fajn, Oldies, Classic

TV STATIONS - TV Prima - sponsorship through a hobby programme Jak se staví sen, ČT 1 - sponsorship through a hobby programme Bydlení je hra, TV NOVA - news report from the venue, TV DEKO, internet TV tn.cz

EVENTS - Press conference in Clarion Congress Hotel Prague, partnerships with KIKA, OBI, BAUMAX, opening ceremony, accompanying programme

DIRECT MAIL - Complimentary tickets sent to experts on the list (60.000 pcs.)

In cooperation with the Euroveletrhy editorial board, the Trade Fair Administration published 20.000 Exhibition guides which were put in mail boxes across the whole of Prague.



4C MINERALS

4P&P
AAA BYTY.CZ
ABAT INTERIÉR PROCHÁZKA
ABSOLÚNOVÁ Františka
Abstract
Aforjet - Massage Chairs
Aglas furniture
Aheadmedia
Alena Sargsyan - Business panorama
Aleš Kuchař
Aleš Svoboda - GREENSPOL
Alice Jeřábková - HAILO
AMICA COMMERCE
AMICUS PRAHA
ANTICO
ANTISA - Dana Fulínová
Apis - Heat Cladding of Windows
APRO LUX
AQUAPOL
ARQUATI CZECH
Asociace českých nábytkářů
ASON interiér
ATEX PLANÁ
AVANTI KOBERCE
AZ skříně
BIB
Bali Teak s.r.o.
BARTH produkt
BAZENY BRANDEJSKÝ
be kara OK!
Bed & Bedroom / B&N Holding
BELTERRA
BERGER & PARTNERS
Bio křby PLANIKA Design
Biokamin EU
Borgis
Boris Roller
Bořivoj Valíček - KSK
BPE EURO TARGI
Building World
BURDA Praha
Business Media CZ
CASSANDRA PRAHA
CCB - ČASOPIS GOLF
CE MEDIA ONLINE
CEJP Martin
Centers Publishing
Centrum Holdings
Cerus Mercatus
CIZLER Rudolf
COLOSSEUM
CONCEPT 2M
CORHA JIHLAVA
Časopisy 2005
Časopisy pro volný čas
ČESKÉSTAVBY
ČESKOMORAVSKÁ STAVEBNÍ
SPÓRTELNA
Český porcelán
CZT
D.R.E.G.S.
DAKLS
DALTEN media
Danuše Přibyllová
Dárkové předměty Pavel Smetana
David Drozd
de fakto CZ
DECOR DE TABLE
DEGR beds

DELCO

Detail
Diamant Spa
DISEMO Consulting
Dominika Bučková - Net Press Media
DomoSwiss
DORIAN dekor - Z. Juppeová
DŘEVOSPOL, Hotel Furniture
DTS Interiéry
e-Domicil CZ
EastMedia
EKOSPOL
EKOSTYREN
EL TRADE CZ
ELBEN
Emil Kleman
Enymedia CZ - Visual Impact
ESSENTIA
ESTRELLA ES-PRESS
EuroFirma
EUROMEDIA GROUP
EuroStavba
EUR0test
FENESTRA skylights
FinReal Service
FLAMENE
FLOWER A&F
FONTANA WATERCOOLERS
František Hörl - FH interiér
FURNITURE
GLASSPO
GOLEM GROUP
GRAND PRINC
HAGOS
HOKR ATX
Hornsouch CS
Huťan Ján
HYDROCLAR
Hyperinzerce
Hypocentrum MODRÉ PYRAMIDY
IBC PARKETY
INDECO CZ
Ing. Petr Jankovský - Areal
Ing. Radovan Peší
Ing. Václav Dostál - TERRAPOLIS
INT
INTER DESIGN PRAHA
Interiéry Sesták
INTERSERVIS Export - Import
INZERTSPOJ
ISMC BOHEMIA
Iva Pawlitzková
Jaga Media
Jan Machaček
Jana Šteflová - Wholesale
Jaromír Golasovskí Nábytek
Jaroslav Kadlec
Jaroslav Martínek
Jaroslav Žilka - Prozi
Jawa
JECH CZ
Jindřich Chramosta NATUR - DESIGN
Jiří Šlopovský
Josef Curda
K-atelier
Kapitán
Kaplan výroba nábytku
KB Král
KMD PLUS
KOVŮEFEKT

KRAPP

KRESSIDA
La Casa Nova
LENALI CZ
LHOTSKY
LIRA PRAHA
LIRA
Lomax & Co.
Luboš Franc
MACROWORLD
MAKRA
Marek
Martin Ertl - Kompas
Martin Lhoták - SAL
Martin Novák - NOMA
Martin Patříčný
Martin Ptáčník
MAT COMPANY
MEDIA LABORATORY
MEDICAL DEVICES
Medical Home Products
MICKA - GROUP
Mikolášek Pavel
Miloslav Cermák - RELAX
MIRLAND
MLADÁ FRONTA
Modrá pyramida stavební spořitelna
Nábytek Lupinková
NAKLADATELSTVÍ MISE
NetMagazines
New Media Group
NEXT
NEXUS GROUP
NEXUS MULTIMEDIA
Nizza
No. 1 FAMILY
Obec architektů
oBydleni.cz
ONYX
PAK IMPEX
PANEL PLUS PRESS
Pavel Ciml - CIMEX
Pavel Jandík - WOODEXPORT
Pavel SPELDA - Artistic wood
carving and frames
PEGA
PERFEKTUM Group
Petr Milenský
PETROŠ INTERIÉR
PhDr. Radomíra Vondrušková
Piskač - Interiér
PK Interiér - Pavel Kružik
Podnikatelské centrum
Pozemky CZ
PRAGO-MEDIA
Pricetown
PRO BYT - Vladimír Chilko
PROMONT skylights
PROWORK
Raiffeisen stavební spořitelna
RAMI ORIENT
Reichl Kamil - INTERNAL DVEŘE
RICHARD KANTA - SKLOART
Romantické křby - INOP
ROSANCA
Rott
Rozenkranzová Hana
RUDOLFINEA
Řídící systémy
SAUNA

Sednici.cz

SEKAR
Selene
SEMQUEL
Schweizer CZ
SICC kuchyně
Skanska Reality
Sladký sen
Slezák Jaroslav
SMART-VAC
Smrček Zdeněk
Snpilus - vydavatel PREMISA
SOB - NÁBYTEK BOKSJAN
SOFA LINE
SOFALAND
Sogeprom Michle
SOU nábytkářské
STAMP - Stavební informace
Státní fond rozvoje bydlení
Střední škola řemesel a služeb
Střední umělecko-průmyslová škola sklářská
Střední umělecko-prům. škola
hudebních nástrojů
Střední umělecko-průmyslová škola
Jihlava - Helenín
SULTAN
SUNCOM CZ
Svaz českých a moravských výrobních
družstev
Telekom Austria CR
TKF
TKG Trade Group
TOPP - Štěpán Kos
TOTAL BROKERS
TROJA CATERING
TRUHLÁŘSTVÍ Martin Čuda
TV PRODUCTS CZ
Umělecko-kovářská dílna Běhal
UNIFORM PRAHA
UNIPRO-CZECH
UNIS-N
UNIVERSUM
Václav Šebek
VÁVRA lighting
Vega
Vital Trend
VITRÁŽE - Petr Švamberg
Vladimír Svitek - SVIH
Vlasta Coubalová
VLASTNÍ DOMOV
VOÍVO.wool INTERACCESS
VOPE ZLIN
Vše pro váš dům
Vydavatelství Atemi - Design&Home
Vydavatelství LENNY
Vydavatelství Media-press
Vyšší odborná škola sklářská
a Střední škola
WAGNER - NÁBYTEK & DEKORACE
WERTO
Williams Galerie světla
WM Profi
WOODFACE
WS International
ZANAK interiéry
Zbyňěk Dokulil - DODO
ZEPTER INTERNATIONAL

LIST OF EXHIBITORS 2009



PARALLEL EVENTS

FOR GARDEN
FOR KIDS
FOR SENIOR
FOR TRAVEL

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YOU ARE INVITED TO THE 17th TRADE FAIR OF LIVING

FOR[®] HABITAT

TAKING PLACE WITHIN THE FRAMEWORK OF THE EXHIBITIONS
FOR HOUSING, FAMILY AND LEISURE TIME
FOR FAMILY

EXHIBITION CENTRE PRAGUE - LETŇANY

MARCH 18-21, 2010

