

NEW CONCEPT of the main autumn building exhibition – COMFORT HOUSE Climate Design 2013 – successfully implemented!

From 18 to 21 September 2013 in the largest exhibition center of Ukraine "KievExpoPlaza" (Salyutna street, 2-b, metro "Nyvky") the main autumn building exhibition of the country – **COMFORT HOUSE Climate Design 2013** took place.



Barely getting to the exhibition hall, one immediately pays attention to essentially new format of exhibition stands and exhibition expositions in general.

NEW FORMAT OF EXHIBITION BOOTHS



This year the autumn building exhibition COMFORT HOUSE got completely new appearance. Replacing the standard exhibition booth construction, new format offered European design and use of modern European materials for stand construction. This innovation allowed the participating companies to present their products in the exhibition area in the best way. The companies booths looked hospitable and homelike, and new exhibition stands format, realized in the same style, created special comfort and demonstrated harmony.



COMFORT HOUSE Climate Design 2013

*New title of the fair – **COMFORT HOUSE Climate Design 2013** – was chosen not accidentally. "This year the exhibition demonstrated the key directions in the sphere of development and implementation of energy-saving materials and technologies. Leading participating companies presented at their stands their suggestions for optimizing the construction, architectural and design decisions, primarily aimed to implementation of energy-saving, environmentally friendly building materials and technologies", said **Andrei Melnikov, the Department Director of Building and Furniture Exhibitions, Kiev International Contract Fair Ltd.***



Afonina Olga, Deputy Director General, Onduline Ukraine company:

*"The exhibition changed its form, offering a new concept of **COMFORT HOUSE Climate Design**. The exhibition carries quite a new message to the people, namely presents technologies that allow to make the house more comfortable, cozy and warm. Besides here one can find the solutions how to reduce operating costs and save more money, that is the main focus area nowadays. We are very interested in this topic, especially in the sector of reliable and affordable roofing and insulation materials Onduline."*

This year the exhibition was visited by over 10,000 people, including designers, architects, decorators, foremen, private developers, sales and marketing professionals.

*"First of all, I'd like to thank the organizers for inviting me to the fair. I like this exhibition. There are many products one can find here for creation of good projects. It's a great place for architects and designers who are eager to realize in their works ecological approach, but do not know how to start and where to find necessary materials and technologies", shared his impressions of the exhibition **Mr. Massimo Duroni, famous Italian architect.***



SPECIAL ZONES AND EXPOSITIONS OF COMFORT HOUSE Climate Design 2013

Special excitement was observed during all days of the exhibition on the main communication platform – the **CLIMATE DESIGN** project. This is a unique platform for communication of construction market professionals with architects, designers, private developers, commercial real estate owners, the HoReCa sector and industrial facilities experts. It is an absolutely new format of communication for the **COMFORT HOUSE** exhibition.



CLIMATE DESIGN area became the center of exhibition activities program, including seminars, workshops and conferences held by famous designers and architects, as well as interesting presentations carried out by building materials manufacturers. *"Presented in this format, the exhibition has great chances for success. It is due to the fact, that there is such an area, which gives the end customer a good opportunity to communicate with the suppliers, products distributors. For us, it*

is a new efficient format of communication with customers, new concept of presenting our services and product presentations", informed Vladislav Dyrin – art director of the interior salon Dobrynya.



CERAMICS TREND OUTLET project – new progressive sales tool in Ukraine – organized FOR THE FIRST TIME IN THIS COUNTRY at the COMFORT HOUSE Climate Design 2013 exhibition. During four days of the **COMFORT HOUSE Climate Design 2013** exhibition the attention of the visitors was drawn by exclusive collections of wall and floor tiles, multifunctional sanitary ware of such brands as **INTER BANO, ROCA, VITAVIVA, ORANS, DISEGNO CERAMICA, NOVELLO, JACUZZI, ANTONIO LUPI, CATALANO, KOS, DUKA, ARBI, KERESAN, ARLEX, DEVON & DEVON and SAMO.**

Only at the exhibition the visitors had a unique opportunity to get acquainted with the companies offers, well-known brands of ceramics and sanitary ware presented at the Ukrainian market, as well as to purchase favorite products at competitive prices.

Viktor Kiselyov, deputy director, La Ceramica company: *"Our Company was the co-organizer of this event. Such exhibitions are very important. A buyer, who does not have the opportunity to acquire first-hand good tile at a high price, here could buy the same products of high quality at a reduced price. To our booths came many people, who saw an advertisement of the pending sale of tiles and sanitary ware. Among them were also designers and architects, direct customers interested in our products."*



An innovative project by COMFORT HOUSE Climate Design organizers – SVIT FORM project – all-Ukrainian competition of object design.

Within the frame of the main building exhibition COMFORT HOUSE Climate Design – the **final stage of the SVIT FORM project – ALL-UKRAINIAN COMPETITION** of OBJECT DESIGN in the **categories Door-handle design and Mixer tap design** was carried out.

The project is a unique link between the Ukrainian designers and manufacturers. SVIT FORM is a good opportunity for designers to launch the line of their own designer products by famous Italian factories in the future. Moreover, it's a unique chance to gain prominence in the world design community. Direct participation of famous Italian factories in this contest and the selection of the best design ideas, developed by Ukrainian designers and aimed to further launching in the product lines, show that

Ukrainian design still exists and is recognized by world manufacturers. At the Climate Design communication platform, the prototypes, made on the sketches of the finalists, were presented. Winners of **the Door-handle design category** – **Shiyan Svetlana and Mishenov Yaroslav (the work Quiksilver)** and **Dmitry Kozinenko (the work Spirit)**. Winner of **the Mixer tap design category** – **Alexander Morocco (the work Cube)**.

Ready product lines we will be able to see in March at **the International Building exhibition InterBuildExpo 2014**. Competition partners – **well-known Italian Factories FIMA Carlo Frattini and Linea Cali** acted not just as jury, but also provided to the winners the possibility of cooperation and launching designers product lines in the industry of Italy. This contest started in late March and in two months gathered about 300 unique ideas from talented designers from all over Ukraine. The finals reached only 27 of them.

COMFORT HOUSE Climate Design BUSINESS PROGRAM

The main advantage of building exhibitions, held by market leader – Kyiv International Contract Fair Ltd company – is, without a doubt, a large-scale and currently important business program.



Within the frame of the program, the presentation dedicated to the start of all-Ukrainian competition among the architects – ArchiHIT – took place. The ArchiHIT contest is conducted with an aim of identifying new trends in the architecture, presentation to the audience and potential customers new promising directions in modern building, attraction the attention of investors and producers to innovative ideas. The main target of the competition is the choice of the best projects and encouraging the architects, who made the most significant contribution in the development of modern architecture.



The presentation of the contest was held by members of the jury and the partners of the competition: Vitaliy Lomakin – Director of Onduline Building Materials, Anna Marchenko – Head of Marketing Department of Velux Ukraine Ltd, Igor Jenevskiy – Commercial Director of Tikkurila LTD, Reznik Yuriy – Deputy Commercial Director of Tikkurila Ltd. The final of the ArchiHIT contest will be held in March 2014 at the **International building exhibition InterBuildExpo 2014. Hurry to apply for the participation!**

FORUM WORKSHOP – PRIVATNIY DOM – an annual event at the international building exhibition COMFORT HOUSE Climate Design 2013, which every year gathers a lot of people, interested in the topic of the event

Today energy-efficient construction is a worldwide trend that provides the introduction of new technologies and building materials. Regular increase of electricity cost makes the issue of energy-efficiency of the buildings and energy consumption reduction particularly relevant. Thanks to the PRIVATNIY DOM forum workshop the visitors of building exhibition COMFORT HOUSE could get the answer to the question: how to reduce operating costs for energy and resources, while maintaining comfort and high quality of life.

Organizers: the Privatniy dom magazine (Edipress Ukraine), Kiev International Contract Fair LTD.

General partner: KNAUF company (DP Knauf Marketing).

Official partner: Knauf Insulation Ukraine company.



FOR THE FIRST TIME IN UKRAINE, within the main autumn building exhibition – COMFORT HOUSE Climate Design 2013, a famous Italian architect Massimo Duroni held a workshop for Ukrainian designers and architects.

With the support of the Italian partner Poli Design, at the COMFORT HOUSE Climate Design exhibition – a free workshop by renowned architect Massimo Duroni was carried out. During the workshop Massimo Duroni revealed to the visitors the theme of eco design and eco construction on the examples of his best works, which he has been creating during 20 years, taking into consideration the requirements of the environment and the aspects of design perception. Italian architect told how to save up to 20-30% of energy in the course of maintenance due to unconventional use of traditional construction materials.

"My work is based on the ecological approach to design and art. I started my activity 20 years ago. And to my mind, ecological approach in design is not the future, but is a part of today. Another feature, that I love about my work – is the approach through the senses. It is very important to pay attention to proportions, objects forms, colors. We can work with light and color-grade for a long time, in order to change people`s mood completely. The main target of the designer – is to create the best place for living, where it would be pleasant to dine, relax, communicate.., and do a lot of other things. So, of course, one should pay attention to the environment. My approach in design is traditional, because I suppose the local architectural history can provide the best solution for the efficient construction in the area where we are operating. We can create fantastic things, using traditional materials and techniques, but utilizing the latest technologies and approaches. In my work I always think about people and how to create the most energy-efficient product. I am very pleased that energy-saving technologies are developing in Ukraine. If something is being done by all people and for all other people, it will change our mentality and way of life, for sure. People like to be "green", so to say .The only thing to do – is to change the market. Environmental things mustn`t be expensive and available only for a certain group of people. The more people are interested in certain type of product, the cheaper their production and availability will be," told us in the interview **Mr. Massimo Duroni**.

OPINIONS ABOUT THE COMFORT HOUSE Climate Design 2013 EXHIBITION

Voloshchuk Valery, Director General, Apogey company:

"Apogey company is operating in the market for over 15 years. At the exhibition we presented products on alternative energy sources – solar collectors and thermal pumps. The innovation, that we present in the Ukrainian market – is a thermosyphon system, aimed to heat the hot water; the only energy source used here – is the sun. Its advantage is that it doesn`t require any other energy sources. Other product is a heat pump, where for getting electricity we spend only 1kW of electrical power and get 3.4 kW of thermal power. The organizers have done much work: there was a lot of advertising to attract the visitors, the transfer to the pavilions was also well organized. The exhibition presented a lot of innovations. We are very pleased to have taken part in the COMFORT HOUSE Climate Design exhibition."

Igor Syzko, Legrand company:

"At the exhibition the Legrand company presented the innovations in the field of electrical appliances, the series of surface mount Quteo (budget version for organizing office premises), a new line of automatic circuit switches, the resources of which are increased, compared with the previous line and are characterized by high requirements to fire safety. We also presented new power strips with built-in protection. The impressions from the exhibition are very good... there were a lot of designers, architects, people, who want to use the equipment in their work, repair, installation."

Oksana Tereshchenko, direction manager, KVK-Elektro:

"The organizers presented the exhibition in a new format and offered us to present our innovative solutions. One of such innovations is a charging column for fast charge, for two electric cars simultaneously. We also introduced several innovative energy-saving solutions for house and office from German manufacturers, and some solutions for "smart house."

Organizer of the exhibition – Kyiv International Contract Fair Ltd.

The new format of the COMFORT HOUSE Climate Design exhibition gave the participants maximum opportunity for their products promotion in the market, presented the possibility to demonstrate innovations, and allowed the visitors to manage their time properly in searching necessary goods and services.

Due to high estimation of COMFORT HOUSE Climate Design by participants and visitors, the exhibition has become a major autumn event in the construction industry of Ukraine.

26-29 March 2014 – the international forum of building materials and technologies **INTERBUILDEXPO 2014** will take place – the most prestigious exhibition event in Ukraine for construction sector professionals.

For more information click here: www.buildexpo.kiev.ua.

We invite you to participate!

Official web site of the **COMFORT HOUSE Climate Design exhibition:**
www.comfort-house.kiev.ua