



## International Construction and Interior Exhibition BATIMAT RUSSIA 2017

BATIMAT RUSSIA exhibition is a leading international exhibition of construction and interior market in the Eastern Europe, traditionally held at "Crocus Expo", the most advanced exhibition area in Russia, March 28-31.

Annually it gathers the industry professionals from all parts of Russia, near and far-abroad countries for networking, partners meetings, finding new clients and concluding contracts.

### Exhibition thematic areas:

|   |  |   |                                |
|---|--|---|--------------------------------|
| 1<br>CONSTRUCTION<br>MATERIALS<br>AND EQUIPMENT | 2<br>STEEL SHUTTER<br>AND GATE<br>SYSTEMS.<br>AUTOMATION | 3<br>PVC AND<br>ALUMINUM<br>PROFILE SYSTEMS | 4<br>DOORS, LOCKS,<br>FITTINGS |
| 5<br>FLOORING                                   | 6<br>CERAMIC<br>TILES                                    | 7<br>CERAMIC<br>TILES                       | 8<br>TECHNOCERAMICS            |
| 9<br>PLUMBING<br>EQUIPMENT                      | 10<br>STONE  | 11<br>FINISHING<br>MATERIALS.<br>INTERIOR   | 12<br>LANDSCAPING              |

### Special sections of exhibition:

- Passive House
- **NEW!** Integrated solutions

In 2017 the exhibition will be considerably expanded and not only by the "Window systems, fittings, PVC. Aluminum profile systems, Steel shutter systems" section. It will be traditionally expanded due to participation of new companies.

## Leading companies in the industry, participants of BATIMAT RUSSIA 2017:

KERAMA MARAZZI, ATLAS CONCORDE, URALSKY GRANIT, ESTIMA, ITALON, KERAMIN, KRAVIT, DELLA, CERSANIT, DURAVIT, CISAL, CERAMICS OF ITALY, TILE OF SPAIN, COLOROBIA, ESMALGLASS, SACMI, CONFINDUSTRIA MARMOMACCHINE, CONFINDUSTRIA CERAMICA, ACIMAC, UNITILE, LASSELSBERGER, LAMINAM, FAP CERAMICHE, SEGAL, KRAMZ, YILMAZ, KABAN, ELUMATEC, BRUSBOX, WINTTECH, MONTBLANC, MACO FURNITURA, FAPIM, REHAU, VEKA RUS, EXPROF, KAMI, KAMI, LIDER, POLISTUK, ALBERO, SIMONSWERK, KRASNODEREVSHIK, TRIADOORS, CEDRUS, ALLUXE, KUDO, SCHÖCK ...

Traditionally there are a lot of events held during BATIMAT RUSSIA that are dedicated to matters of current interest in construction and interior design industry - congresses, conferences, round tables, discussions, workshops conducted by famous designers.

### КОМПЛЕКСНЫЕ *решения*

All-in-one solutions

#### PREMIERE AT THE BATIMAT RUSSIA 2017

All-in-one solutions is a current trend, intention of the companies that manufacture finishing materials and accessories to create product lines for complete thought-out interior from a single manufacturer. Top Russian designers and architects will participate in BATIMAT RUSSIA 2017 exhibit presenting specially designed thematic stands. Big exposition of designers' stands will be presented in the new section "All-in-one solutions" at the construction and interior exhibition for the first time.

The theme proposed to the participant of the project is called **Hotel&Apartments**, and is very relevant in anticipation of 2018 World Football Championship, as well as for solution of the overall objective, i.e. increasing of Russia's attractiveness for tourists. Various types of the hotels were suggested to designers, from premium apartments to hostels for youngsters, as well as various options for the hotel zones, lobby/reception, living room, study room, bedroom, bathroom, SPA zone, restroom, kitchen, dining room, nymphaeum.



#### BATIMAT INSIDE RUSSIA 2017 Competition

**Architectural competition BATIMAT INSIDE** is the fourth all-Russian competition of the interior projects with international participation.

All-Russian competition of architectural and designer projects BATIMAT INSIDE in 2016 had a record number of projects, 249 projects from 39 regions of Russia. The best projects were presented at the special exposition BATIMAT INSIDE during the exhibition.

This year the prizes of Batimat Inside 2017 competition will take the authors of three best projects.

HoReCa Workshop courses in Milan presents the special grants as part of the competition:

1 complimentary grant and 2 grants with a 50% discount.

This year the Batimat Inside competition theme is organization of the safe, comfortable public spaces.

The objective of the competition is to select and award the authors of the best public spaces interiors design with consideration of all security requirements, as well as promotion of modern environmentally friendly construction materials and technologies.

Competition founder is BATIMAT RUSSIA, organizer - "Stroitelny Expert".



#### Forum "DIY market"

Retail Strategy Forum will take place on March 30, 2017 within the international construction and interior exhibition BATIMAT RUSSIA. Just as it happened last year, the forum will unite top players of the home and repair goods market: international and Russian DIY networks of the major online retailers, distributors and manufacturers of construction and finishing materials.

## Forum program:

- conference "The Secrets of Growth: successful strategies at the DIY market";
- presentation of the results of exclusive surveys held by the forum's organizers among the professionals of construction market and consumers of home and repair goods;
- round table "Suppliers and networks: fair and not-so-much play".  
Representatives of "Leroy Merlin", OBI, Castorama, STD "Petrovich", "Kashirsky Drov". "Isolux, AKIT and others are invited to participate in Retail Strategy Forum.



Премия  
«Золотое окно»,  
29 марта

### "Golden Window 2016" Award

An important professional and industry event, the "Golden Window 2016" award ceremony will take place on March 27, 2017 within the main construction exhibition BATIMAT RUSSIA. The event will be a part of a business program of the exhibition. The owners and Directors General of the major manufacturers of PVC windows in Russia will take the stage. 100 leading windows companies were competing during the year for the top places demonstrating the best results in quality of customer service. This day they will be awarded the long-awaited "Windows Oscar".

## PASSIVE HOUSE

СПЕЦЭКСПОЗИЦИЯ И СЕМИНАРЫ

### PASSIVE HOUSE Special exposition and seminars

Special section "Passive House" with stand exposition and area for seminars holding. The single section will unite in one site all components for the passive house: construction materials, including efficient heat insulation, material for creation of air-proof coating, elements for reduction of heat bridge effects, window and door assemblies, shading devices and utility systems: ventilation with heat recovery, heating and hot water systems with the use of renewable energy sources, monitoring and control systems, and a lot more. The participants are presented with the unique opportunity to demonstrate, within the area of presentation, to the visitors their energy-efficient products within the single concept of passive house and describe its peculiarities and application.



### INNOVATION 2017 Competition

Competition among the participants of the exhibition presents a unique opportunity to demonstrate prospective innovative products, materials and technologies in the area of architecture, design, construction and decor. Competition organizers: Council of experts on interior design and architectural space (CEID) and BATIMAT RUSSIA.

Manufacturers of innovative products related to the areas of construction, architecture, design and decor are now presented with the opportunity to demonstrate and describe their product to the customers and evaluate it in the context of modern technical and creative processes.

## РЕАЛЬНЫЙ ИНТЕРЬЕР

### Real Interior

The objective of the contestants is to develop an interior design of the apartment at the existing residential complex «Mir Mitino», in accordance with the specific requirements and using a fixed set of items and materials. The main nomination contains the projects of combination of two- and one bedroom apartments within the panel house of "DOMMOS" system. Additional nominations feature interiors of separate rooms: kitchen, bedroom, living room, bathroom, and nursery.

The project of the competition's winner will be implemented as a full scale mock-up with the use of actual items and materials within the territory of the exhibition complex "Crocus Expo" during the Batimat Russia and Moscow International Furniture Show MIFS 2017 March 28-31, 2017.

## WORKSHOPS

An eventful business program will be held at one of the open exhibition areas with lectures, seminars and round tables dedicated to the current issues of the industry. Every day is dedicated to a specific theme which will allow gathering top specialists, discussing current issues and sharing practices.

During the exhibition the various sessions will be held dedicated to the peculiarities of engineering, design and restaurants and hotels equipping, development of business in interior design, trends and tendencies in design, nuances of private and public spaces designing, as well as review of the newest and prospective industry technologies. The speakers at the event are practitioners among which there are top designers and architects, representatives of construction and development companies, architectural colleges and design schools professors. The following participants have already confirmed their attendance: Diana Balashova, Elena Teplitskaya, Anna Muravina, Evgeny Vilenkin, Stanislav Orekhov and others.

## MEDIA CENTER

Media center at the BATIMAT RUSSIA, a unique additional opportunity of efficient promotion of brands and products will be implemented for the first time: the news about the participating companies; video interview with the top management of the participating companies in VIP-room of the Media center; placement of informational materials in the official bulletin of the exhibition "BATIMAT.Daily". During the exhibition the main objective of the Media center will be organization of the press work in real-time. For that purposes special comfortable work spaces will be equipped at the area of the Media center. Moreover, video interviews with the top managers of the participating companies of BATIMAT RUSSIA will be held in VIP-room of the Media Center with live feed on the YouTube channel. Moderators for the interviews will be represented by the professional journalists of the Media center with open participation of all press representatives accredited at the exhibition. A unique daily official information bulletin of the exhibition "BATIMAT.Daily" will be issued by the Media center team for the whole duration of the exhibit: the most important and interesting events of the previous day of the exhibition, articles and interviews, description of novelties of equipment and materials, announcements on the future events, navigation around the exhibition pavilions. Press run of the bulletin will amount to 80 th. copies.

### Official support of BATIMAT RUSSIA:



### Partners of BATIMAT RUSSIA:



Best regards,

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