

DOMOTEX 2018
12–15 January

**More Business.
More Lifestyle.
More Trends.**

domotex.de



**UNIQUE
YOUNIVERSE**



Deutsche Messe

DOMOTEX

Rediscover DOMOTEX.

Boasting a new hall layout and site plan, the introduction of a keynote theme, and a different line-up of events, DOMOTEX is changing the focus for 2018.

More Business. Because we are the No.1 meeting-place for the international flooring industry, and a rich source of new business contacts.

More Lifestyle. Because we showcase inspiring ideas for the flooring designs of tomorrow – and redefine the possibilities of domestic living.

More Trends. Because we show how the industry is responding to the trend towards more customized floorings.

The trend towards customization has inspired the keynote theme **UNIQUE YOUNIVERSE**. In an increasingly globalized and standardized world, there is a growing desire to stand out from the crowd and express one's personality through unique, customized products.

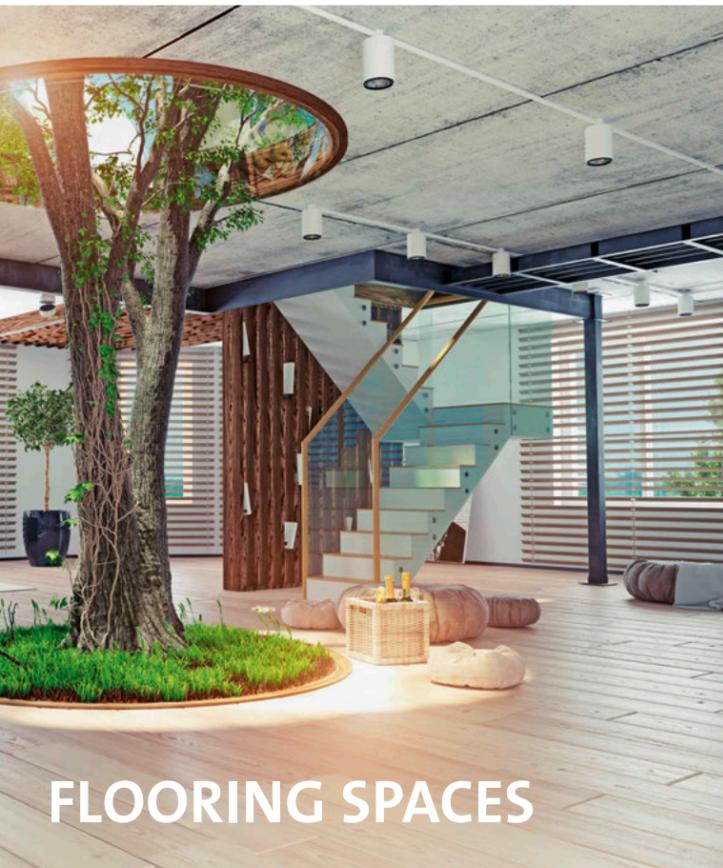
The main statement of our keynote theme is in Hall 9, where firms from all sections of the show will be presenting their most innovative products and solutions. And on the special display area **Framing Trends**, numerous creative room settings by artists, young designers and enterprises will be pushing the boundaries and showing just how customized, and personalized, interior design can be.

**UNIQUE
YOUNIVERSE**
Unique.
Inspiring.
Different.



FRAMING TRENDS:

Lifestyle and inspiration in four special displays



The new display format gives exhibitors the option of presenting their work in a high-end setting. Participating firms will showcase their floor coverings in unusual and eye-catching ways, offering their own personal interpretation of the show's keynote theme. Come and be inspired by innovative design ideas and top-quality products.



The room settings by renowned artists and designers provide a refreshing and playful way into the show's keynote theme, thereby opening up new worlds and points of reference. The installation "Meanwhile in the Universe" by Michael Acapulco, for instance, challenges familiar points of view, and crosses the boundary between real and imaginary space through a window that opens onto the infinity of our universe.



One example of how the keynote theme **UNIQUE YOUNIVERSE** is being interpreted is a walk-in kaleidoscope, made up of mirrored panels and textile surfaces. Visitors to this installation can play around with the different materials and reconfigure them to produce their own personal "universe".



Here, young designers from the Universities of Hannover, Mainz and the Saar will be presenting their individual ideas on the theme **UNIQUE YOUNIVERSE** and future trends in flooring design. Their projects are a source of innovative and sustainable ideas for the flooring industry. Examples include Nele Ratjen's flooring system incorporating a new type of underfloor heating, and the vegan, eco-friendly carpeting "Fairkorkt", designed by Sarah Gerner and Johanna Kolb.

ATTRACTIVE SUPPORTING PROGRAM

Talks by experts

"Modular design: individual vs. mass-produced", "New one-off originals: handmade vs. digital". Innovative design and architecture projects will be presented and discussed here in the form of keynote talks.

Guided tours

Guided tours take you straight to the highlights of DOMOTEX, and to selected exhibitors and their contributions to customization. Exhibitors will explain how you can take advantage of the trend for your business.

Meeting areas in an informal lounge setting

Make new contacts in a relaxed atmosphere, and exchange ideas with your colleagues.

Virtual Reality

Discover the benefits of this technology for yourself, and experience the possibilities in live demonstrations by trailblazers from the flooring industry and specialists in applications and floor-laying techniques.

Come and
see us in Hall 9!
You can find further
information online at:
[www.domotex.de/
en/youiverse](http://www.domotex.de/en/youiverse)

Personalized services for you

We've put together some new offerings to make your time at DOMOTEX even more enjoyable.

Visitor badge

Business introductions made easy: on admission to the show, registered visitors can have a badge printed out free of charge, on which their registration data are stored. Exhibitors can then get immediate access to these data simply by scanning the badge.

My DOMOTEX shuttle

Flexible shuttle buses, which can be stopped anywhere on the Exhibition Grounds, make it easy to get quickly from one hall to the next.

Free Wi-Fi access

Visitors have access to free Wi-Fi in the lobby areas and halls (up to 180 mins. a day; bandwidth is dependent on total hall usage).

Find out for yourself – come and join us at DOMOTEX 2018 from 12 to 15 January!



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