

BATIMAT®

RUSSIA

digest

RECORDS OF BATIMAT RUSSIA 2017

91,570
visitors

947 *companies*

**INTERVIEWS
PROJECTS
COLLECTIONS
COMPETITIONS
& AWARDS**

Architectural Workshops:
Evgeny Gerasimov and Partners,
SPEECH, Werner Sobek Moscow,
M+M Creative Studio, HAL, Archiplan Studio
Moriq Interiors & Design Consultants

VERSACE

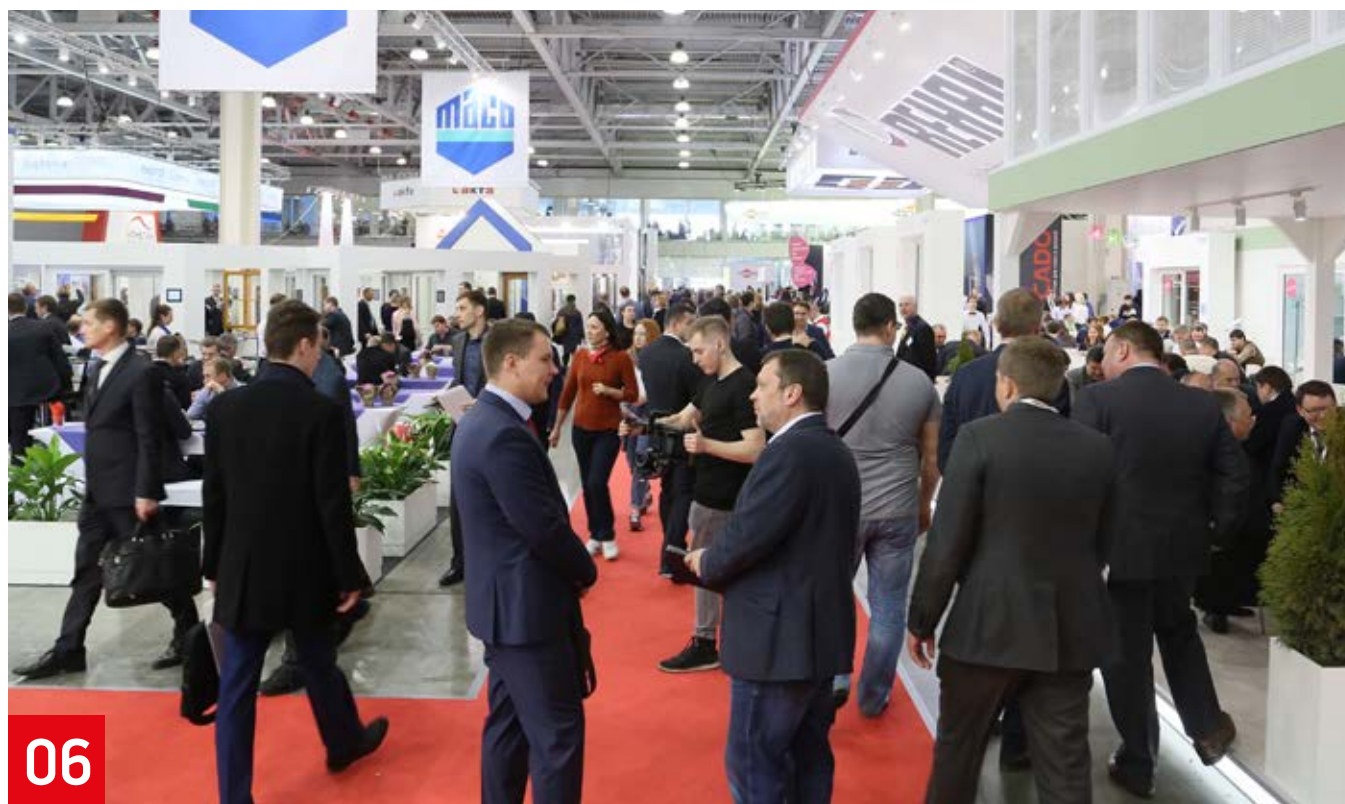
CERAMICS



AUTHORIZED MANUFACTURER
 GARDENIA
ORCHIDEA

INNOVATION PARADE

BATIMAT RUSSIA 2017 RESULTS



06

EVENTS

06 BATIMAT RUSSIA 2017 Results

12 Exhibition Photo Report

30 DIGEST BATIMAT RUSSIA. Innovations Competition Results

36 Exclusive interviews:
On the trends in building materials and
revolutionary technologies.
Rehau, Veka, Dr.Hahn, Academy, Russcom



18



24

ARCHITECTURE

18 Bright accent (Russia)

24 Face the ocean (Bahrain)

CONTENTS



COMPETITIONS&AWARDS

46 BATIMAT INSIDE 2017. Safe Office Nomination Winners

56 REAL INTERIOR. Combining Apartment Project Winners



CERAMICS TRENDS

66 Interviews & New Products:
Kerama Marazzi, FAP Ceramiche, Keramin,
Ural Gres, NZKM, CF Systems - CERAMICS
OF FUTURE

INTERIORS

82 New history perspective (Italy)

88 Embassy Gardens (the Great Britain)

94 Automotive interior (USA)

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KERAMA MARAZZI 

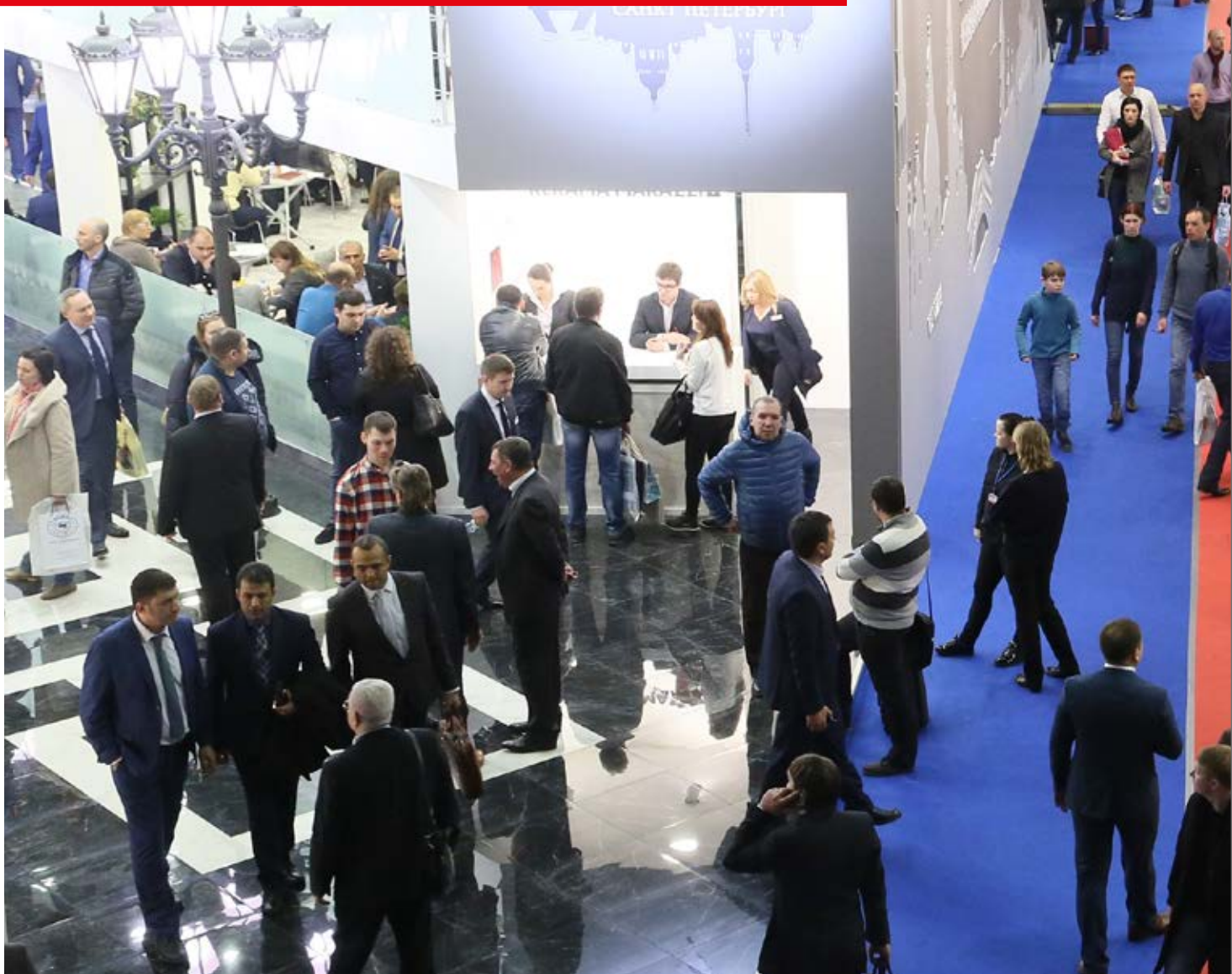
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www.kerama-marazzi.com

EVENTS

BATIMAT[®] RUSSIA



INNOVATION PARADE
BATIMAT RUSSIA 2017
EXHIBITION RESULTS

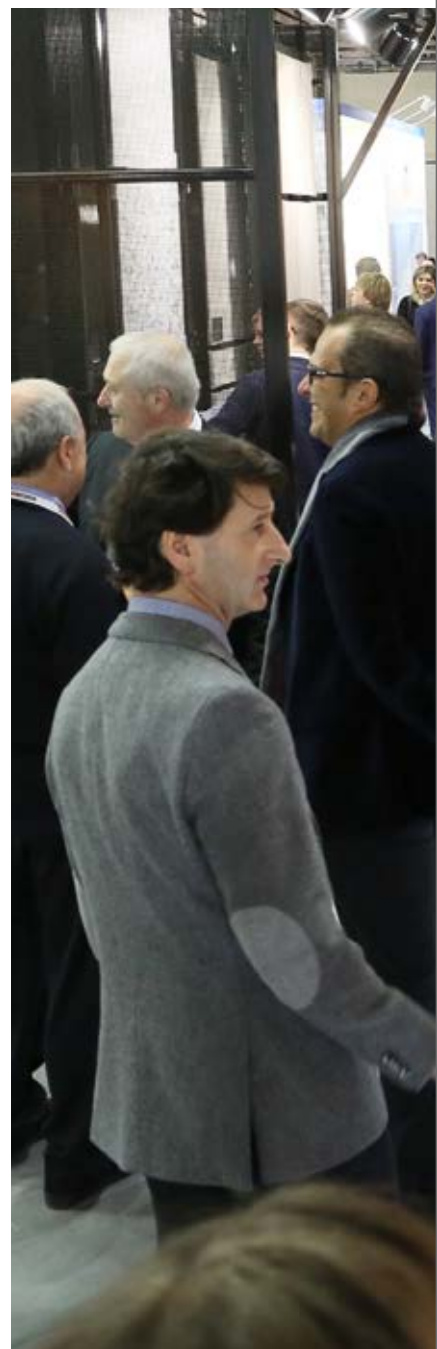


BATIMAT RUSSIA International Construction and Interior Exhibition was traditionally held at the end of March. The exhibition was placed at "Crocus Expo", the most advanced and largest exhibition area in Russia. The event is customary a chance for companies to make a name for themselves in the Russian market. The leading manufacturers and distributors of construction and finishing materials together with the best designers and architects demonstrated all new products and debut collections of the new season.

EVENTS

In 3 pavilions of the Crocus Expo,
on an area of **87,000 sq. m**,
in **9** thematic sections, **947** companies
(over 2,500 trade marks) were presented
from **27** countries, **80** regions of Russia.

During **4** days the exhibition was visited by
91,570 professionals from **80** countries.



” *The ceremony participants have highlighted the particular importance of holding the exhibition at the beginning of new season for construction industry and the increase in number of brands and special projects at the venue.*

www.batimat-rus.com



The key exhibitors created large wonderful expositions and became the most viewed. Thematic Sections: "Ceramic Tile & Bathrooms", "Windows Systems & Accessories", "Doors, Locks, Accessories" were placed in the separate huge halls, where companies from all over the world presented new collections, modern technologies, and equipment. The expositions of the Skolkovo Foundation and the Passive House Institute concentrated Russian innovative developments in materials and technologies for construction, housing and communal services.

Along with domestic producers, BATIMAT RUSSIA 2017 brought new fashion collections from the last Cersaie and Cevisama exhibitions, Spanish and Italian companies, factories led by Tile of Spain and Ceramics of Italy Associations. The collections of ceramic tiles and bathroom equipment were presented by manufacturers from Belarus, Germany, Turkey and other countries. Russian designers presented the Hotel & Apartments exposition in new Integrated Solutions section. At the same time, in several open areas in the workshop zones, the topical seminars dedicated to modern

EVENTS



architecture and HoReCa interiors were held. The event headliners were such famous Russian designers and architects as Anna Muravina, Diana Balashova, Elena Teplitskaya, Dima Loginov, Stanislav Orekhov, Boris Uborevich-Borovsky, Evgeny Vilenkin and others.

The exhibition's business program was full of official events, presentations, seminars on financial instruments for small and medium-sized businesses, issues of DIY market in Russia. An important event in the business program was the Retail Strategy Forum devoted to the market of

products for repair and construction with participation of the managers of leading chains: Leroy Merlin Russia, Petrovich, IKEA.

The BATIMAT RUSSIA and co-organizers announced the results of the competition INNOVATIONS 2017, the Golden Window 2016 Award, the Win Awards Russia 2017, the Russian professional award of the windows market. The results of BATIMAT INSIDE competition on a nomination "Safe office" were also announced at the exhibition, as well as the REAL INTERIOR



” With the opening of the regular batimat exhibition and the beginning of the construction week in moscow, i went to the crocus expo, like all other architects. one is looking for new products, ideas or inspiration, another keeps on top in the construction industry and visits various workshops and seminars.

Oxana Kostyuchenko, architect
www.roomble.com

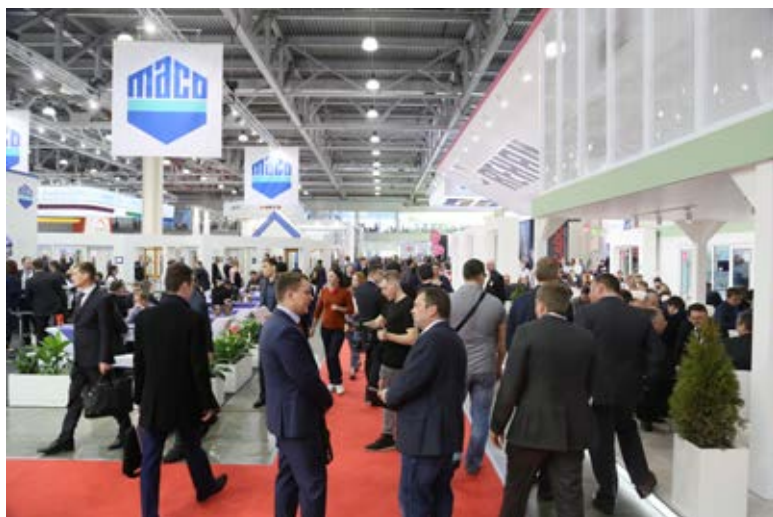
competition of design projects. The full-scale model of the apartment of the winner was performed in BATIMAT RUSSIA and MIFS pavilion.

In 2017, the exhibition acquired a new status and became a significant industry professional event, from which the construction season begins. The exhibition attracts the target audience of Russia and abroad. The Batimat Russia 2017 was held during the dates different from other important world exhibitions and broke all records of attendance. The participants noted the great interest of visitors

to premium-class products. All this allows to state with confidence the emerging trend in the construction and finishing materials market.

BATIMAT® RUSSIA

PHOTO REPORT



Windows Systems & Accessories



Doors, Locks, Flooring

Photo Report



Ceramic Tile, Techno Ceramics, Bathrooms, Stone

EVENTS



Ceramic Tile, Techno Ceramics, Bathrooms, Stone



Photo Report



Exhibition's Business Program

Photo Report

New! Hotel & Apartments Theme in the Integrated Solutions Exposition



МЕЖДУНАРОДНАЯ СТРОИТЕЛЬНО-ИНТЕРЬЕРНАЯ ВЫСТАВКА
INTERNATIONAL CONSTRUCTION AND INTERIOR EXHIBITION

BATIMAT®

RUSSIA

3-6 АПРЕЛЯ **2018**
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BRIGHT *accent*

A unique team of authors, specialists of the workshops Evgeny Gerasimov and Partners, SPEECH and Werner Sobek Moscow were attracted to design the Expoforum Exhibition Center in St. Petersburg.





The result of the creative union was an exclusive project, which is a multipurpose complex for holding exhibitions and other events. The several buildings of the complex can accommodate not only exhibition pavilions, but also hotels, a congress center, business centers, a customs terminal, and a recreational area. The project was started several years ago. Its authors became laureates of the architectural competition in 2007. During the implementation, the concept was changed tremendously. As a result, Expoforum became one of the world's largest exhibition complexes, and the cost of the project was about \$1 billion.

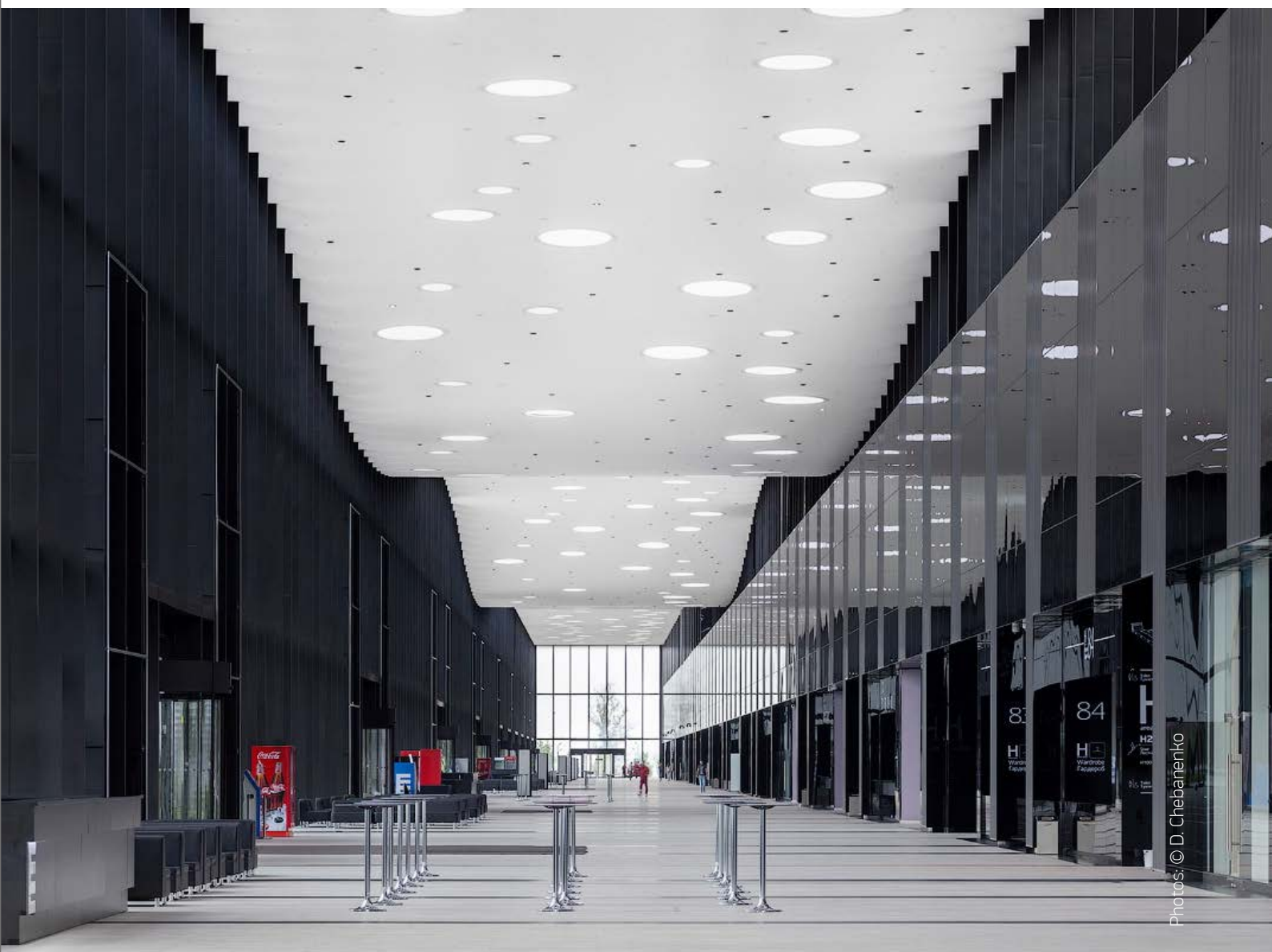
The key idea was to concentrate all the infrastructure in the same territory for holding the exhibition events. In modern society, the transition to the multipurpose buildings is a natural phenomenon that occurs as a result of the consolidation of the urban environment and the intersection of a large number of functional flows in one place. The authors of the Expoforum project tried to translate this concept when developing the complex architecture and design, which would combine the static of the finished building with the dynamics and rhythm of today's life. Strict and laconic internal space organization provides maximum freedom in the organization of the exposition areas. To design external vertical surfaces, a bright color solution was used. The facades are decorated



RUSSIA







Photos: © D. Chebanenko

with ceramic panels ArS of amber color, made in Italy by special order. In addition, Archskin, a unique new generation porcelain stoneware, was used, which can be translated as "an architectural skin". This material provides exceptional functionality, while being durable and eco-friendly.

St. Petersburg is a large, dynamically developing city. There are exhibition events of the most varied orientation, each of which presents specific requirements for infrastructure and space, so the focus of the ExpoForum authors was the development of a transformable technological environment. The complex can be quite easily modernized and equipped for the needs of a specific exhibition. The new complex became a bright accent in the shape of the cultural capital, being some kind of embodiment of modern St. Petersburg, the role that this city plays in the state and the world.

The image is a full-page background photograph of a modern villa at night. The villa features a prominent stone-clad exterior on the left and a white, minimalist upper section. Large glass windows and doors are visible, some reflecting the night sky and others showing the interior. A swimming pool is in the foreground, with its blue tiles and water reflecting the ambient light. The overall atmosphere is sophisticated and luxurious.

ARCHITECTURE

FACING *the ocean*

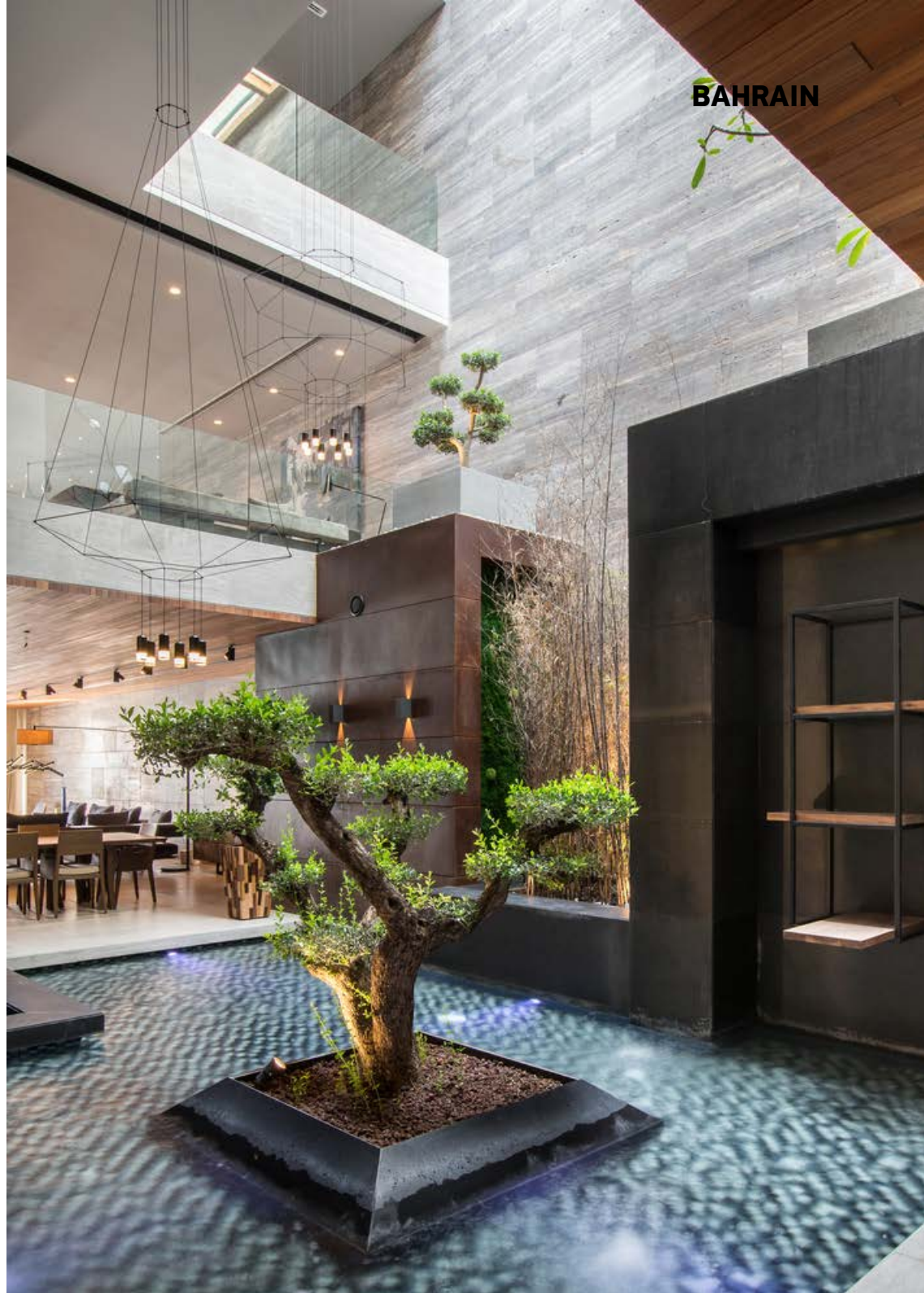
A luxurious villa in the state of Bahrain whose architecture and design were developed by MoriQ Interiors & Design Consultants, the Indian Bureau, is located on the oceanfront. This location defined the whole concept.





The style of the house is not only harmoniously inscribed in the natural landscape, but also becomes its continuation, which gives the project integrity and completeness. The building is facing the ocean, and in its interiors and decoration reflects the surrounding nature, restrained and full of dignity.

The authors of the project paid special attention to the facades of the building. The geometry is absolutized, simple forms and clear lines set the style of the whole project. There is no actual decor, only practical and exceptionally functional architectural elements. Ecological materials, including natural stone and its variations, are used in decoration. The solutions applied in the decoration of the facade, find their continuation in the interiors of the villa. On the other side of the building facing the ocean, the authors of the project used panoramic glazing,



which allowed them to "let in" the nature and the ocean. In addition, such a solution visually significantly expanded the internal space, making it almost limitless.

Minimalistic design is not synonymous with boring. The authors of the project skillfully used the geometric shapes in the interior. The clear lines coexist with the rounded outlines of furniture and decor, and the bathroom with ocean views is a real dream for fans of meditative relaxation alone with the nature.

The interior and exterior decoration of the building are made in calm colors, with the predominance of natural materials or their crafty imitations. The modern technologies, simplicity and severity, minimalism and clarity of the lines are found there with the smoothness and warmth of the natural materials. The stone and

ARCHITECTURE



wood combination makes the constructive solutions, simple in form, truly unique. Some elements of the design evoke "marine" associations. So, the round windows of different size resemble air bubbles in water, which emphasizes the transfusion theme of the house and surrounding nature. The location of the villa predetermined the accents that the authors of the project chose to implement it. As a result, the interior "let in" the nature, and also nothing there distracts from it.

HOTEL • RESTAURANT • CAFÉ
HO RE CA
WORKSHOP
PROJECT DESIGN MARKETING

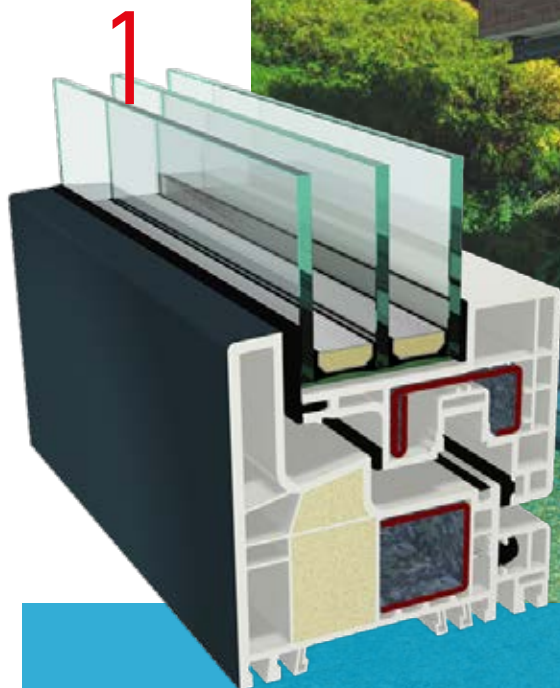
В Милане, столице дизайна
уникальный курс-интенсив
на русском языке
для специалистов
интерьерного
сектора

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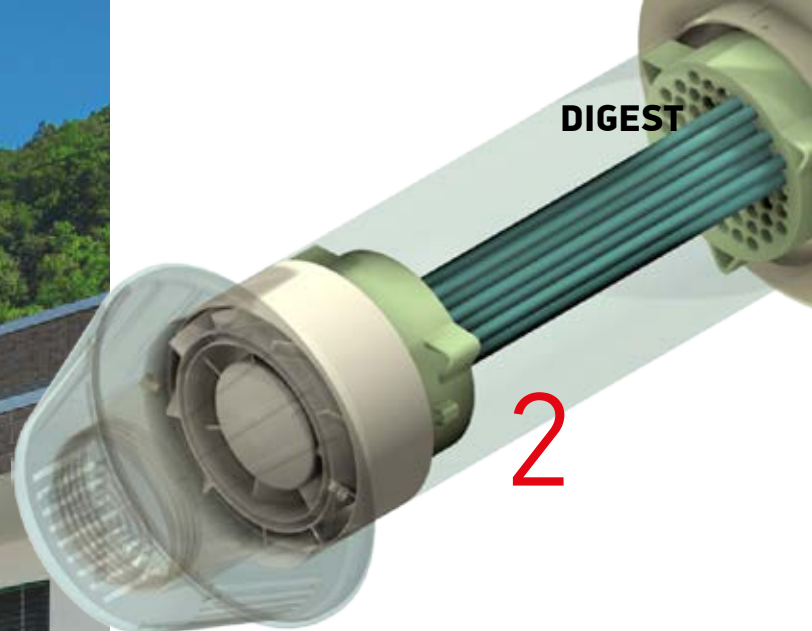
DIGEST BATIMAT RUSSIA



This year at the BATIMAT RUSSIA the innovative products and technologies have been presented in all thematic sections. Most of them have been concentrated in the expositions of the Skolkovo Foundation and the Passive House Institute.

Overview of products and materials in Digest N° 3

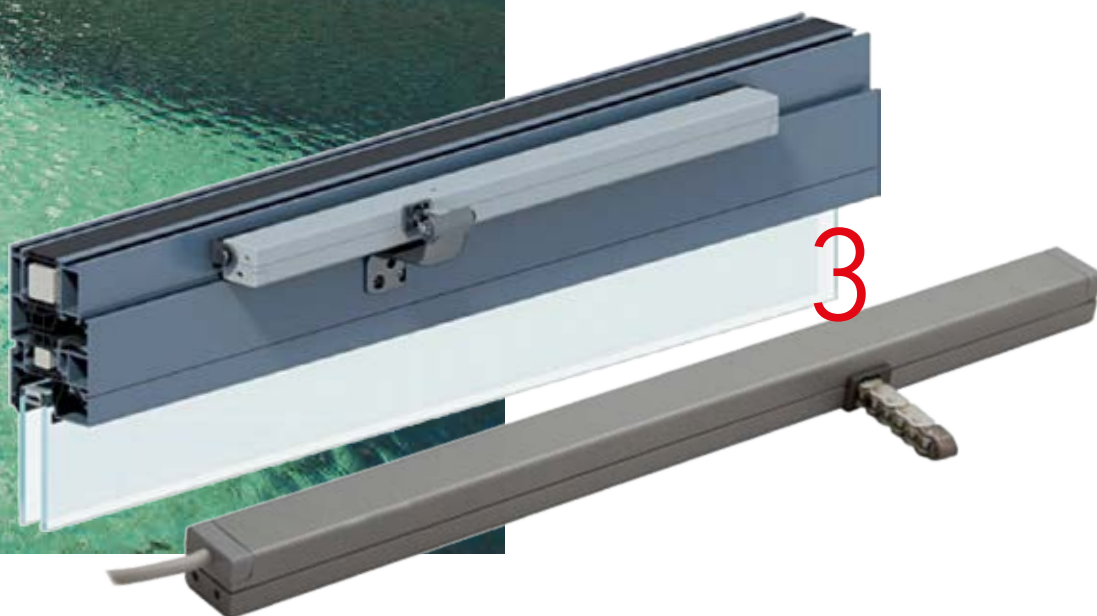




1. The profile system GEALAN-KUBUS® presents the revolutionary concept of the PVC window shapes in the architecture. More light and open space due to larger glass surfaces and fully concealed sash.
www.gealan.ru

2. «INSOLAR is a patented supply and exhaust ventilation device with heat recovery. INSOLAR Valve Features: – Power economy of 75%; simultaneously creates an influx and an exhaust regardless of the season, gives fresh air to the room.
www.insolar.ru

3. D+H Mechatronic AG presents window chain drives for natural ventilation and smoke extraction. Their CDC-0252 chain drives are safe, easily configurable specialized solution, with very low noise level when activated. **www.dh-partner.ru**



NEW PRODUCTS

The Council of Interior Design Experts and the BATIMAT RUSSIA held the INNOVATIONS 2017 competition among the materials and technologies presented in the exhibition in the field of architecture, construction, interior decoration, and design. The competition includes the following nominations: Efficiency, Innovation, Environmental friendliness.

The winners are:



EFFICIENCY NOMINATION

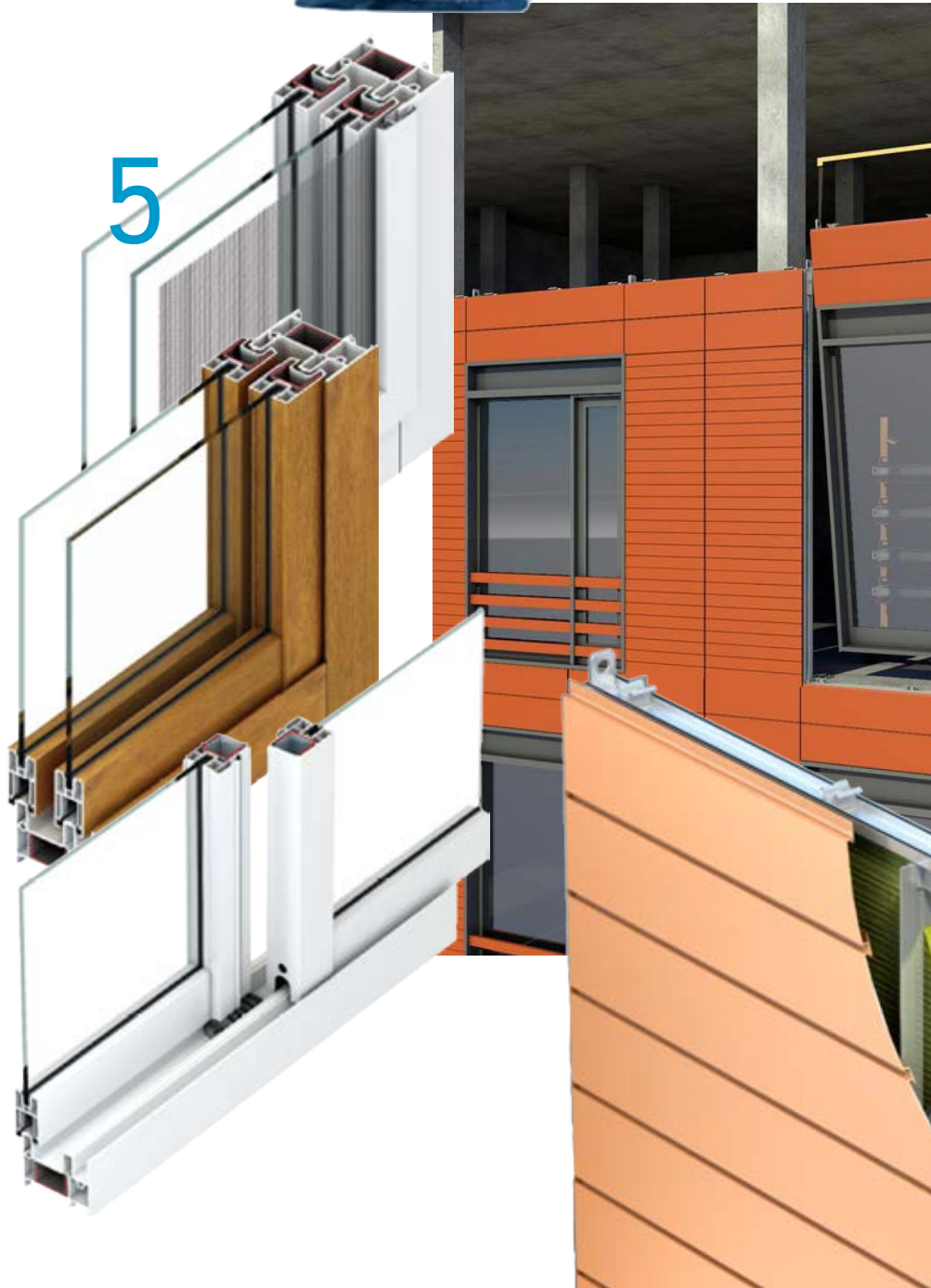
4. Water-absorbing plaster MicroPore Entfeuchtungsputz functions in the same way as human skin, issues the moisture outwards and does not let it penetrate inside. The product is a lime mixture (lime content is 90%) with a special microporous structure, which in combination with high diffusion capacity discharges moisture outwards only as steam, at the same time preventing water ingress from outside. www.kaiman.ru

INNOVATION NOMINATION

5. The SLIDORS Air system is the new development among expanding systems, which included a know how complex for simplification of production and prime cost reduction. SLIDORS Air has high glazing coefficient. It is achieved due to reduction of dimensions of both frame and leaves profile. www.slidors.ru

ENVIRONMENTAL FRIENDLINESS NOMINATION

6. The LegovDom conceptual project with zero energy balance is made of modular large-sized chipboard elements (external walls, roof). The chipboard is a wood and cement composite that combines the better properties of wood and stone (light concretes class), which have high thermophysical properties, bio- and fire resistance, vapor permeability, environmental friendliness, etc. The Skolkovo Foundation resident's project. www.kzsf.ru





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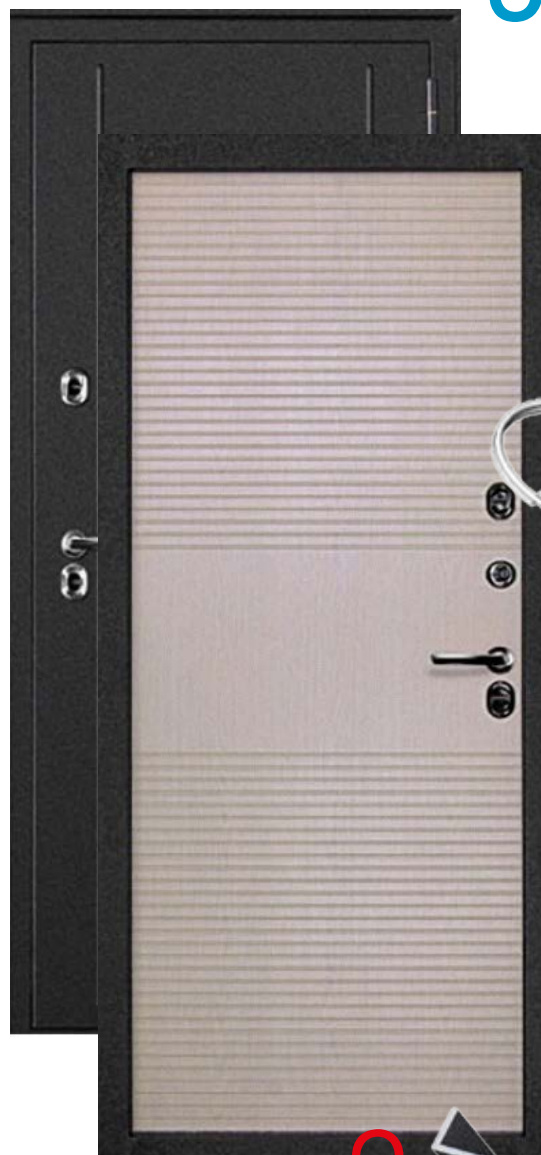
7. Autonomous wireless electronic locks by Qmodule Lab may be controlled via Internet or using a mobile device. It is possible due to a specially designed micropower radio network QCONTROL combined with the Internet. Qmodule Lab is a Skolkovo resident. www.qmodule.ru

8. Genesis Engineering Company presents energy-efficient enclosing wall composite modules G-vent of the G-tech system for carcass residential and public buildings up to 150 m high. G\G-tech uses an innovative, multilayered construction with an aluminum supporting carcass, which allows creating a highly effective heat-insulating closed loop around the perimeter of the building in a record time. www.genesisstp.ru

9. Door Continent Company (Moscow) showed the door with a thermal break (bridges of cold are broken down inside of it). This door does not freeze and keeps the heat in the house as much as possible. It uses a fashionable trend, three heat-insulation circuits and three loops instead of two. www.kontinent-dveri.ru



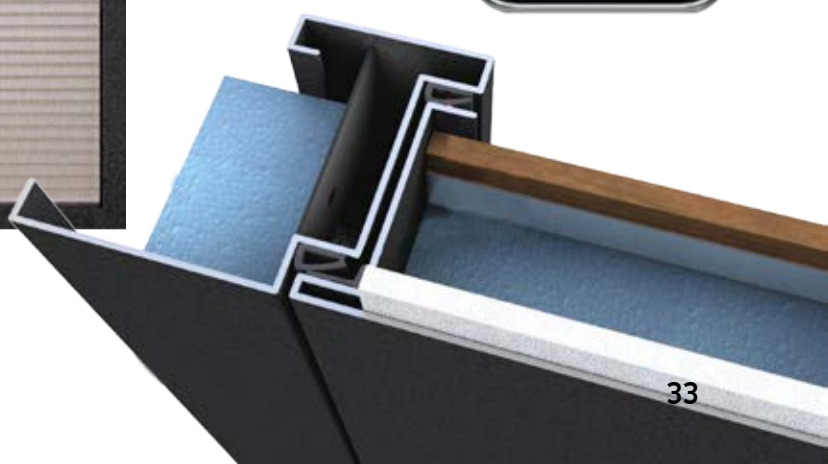
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9



7



NEW PRODUCTS

10. The collection of Sanderson Art Of The Garden 2017 reflects the evolution of landscape and garden art, and uses the most fashionable design trends: fresh, green hues, botanical patterns, maps, and architectural plans.

www.manders.ru

11. Modified wood. The diffusion impregnation technology proposed by StroyLab changes the properties of solid wood to the full depth. The finished product is not rotted and does not change the geometric dimensions at atmospheric exposure. StroyLab is a resident of ULNANOTECH, the Ulyanovsk Technology Transfer Center.

www.stroy-lab.com

12. Innovation security reliefs for marble staircases and floors. Specialists of ART MIDI create a bas-relief ornament on the stone surface of 1 mm depth, which increases friction many times and creates anti-slippery effect. The ornament can be tinted.

www.art-midi.ru

13. The handmade wall cover Collages Omexco (Belgium) is a collage of Japanese paper in combination with bamboo palm fibers. The pattern is strips or mosaics. The width of the canvas is 91 cm. www.skol.su

14. The Abris Company (ALUXE GC) presents thin and large format ceramic granite ALUXE LAMINA, which truly imitates natural stone. It is used for facades and interior decoration. www.alluxe.ru

All works of the competition participants



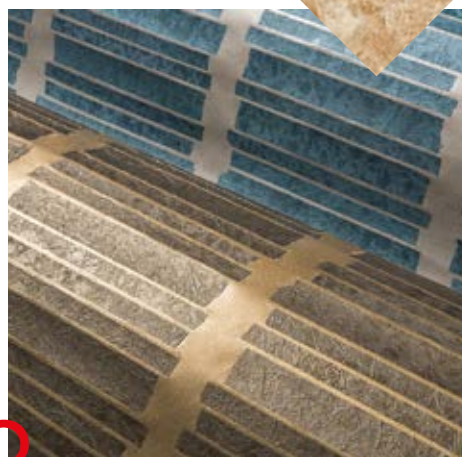
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SINGING WINDOWS

Andrew Beloyedov, Executive Director of REHAU in Eastern Europe, told us about the innovations presented at the BATIMAT RUSSIA 2017 exhibition and the industry's prospects

Everyone is familiar with window systems for long, but the production technologies continue to be improved. In fact, window manufacturers are very difficult to change the tool base to process all components and produce windows. In our new model range, presented at the exhibition, there are products that are designed with a perspective for 3-5 years. There are prototypes made on a 3D printer, the prototypes that await us.





”

Childproof Windows

Since September 2016 in the territory of the Russian Federation, amendments in GOST 23166-99 "Window Units. General technical requirements" have come into force. In order to ensure safety and prevent injuries and the possibility of children falling out of windows, these amendments require windows to be equipped with the security locks in the children's institutions, pre-schools and schools, as well as in the residential buildings.

Of course, we presented our main systems of the REHAU PVC profiles, including BLITZ New with a depth of 60 mm, GRAZIO with a depth of 70 mm with exceptional thermal protection properties, and the INTELIO premium system. All three systems are developed on one platform, on one base of additional profiles, finishing accessories, rubber bands. There is the only tool using which these systems are developed, and it is unified. It is very convenient for those who produce the finished window. Unification of the main products and consolidation into one platform is the key point in the development of the future production.

REHAU also contributes to the issues of the child safety. The work is conducted jointly with the Foundation of Children's Dr. Roshal. We have windows with passive and active guards. For active security we have issued a new handle with a lock for the PVC windows, for a passive one there are window grates. We made an emphasis on the child safety and showed ready solutions. The gadgets and an unusual approach to the already familiar products can give a new impetus

to the development of the window market. For example, there are systems that allow you to integrate entertainment elements into the window creating entertainment products. You can create a "singing window", where the glass performs the function of a speaker membrane. We already exhibited such a window in Nuremberg. This is also a very good security solution, because such window can record any penetration or shock and inform you via a mobile phone. We have a partner, the electronics company, with whom we will figure out, how else the window systems can be diversified using such useful gadgets. This is the potential that the windows have. This is the dynamics that is necessary for introducing the new products and attracting interest to such familiar and understandable plastic windows.



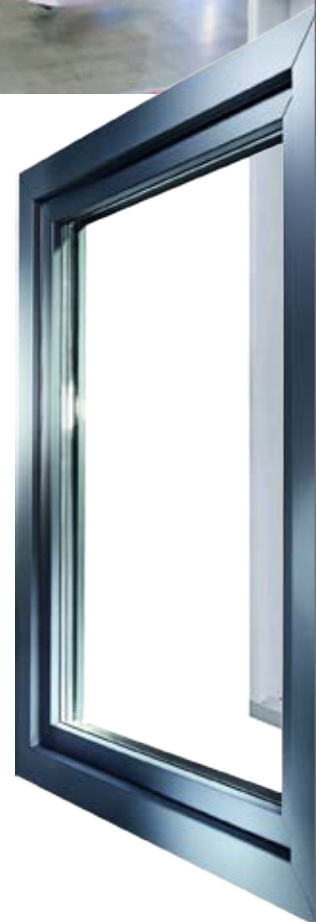


TERMLESS INNOVATION

Sergey Elnikov, the Head of Marketing and Advertising Department of VEKA, told us about the innovations presented at the BATIMAT RUSSIA 2017

For VEKA, the exhibition was unequivocally SUCCEEDED. The goals that we set for ourselves have been realized and achieved even more than we planned. Everyone, who was invited and we wanted to see, came, and even those we did not expect also appeared. Partly this is due to the fact that several competing companies, who plays important role in the market, have refused to participate in the exhibition this year. Thus, their partners fell into the sphere of our communication, which cannot but rejoice.

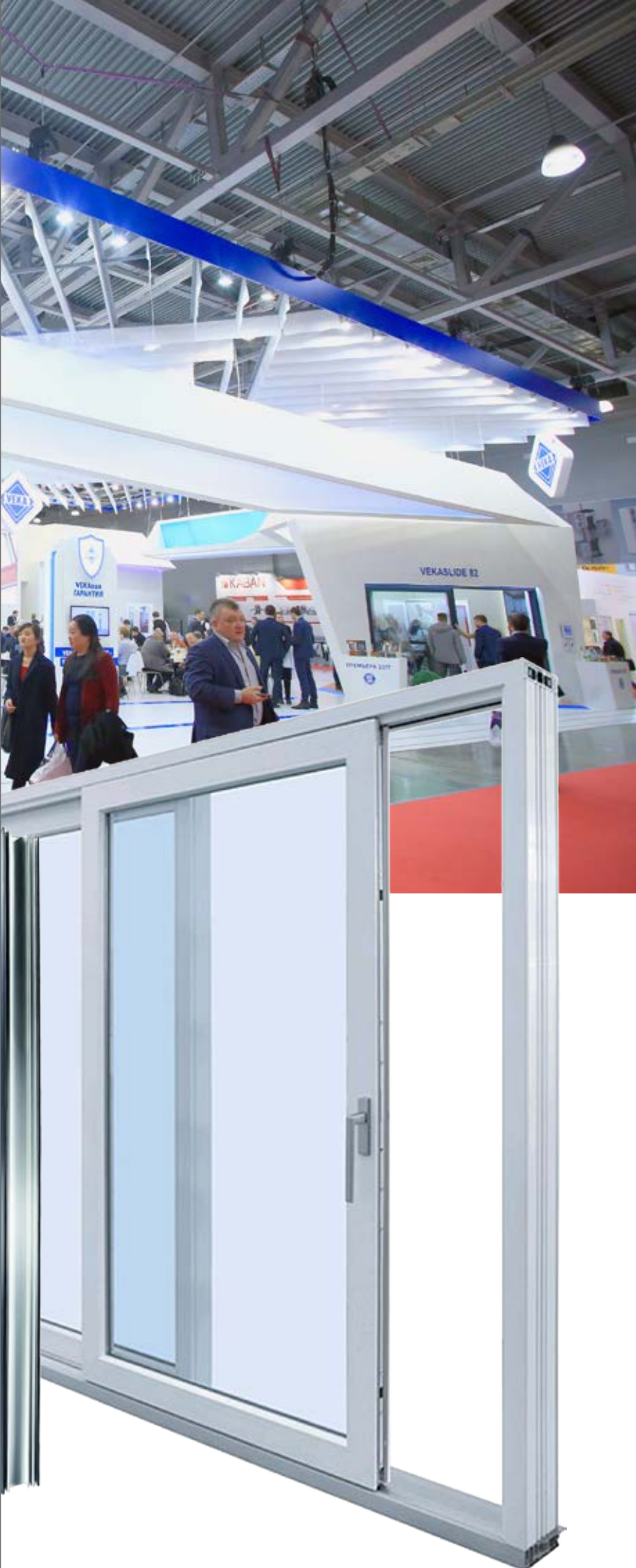
Therefore, the exhibition went off without a hitch for us. We got a good booth. We formed four functional areas, inscribed the exhibits into the interiors and showed different possibilities of the windows. Several product innovations were presented. For the first time in our history, we showed a profile that is not called VEKA. It is called WHS; this is a special brand new range of the low-budget windows. It is designed for our partners to be competitive in a low price segment. These profile systems are manufactured in our company



and appeared in our assortment in 2011 after the acquisition of Bowater Building Products Ltd, the largest British extrusion company.

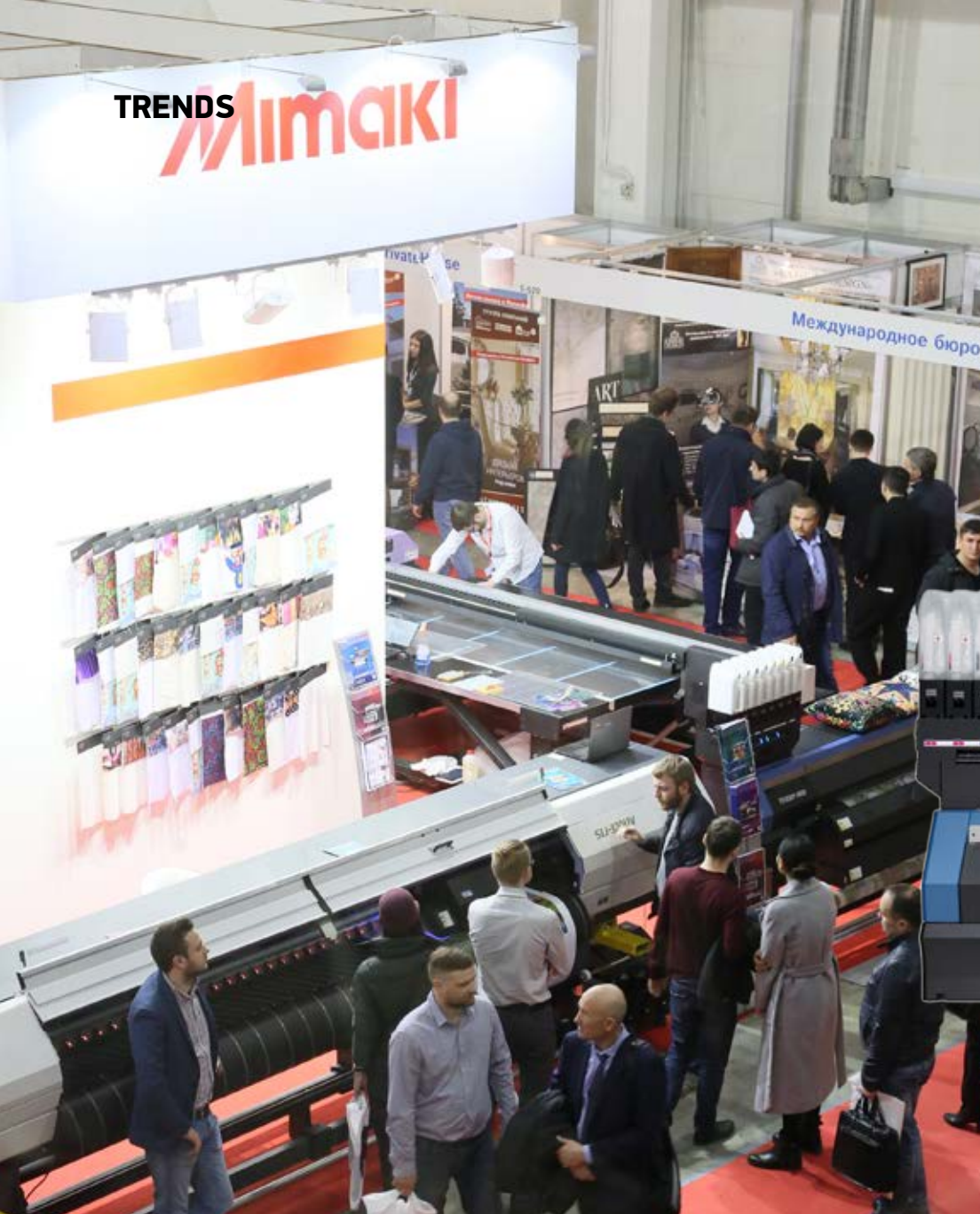
In the BATIMAT RUSSIA, we presented two interesting new design products that relate to the color of the profile. Today, the color windows are sold more and more. Our new modern color solutions for the windows are Cherry Amaretto and Spectral Anthrazit Ultramatt, which is not a laminate film. The head company VEKA AG developed Spectral, a new technology for forming the color profile surface, which has no analogues in the market. That is a special polymer composition, which is covered with the special varnish, developed by the Dresden Institute. The surface is not just another color, it's another tactile. It does not heat up so much in the sun; there are no fingerprints on it; the dirt does not actually stick to it; it is very difficult to scratch during installation and production. This is a completely new profile surface, which is both tactile and visually different from other products in the market. This is a unique development of VEKA, which will be available only to our partners. We also presented the VEKA Slide system for the panoramic glazing. It is a one-frame construction, which can be 6.5 meters long and up to 2.7 meters high, the number of sashes can be different.

But our the most important achievement is an innovation in the service of the consumer market. Our VEKA GUARANTEE program is a termless service guarantee for the finished VEKA window and maintenance for an indefinite term. We are the only company that provides such a service program. This is our policy and our practice.



TRENDS

Mimaki



DIRECT PRINTING

Interview with Sergey Golovchenko, the Head of the Mimaki Sales Department of the RussCom Company

- How long has RussCom took part in the construction and interior exhibition and what was presented in the BATIMAT RUSSIA 2017?

- The company's first participation in the exhibition was in 2011, and since then we participate annually. In 2017, we presented several technologies including digital dye sublimation textile printer MIMAKI TS300, printing on wallpapers and stretch ceilings using the new MIMAKI SIJ-320UV, as well as MIMAKI JFX200-2513, a universal machine that allows creating new solutions in the interior.

- What are the advantages of the proposed MIMAKI equipment? What are terms of delivery and commissioning?

- At the moment, the Mimaki technology has



many directed and universal technologies, it has also advanced far in speed, decreasing the prime cost and equipment cost, which makes this technology one of the best options in the market in quality price ratio. We have extensive experience in starting up and maintaining the equipment. RussCom has been supplying the Mimaki equipment since 2002. During this time, a logistic structure was established, as well as a procedure for the equipment starting up, training, and maintenance for the entire period of using the equipment. Of course, we have a warehouse program for a number of models, which provides the shortest term from purchase to operation about 5-7 working days. But there are models that we deliver by a specific order. In this case, the term increases to 3-4 weeks.

- Do you offer engineering support, technical support and supplies?

- This year, the RussCom celebrates the 25th anniversary. During that time, a huge number of customers has been developed, many terms, services and workflows have been created allowing us to facilitate the use of this technology, including commissioning, multilevel training, online support for the duration of use of the equipment, a privileged service in the warranty period, the large technical service department, which is divided into areas, including the engineering department and the department of specialized technical and engineering advisors, the dispatch school, scientific and technical development department, warehouse program for resource and consumables, spare parts, and much more.

- What are options possible for the printing source materials and overall dimensions of the finished product?

- Depending on the equipment model and the required technology, they can be from several cm to large formats, the maximum of which is 2.1 × 3.1 m for sheet materials and a width of 3.2 m for roll materials.

- What are the results of RussCom's participation in the BATIMAT RUSSIA 2017?

- This year the results are very impressive. Several contracts for the supply of machinery were signed at the exhibition that again confirmed the need for participation in this exhibition. The positive result this year gives us confidence in a good result next year.

The organizers of the BATIMAT RUSSIA 2017 exhibition thank the RussCom Company for assisting in the design of the new Integrated Solutions exposition by leading designers and architects.



HIGH DOORS

Timothy Alekseev, Senior Manager of the Academy of Doors Company, told us about the Jaguar, the Doors exposition presented at the BATIMAT RUSSIA 2017 exhibition



Our brand "Jaguar" are the entrance doors for country houses and ordinary apartments. Another brand "Academy of Doors" presents the range of interior doors and partitions of Italian and Russian production, both classical and modern design.

In the range of entrance doors, we also offer the solutions with a biometric fingerprint door opening system. This door integrates the door phone's call board, to which the ITec video surveillance system with four cameras can be connected, allowing you to record everything that happens behind the door and transfer the information to your iPad. The door decorations have no standards, any options are possible under any doorway dimensions. According to our catalogs, you can select the finish: glossy, matte and any RAL color. We can make a cortex (eco-veneer) synthetic coating of the latest generation, a coating that gives the impression of velvety. We offer veneer, including exotic varieties, for example, oak of "vintage" sorting with knots. The combinations of aluminum - wood - glass are suitable for the contemporary lofts.

Designers keep options open, the ranges of the collections and models are almost unlimited. There are such factories as New Design Porte and Longhi among our Italian partners. In addition to the catalog options, we can perform individual orders that will be several times cheaper than Italian production.

We have a "space saving" option that is a sliding door with a hidden mechanism inside the canvas. Also the door cases by the Italian factory Scigno are presented, including the items without frames and for radius options of the doors. Academy can offer the doors up to three meters high. The solution is especially up-to-date in modern design interiors with floor-to-ceiling openings. In Russia, the doors of such height are not widely available.
www.dveri-academy.ru



RELIABLE SUPPORT

Exclusive interview at the BATIMAT
RUSSIA 2017 exhibition: Sebastian
Lehmann, Dr. Hahn Sales Representative in
the CIS and Baltic States

- How long has Dr. Hahn participated in the exhibition?

- Dr. Hahn usually participates every two years here in "Crocus". Our company exists since 1961.

We are specialists in door hinges for aluminum and plastic doors. Our production facilities are located in Germany. Here, in Russia, we have been known for 15 years and are represented by several dealers. We have about 10-12 representatives, who also have branches throughout the state, and they bring the goods here directly from our factory.

- What are Dr. Hahn Company's new products this year? What know-how has appeared?

- We were very well-prepared for this exhibition. We created several new versions of profile-dependent hinges for Russian

profile systems. Now such items as roller hinges, round cylinder hinges and completely invisible hinges are particularly interesting. All these hinges are profile-dependent. There is a part number for each profile. And at the exhibition we were looking for the basic aluminum systems that are sold in Russia. For them, we created several new versions of our hinges.

- Was it a query, or did you specially create them to promote the technical improvement of Russian profiles?

- Now there are a lot of new competitors in Russia. But unfortunately, there are many unscrupulous people among them, who simply fake our hinges, harming the reputation of our brand. These "analogs" come from China, Turkey and other countries. They "spoiled" the hardware market for the PVC doors. Therefore, we are trying to promote ourselves in the aluminum sector, and we want to offer non-standard positions, which competitors do not have yet.

- How successful was the exhibition for you?

- The exhibition was very successful, because many regional processors came to us, and this is very important for us. The exhibition gave an opportunity in a short time to meet with Russian region representatives on one site. The BATIMAT RUSSIA is an interesting and convenient platform for our meetings.

Мы всё делаем

просто 3

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COMPETITIONS @ AWARDS

COMPETITION *Winners*



BATIMAT INSIDE 2017 All-Russian Competition of Interior Design Projects with international participation was held for the fourth time on the initiative of the International Construction and Interior Exhibition BATIMAT RUSSIA. The organizer of the competition was traditionally the Publishing House "Building Expert".

COMPETITIONS & AWARDS



This year the BATIMAT INSIDE competition was dedicated to public interiors designed to meet the requirements and safety rules. Presentation of the best competitive projects and awarding of winners was held at the BATIMAT RUSSIA 2017 exhibition.

The competition topic was modern comfortable and safe public spaces. The purpose of the competition was to attract young architects and designers to the current topic, to select and award the authors of the best public interiors designed in accordance with the safety rules and regulations, as well as the popularization of the modern eco-friendly building materials and technologies. The following nominations were selected: "Safe Office", "Safe Hotel", "Safe Public Catering Zone", "Safe SPA-zone".



www.maryart-design.ru

OFFICE FOR DESIGNERS AND ARCHITECTS IN NEW YORK

The winner of the BATIMAT INSIDE 2017 competition in the "Safe Office" nomination became Maria Lazich, Maryar-Design Studio (Moscow) for the concept "Office for Designers and Architects in New York".

The concept design was developed for a successful interior design studio. A general objective was to model the workspace for a team of creative people who often stay at the office until late at night. It is important that the office is the most comfortable for them and becomes a place, where everything helps to create ideas, communication and mutual assistance in creative processes, and where it is convenient to meet with the customer who dreams of designing his or her home. Therefore, they also wanted to introduce the character of a home interior.

COMPETITIONS & AWARDS



The office is located in the center of New York on the area of 205 square meters, in the room with high windows and loft construction elements. And as they often come to the designer for "his or her own style", so it is important to reflect the styles, in which the studio prefers and works, in the office interiors. The high ceilings, metal channels and large windows are combined with elements of classical decor. On the second floor, in the zone of the visualizers and designers, there are large high piers between windows, which are packed with the artist Alfons Mucha's reproductions. There is a room for negotiations with customers, a fireplace, in the office. It is fully maintained in the style of an old apartment on the outskirts of Paris.

In designing the office, it was important to think about the design, functionality, as well as safety for all people visiting and working in it. All safety standards were considered. The staircase as a way of evacuation





is additionally illuminated by special lamps built into the zone of the baseboard. In each work zone, there are means for fire safety, fire doors and walls made of fireproof blocks are also used.

In the system support room, there are units of the supply and exhaust ventilation and air conditioning system with heat recovery, server racks, electric and low-current shields, security system. There is plenty of natural light in every office room. The kitchen has areas for eating. There is a shower for employees coming to work by bicycles and rollers. Everything in the office serves for the successful and safe operation of the studio.



East-West Design Bureau (Moscow), SPA Club Unique SPA

BATIMAT INSIDE 2017 WINNERS

Safe Office Nomination

Implemented Project: Lyudmila Razvodovskaya, ENTER-RA Design Studio (St. Petersburg), KT FUNTECH lounge working space.

Safe Hotel Nomination

Anastasia Kasparian, Golden Heads Architectural Bureau (Moscow), Hotel in Togliatti;
Implemented Project: Sundukovy Sisters (Architectural Bureau (Moscow), Hotel Novotel.

COMPETITIONS & AWARDS



Мастерская дизайна «ENTER-RA» (Санкт-Петербург),
проект «KT FUNTECH: lounge working space»



Дизайн-бюро «Studio 54» (Астана),
проект «Ресторан корейской кухни Korean House»

Safe Public Catering Zone

Sundukovy Sisters Architectural Bureau (Moscow),
Pizzeria Zotman Pizza Pie;
Implemented Project: Marina Nurtazina-Voronchikhina,
Yakov Voronchikhin, Studio 54 Design Bureau (Astana),
Korean Restaurant Korean House.

Safe SPA-zone Nomination

Anna Sharkunova, East-West Design Bureau (Moscow),
SPA Club Unique SPA;
Implemented Project: Yuri Groshev, Zhanna Milovidova,
private practice (Moscow), SPA OASIS Trinity in the Velich countryside
village, near Zvenigorod.

All the competition projects are
published on portal Ardexpert and
on the website of the exhibition:
www.batimat-rus.com

INTERIOR SOLUTIONS AWARDS
Architects and designers from Russia and abroad
are welcome to apply for competition

BATIMAT RUSSIA

INSIDE 2018

TERMS OF APPLICATION

May 10, 2017 to March 1, 2018

NOMINATIONS

"Housing Interior Solutions"
"Public Interior Solutions"
"Commercial Interior Solutions"
"SPA-zone"

AWARDS COORDINATOR

Dyupina Natalya

Tel. +7 (495) 380-37-00, 380-12-00

Mobile phone: +7-963-667-8663

konkurs@ardexpert.ru

Registered homepage of the competition:
<http://ardexpert.ru/special/BatimatInside>

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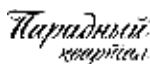
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PARTNERS



MEDIA SPONSORS



Real **INTERIOR**

In the exhibitions MIFS and BATIMAT RUSSIA, the Real Interior 2017 competition was held for designers and architects. The winning project was implemented as a full-scale model of the real apartment of the residential complex Mir Mitino. In the decoration and interior of the project, the materials and the furnishings from the partners of the competition were used.



COMPETITIONS @ AWARDS



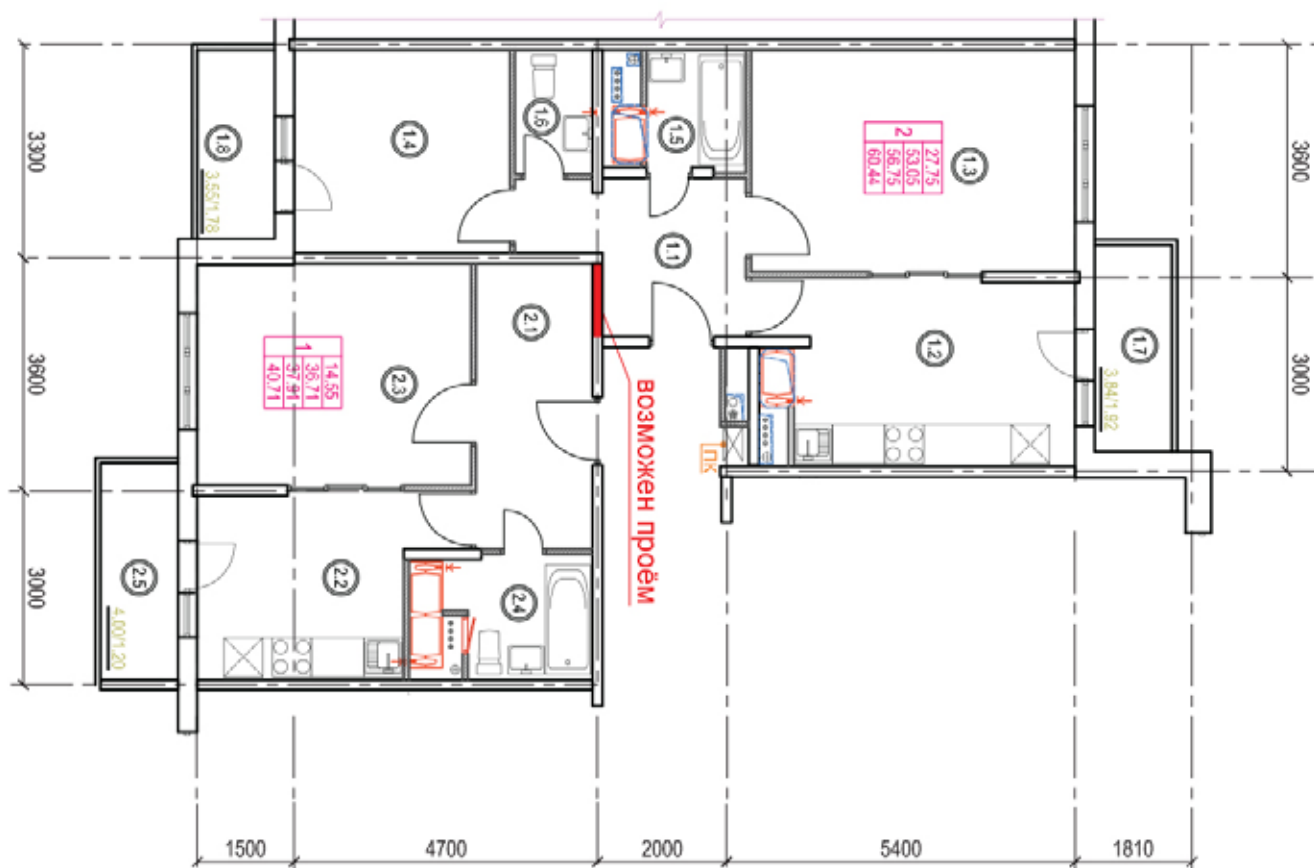
WINNERS IN THE MAIN NOMINATION

"COMBINING TWO-ROOM AND ONE-ROOM APARTMENTS PROJECT"

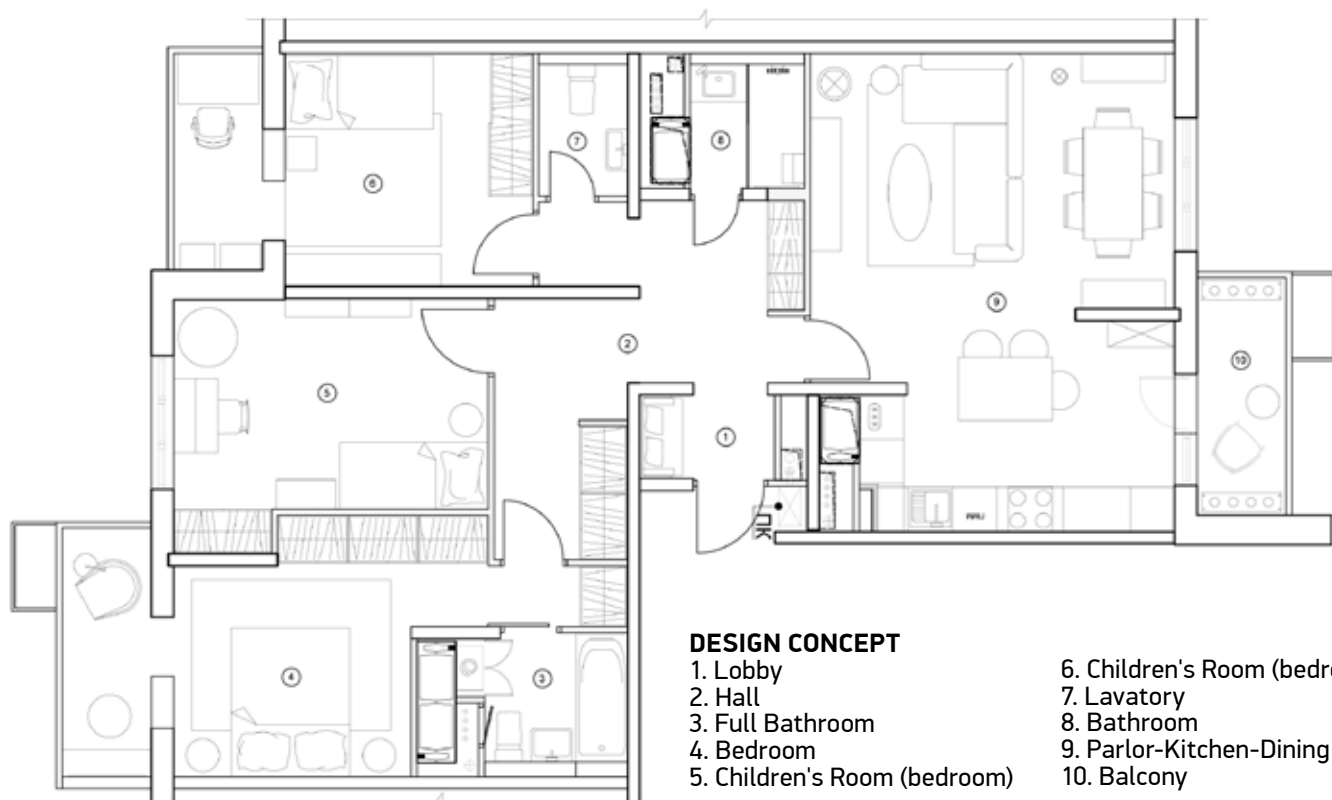
The authors of the Wise Luxury Project designer Elena Kalinina and architect Elena Hryaschyova (MART Interiors, www.martinteriors.com).

Their project was implemented and presented at the exhibition. In addition, commemorative diplomas and prizes were given to the winners of the special nominations, to designers and architects Maria Lazich, Maria Gorgorova, Marina Sarkisyan, Anna Voronova and Anastasia Kuleshova. The designers' best projects were collected in a special catalogue, which became an official tool used in the sale of apartments in the residential complex Mir Mitino.

DESIGN SPECIFICATION



REDEVELOPMENT & FURNISHING PLAN



DESIGN CONCEPT

1. Lobby
2. Hall
3. Full Bathroom
4. Bedroom
5. Children's Room (bedroom)
6. Children's Room (bedroom)
7. Lavatory
8. Bathroom
9. Parlor-Kitchen-Dining room
10. Balcony

COMPETITIONS @ AWARDS



WISE LUXURY WINNER PROJECT

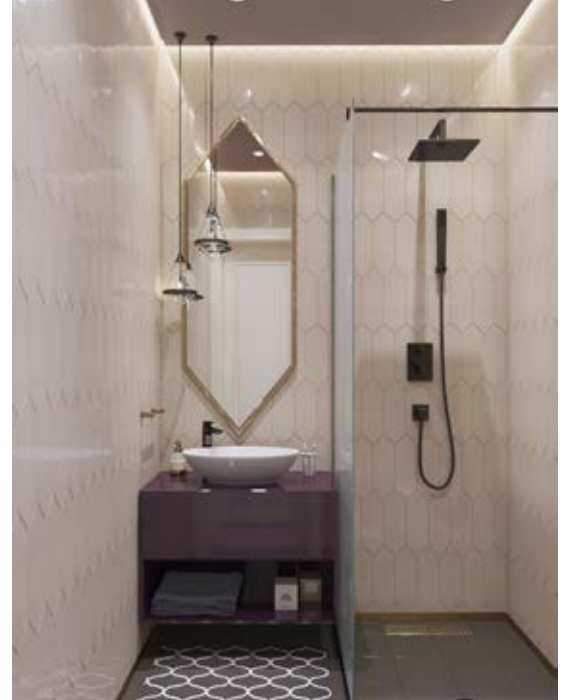
The project of combining two-room and one-room apartments was created for a family of four members: parents, a boy of 12 years and a girl of four. As a result of the successful design concept and minimal changes in the apartment, there were 2 functional zones: private and general. At the entrance to the apartment from a small lobby we get to the front hall. In the combined living-dining room and kitchen, the family can comfortably spend time, receive guests or cook dinner together. The large and functional kitchen is designed with all the rules of ergonomics. There are many built-in spacious cupboards and necessary appliances. In the private zone, there is a master bedroom with a large wardrobe and a private bathroom. Thanks to the proper zoning of the space, the children's rooms have a place for rest, study and games. The interior is implemented in the style of cozy Art Deco. This style perfectly allows



combining the interests and tastes of all the family members in the "Wise Luxury" for a comfortable life.

The partner companies of the Wise Luxury project are Maria Kitchens, Angstrem, Leroy Merlin, Kerama Marazzi, Applico, Korting, Furman, Floor Service, Wess, RusKlimat. They were able to demonstrate their products in the residential interior of the real apartment with the design decoration. The general partner of the competition and the implementation of the winner project at the exhibition MIFS 2017 is the residential complex Mir Mitino, which offers a new quality of life, gives maximum comfort and care. The unique atmosphere of Mir Mitino is created by a harmonious combination of nature and rich urban infrastructure.

COMPETITIONS @ AWARDS




The residential buildings of "Mir Mitino" are constructed by two modern technologies that are monolithic and advanced developments of industrial housing construction, a unique construction series "DOMMOS". In the monolithic houses, the apartments are put into service with free layout, in panel houses they go with pre-finishing. The universal system of the DOMMOS panel houses is worth noting, which can be compared with a mobile designer consisting of industrial products unified for the buildings of various storeys (from 6 to 25 floors), configurations, with great variation in the apartment layout and with a height of living spaces of 2.65 m. For customer support, "Mir Mitino" offers a wide range of layout solutions in the special catalogue of the best projects of the Real Interior 2017 competition that is the best practical result of the competition.

More information on
the projects see on the
website
www.starofdesign.ru

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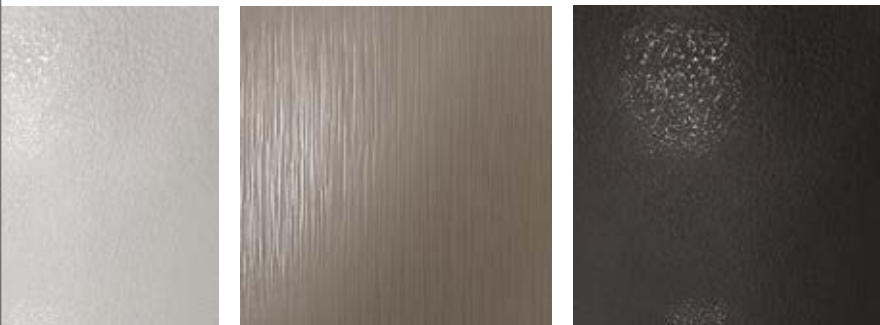
mir-mitino.ru



FUTURE OF CERAMICS

Alexey Boldyrev, Chairman of the Board of Directors of CF Systems - CERAMICS OF FUTURE





is not subject to sand destruction due to a fragile coating. When it is used in the places with high traffic, it does not wear off, there is no tarnish effect. And even if it starts to rub through the thickness, it will not change the color, because it is painted in mass. The porcelain stoneware is a natural product, but much stronger than natural granite. The technology of pressing the porcelain stoneware and roasting at 1,200°C for two hours gives the result that nature does with natural stone for millions of years. At the same time, the natural granite should be 8 times thicker to have the same strength characteristics as our porcelain stoneware. The field of application for such ceramics of the future also increases. If the porcelain stoneware of a small size is used mainly as a floor covering, then large sizes are used for facades and interiors. The Contino technology, which the Italians came up with several years ago, allows you to make large forms of the solid porcelain stoneware. Our size of 120x120 cm became a real industrial and popular product.

- Your Company name is CF Systems - CERAMICS OF FUTURE. So what is the future of ceramics?

- Today, the ceramics develops primarily along the path of large sizes and imitation of natural stone. Our technology provides for the creation of a pattern with the powders. The difference between the conventional porcelain stoneware, which is covered with a print and a special protective coating, is that we first make the colored press powders. Then the printer fills in the mold in the necessary pattern form, and the powerful press with a weight of three hundred tones presses everything in a single mass. Therefore, such porcelain stoneware is called "solid". It has a number of significant features and competitive strengths. For example, it does not lose color, does not burn out on the facades, and

- How did the BATIMAT RUSSIA 2017 exhibition work out for you? What successes and what impressions?

- The exhibition was wonderful. If we compare it with our participation at the BAU 2017 in Munich, the BATIMAT RUSSIA 2017 is much better, it is more lively, interesting. There are more manufacturers of the ceramic industry, many Russian companies, this is good news. Today, Russia can produce the products that only Italians could do 5-6 years ago. Our plant CF Systems - CERAMICS OF FUTURE in Balabanovo, Kaluga region, is the most modern production facility of the porcelain stoneware in Russia. The applied technologies allow us to offer the innovative products at the prices of traditional analogues. The growth of the technological opportunities is the future of Russian ceramics.

ITALIANS IN RUSSIA

Interview with Viktor Osetsky, Marketing and Advertising Director of KERAMA MARAZZI

- What collections did KERAMA MARAZZI prepared especially for the exhibition?

- According to the long-lived tradition, at the exhibition in spring, KERAMA MARAZZI presents its new thematic collection of ceramic tiles, porcelain stoneware, mosaic, and now bathroom ceramics. We constantly explore the market, introduce the latest technologies and strive to create something new every year in order to surprise our customers and the end user. 2017 is not exception, our brand new collection is called "Two Venices" and is dedicated to two beautiful cities – Venice and St. Petersburg. It should be noted that everything at the KERAMA MARAZZI booth will be available after the exhibition for buyers in our branded stores.

- What is in the range of KERAMA MARAZZI today?

- Today we have 41 basic forms of the ceramic tiles and porcelain stoneware. By this indicator, we can compete with the world leading brands. If we multiply the number of forms by the variety of produced structures and textures, the figure is astronomical. Last year, we released a new range that produces the porcelain stoneware by a completely new innovative continuous pressing technology. Now we can offer the products of a very impressive size, 119.5 x 238.5 cm, to the professionals of the construction market. The new range expands our production capabilities, and significantly increases productivity. Introducing the innovative technologies, we

TRENDS



produce the brand new products demanded by the market. The assortment is constantly increasing, improving.

- In the BATIMAT RUSSIA 2017 exhibition, in addition to an extensive range of the tiles and porcelain stoneware, KERAMA MARAZZI showed a collection of the bathroom ceramics, why?

- Our dream is offering a complete bathroom solution to the consumer so it acquires a holistic form. First, we offered a ready-made solution, the ceramic tiles for walls and flooring plus the decorative elements within the same stylistic series. Then we began to produce the bathroom furniture, and in 2016 established the release of the KERAMA MARAZZI bathroom ceramics. For start up, two model lines were developed – classic

and modern. This year, we have plans to replenish the range with another model line.

- Are these collections developed by company or invited designers?

- Our strength is in our staff. Therefore, KERAMA MARAZZI has its own development team, which is ruled by an Italian specialist, who has worked for decades for a well-known Italian brand. We are sure that in the near future the production of sanitary ware and furniture for bathrooms will become for us a business, which is as serious as the production of ceramics.

- Is the KERAMA MARAZZI sanitary ware combined with the KERAMA MARAZZI tiles collections?

- Certainly. We are developing the design of



the facing materials and bathroom ceramics all around. Please note that in our catalog the sanitary ware does not stand alone, but in interiors, surrounded by the KERAMA MARAZZI ceramic tiles, porcelain stoneware, and furniture, which perfectly match with each other.

- KERAMA MARAZZI provides the volume catalogs for its extensive range of products. How can you help a designer to navigate such a large amount of information?

- In order to help the customers – first of all designers – KERAMA MARAZZI has developed a new integrated approach, I would even say, a philosophy to interior design, calling it "The art of mix". The ability to combine helps to apply our range more orderly and efficiently. We have combined the products into five ceramic sets that reflect the international trends in design: comfort, elegance, emotion, refinement, black & white. The thematic sets represent the variants of the porcelain stoneware, tiles and decoration elements in different sizes, textures and colors. For greater clarity, we released the catalog "The art of mix", in which we presented mixes based on this year's new products. But our range is huge, which means that the possibilities for combining are unlimited.

- You said that the power of KERAMA MARAZZI is in your staff. What else is your strength?

- Last year we released 32 million sq.m of the tiles and porcelain stoneware, and tens of millions of the decorative elements, which we sold to 24 countries of the world, which, you will agree, speaks for itself. KERAMA MARAZZI has been actively developing for all 25 years of work in the Russian ceramic market, day by day investing profit in our own production. We have the most modern Italian equipment; we introduce the innovative technologies; the KERAMA MARAZZI team employs highly qualified Italian specialists, so the quality and artistic component of our products is on the highest international level. Our production is the Russian-Italian joint work, based on Italian traditions and design.



FASHION IN CERAMICS

Italian factory FAP Ceramiche, Massimo Marengo, agent in Russia, Ukraine and Belarus





To talk about the trends of modern fashion is like gambling on stock exchange. Of course, there are some general directions. But it's hard to say exactly that will be a trend. Nevertheless, we have directions that we love, understand, try to develop, and sometimes create.

FAP Ceramiche has been successfully present in the Russian market for more than 15 years. Of course, this success is due to the fact that we can foresee the taste and style of Russians. But we should not create an assortment only for Russia, or say that these collections are only for Russians. Steve Jobs said, "A lot of times, people don't know what they want until you show it to them". Therefore, we try to do this, to offer the things that buyers will want.

Today, the trends in ceramics are determined by 2-3 directions. One develops from pompous to more elegant. Another direction is the imitation of natural materials such as stone or wood. Still there is a tendency to use the color scale, which is present in the fashion haute couture for the finishing materials. The fashion is not only clothing, but also an interior where you can find the same directions. For example, the color scale, which is now used by the fashion industry in clothing, is reflected in furniture and tiles. In historical development, the fashion always comes back. Therefore, there are several trends that were relevant several years ago, but which we will again take in this season, rethink them a little and offer with a new "spin on". For example, this year we have a lot of glamorous coatings, a lot of mosaic, lots of decors, special elements. But all new offers need to be rationalized for the convenience of the customer. So that he or she could pick up the decor to the background tile in accordance with one's taste and mood, as he or she would pick up the tie to the suit. There is always a facing and flooring directions, including the outdoors, in our assortment. Therefore, the customer, who comes to us, can make the entire apartment, villa, dacha using the finishing materials from a single manufacturer. Our goal is offering a full range of products and



services. Our factory FAP Ceramiche has its own show room in Moscow. This once again proves our attention and confidence in the Russian market. We invite all our customers and all visitors of the BATIMAT RUSSIA 2017 exhibition to visit our show room, where the entire range from our factory is presented, because we showed only brand new items in the exhibition. www.fapceramiche.ru



DURAVIT



CAPE COD

The new bathroom series by Philippe Starck. www.duravit.com

DESIGN THEORY

Interview with Igor Mashkovsky, the Head of Marketing Research and Communications Department of the KERAMIN Company in the BATIMAT RUSSIA 2017 exhibition

- The KERAMIN Company unusually presented the booth exposition at the exhibition. Is it your design approach – to show the brand new collections of tiles in the finished interior? How much do your designers feel the direction of fashion and how much do you listen to the opinion of the designers?

- The main thing is that KERAMIN creates all the designs by ourselves. Annually there are about 20 collections. Creating the collections with our own resources is necessary to maintain the style, awareness. When you buy a design from the third party, over time, you lose your face.

KERAMIN has been known in Russia for more than 20 years, and people continue to come to us for the collections of our design.

- What is the awareness of KERAMIN for the consumers?

- It's very difficult to catch. But those who worked with us, continue to bring their partners and recommend us. What leads them here? For example, the fact that we are still making the most popular tile size, or, conversely, that we are successfully experimenting.





TRENDS

- How do you build a policy of the assortment development?

- Our marketing and research departments visit the largest exhibitions, are engaged not only in the product portfolio, but also in the broader brand. Our designers-developers are at all international exhibitions on ceramics, and much more. It carries some kind of educational function. It is important that the designer remains a "commercial designer", and not an artist in one's pure form, should be able to notice trends in design and technology. Our designers know how to keep this balance. We evaluate the market demand and realize it as a project task for the designers. The collections are developed for about half a year, then there are intermediate presentations, questionnaires, finalization. The cycle of developing the new collections is designed in such a way that for the BATIMAT RUSSIA, the spring exhibition in Moscow, we bring the collections that have already been tested and sold or ready for sale. The Moscow exhibition is considered the forefront of the season and the most commercial for sales. This is not just an image exhibition, it's a venue where we can gather in one place all the partners and clients at one time, show the new products, give an opportunity to discover the products tactile and visually. It is very important. Sale by catalog is not our method. The ceramics are a magical material, even the most well-made catalogs do not give such a perception as tactile. People want to see the collections "alive".

- You have unusually shown the collections – on examples of the integrated solution of the specific thematic interiors. Why so?

- Each our collection requires its own interior, design, in which it is most understandable to the consumer. When there are many collections and many competitors around, people need to get a ready solution. Now it is not enough to produce a product, it is important to offer the solutions in the form of a good visualization to people, in the form of a competent combination of decors, selection of accessories and components of the style interior solution for different life scenarios.





Andrey Koshelev, the designer of the KERAMIN Company:

- The collections that are presented at the exhibition represent my vision of the modern ceramic tiles design, as I imagine the design in general and that our production can implement. By education I am a mural artist (wall painting, mosaic, stained-glass windows). I have been designing tiles for 10 years, my works for KERAMIN are a modern interpretation of the mural artist profession. Frescos are a thing of the past, and they are successfully replaced by the ceramic tiles, a work of art in the modern shape. My concept is the following: if you make a tile, make it so that you want to buy it by yourself. Second, do it so that it is not embarrassing if it is in the museum along with works of art. So the tile itself becomes the object of design.

How did the idea of interior zoning of the booth for the demonstration of the new collections appear? Initially, when the number of collections was developed for a year and it became clear that there would be about twenty of them, the task was to put them on a limited space including the zones for negotiations. Therefore, a variant of the interiors labyrinth was suggested, where in a very limited space each collection could show and express itself as much as possible. The labyrinth advantage is that

the interiors are not closed, and being in one, you can see a fragment of another. So there is an interest to go through the whole labyrinth and find what you are looking for. The tiles cannot be offered separately from the interiors, because the tiles is an interior itself.

The more accurately the exposition will be approximated to the real situation of a house, apartment, cafe, the more likely it will "hook" a visitor. The "living interior" effect will work, in which people are ready to live with pleasure.

Is there a "fashion" for the interior?

Essentially, there is. But fashion in general is a marketing concept. The trends are repeated from year to year only with other interpretations. For a person, it is important to follow some inner feelings and conventional rules. In order to make the interior unique, it is not necessary to spend a lot of money, you can use our balanced proposals for package, suggestions from the experts in the field of the design theory.



CONGLOMERATION IN PRODUCTION

Exclusive interview with Alexander Alferov, General Director of the Novomoskovsk Ceramic Materials Plant (JSC NZKM) at the BATIMAT RUSSIA 2017 exhibition



- What is the history of the plant? When did the ceramic tiles production start?

- The Novomoskovsk Ceramic Materials Plant (NZKM), located in the Tula region, began its history in 1998. Then Gazprom invested in the construction of the ceramic materials plant in Novomoskovsk. In the first stage, the brick factory was built with a capacity of 60 million sq. m per year, which was launched in 1999. In the second stage, the ceramic tiles plant with a capacity of 2 million sq. m was launched in 2005. And three years later the country entered a crisis, and the plant was mothballed. Our team came to the NZKM in 2011, and the next year the plant was reconstructed and modernized. The new technological equipment was imported and the production technology was changed from double to single firing. Due



to this innovation, we were able to increase capacity to 3 million sq. m of the tiles per year instead of the project 2 million that were at the plant. In 2013, the plant withdrew from the Gazprom GC within the program for the sale of non-core assets. And today we are an independent enterprise.

- The plant had a successful start, and are there any plans for further development of the production and capacity?

- There are plans to develop the tile production to 7-7.5 million sq. m per year. To date, we have already begun to implement the reconstruction project that will increase the capacity of existing production to 4 million sq. m of the tiles per year, and we have a project to build one more production

on the same site, the production of the porcelain stoneware with a planned annual capacity of 3 million sq. m. In addition, there is a plan for the development of the existing production of the facing bricks. Today the company employs about 600 employees, most of whom are engaged in the production of the tiles, since there is still a lot of manual production. The plant employs some of the best specialists in the industry including Vladislav V. Gannesen, the best Chief Technologist, who was recently recognized as a Technologist of the Year by the professional community.

- What equipment and raw materials are used for the ceramic tiles production?

- All the equipment for production of the tiles and bricks is Italian and some of it is German. Mostly, we use the imported raw materials and up to 20% are from own quarry of Novomoskovsk field. For the production of a biscuit, the body of tiles, 95% of raw materials of Russian origin are used, and the materials for coating are only imported, Italian and Spanish.

- How did the market react to the renovation of the NZKM Ceramic Plant?

- In 2012, we successfully launched the production after modernization and entered the market with a product that was always produced by our plant. This is a product under the brand name "Gazkeramik", the tiles of small size 20x30 cm of a low-price segment. This product occupies a large niche in the ceramic tiles market. In addition, the plant has produced about 20 collections under the N-Ceramica brand. In 2015, we made a strategic decision that fit into the canvas of our planned development. The operator of all the plant's products became Terracotta. PRO, consisting of the professionals and specialists, who know and love the tiles as a product, understand how to make it, and how to sell. In the spring of 2016, the Terracotta team was actively working, and literally in a month and a half all the annual production volume of the tile was sold, and preliminary requests for future periods were accepted.

- Which collections did the Terracotta company and NZKM present at the BATIMAT RUSSIA 2017?

TRENDS



- We presented a catalog of 20 new collections at the exhibition. This is a framework, which we will start to deepen in details. We will try to introduce in the collections those nuances that will help the consumer, the architect, the designer to find what they are looking for, what they dream about. The artists-designers of Terracotta can offer any idea, and the factory technologists will help to bring it to the production cycle. We will offer familiar things, but in a different solution. We found our range and give the market the right product at a "convenient" price. Today's consumer is different. These are people who understand all the laws of the market and pricing.

- What is your opinion about the exhibition and its results?

- We hope that this year's success will repeat the success of last year, when everything that we brought and showed at the exhibition had a huge demand. Our products are actively sold by leading DIY network companies – Leroy Merlin and OBI. There are many other applications, but we cannot satisfy them yet, we have limited capacities. The conglomeration of the Terracotta and NZKM companies, united under a common control, possesses

the production and functional links that allow us to react quickly to the market needs. Tomorrow is with such companies as Terracotta that is a think tank that directs and manages the assortment and development of the plant. The business model that we have now built is close to ideal and to understand how this should work in the modern world.

www.nzkm.ru, www.terracotta.pro

TILE STYLE



Tile of Spain (Плитка Испании) – торговая марка зарегистрирована в России Испанской ассоциацией производителей керамической плитки.



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INTERIOR

NEW HISTORY PERSPECTIVE



Italy is a country with an ancient history, many monuments of which have survived to this day. Italians value and cherish their past, therefore, when planning interiors in the old buildings, they try to organically fit modern comfort into the historical interiors.

INTERIOR



A successful combination of old and new embodied in the design of an apartment building in the city of Mantua. The creation of interiors was handled by Archiplan Studio, which already implemented quite a few unusual projects of the living quarters. Creating the design in a modern style in the mansion of the beginning of the XVI century, the authors introduced details of different epochs in the interior that set the tone for the whole project and gave the house its own character.

In the project concept, a nostalgic flair and modern ingenuity, classics and modernity, brutality and tenderness are combined. All rooms here are very spacious. An eclectic living-room though designed mostly in calm tints could include an unusual accent in the form of a bright upholstery. In the background of a light finish, the bright pieces of furniture look alive and original. The restored and modernized antique fireplace is blended into the living room. The wooden beams saved during the decoration of ceilings create a feeling of a country house,



INTERIOR



and in combination with modern lamps and furniture, there is a unique contrast of the natural materials and industrial interior items. During the project, the authors tried to preserve the original decor in the interior, and also to convey the very spirit of the old building, respectfully and carefully rethought the details. In the interiors traditional national frescoes made in the "grisaille" technique were used.

The combination of seemingly incompatible elements is a characteristic feature of this unique project – the smooth marble is adjacent to the old brickwork, creating a unique harmony of the materials and textures. The bathroom also surprisingly applies the space and objects geometry. The room itself is stretched, the shells have an unusual cubic shape, and the wooden gymnastic rings are harmoniously blended into the interior as a functional element, they are used as towel racks. The bedroom and the children's room use the most simple and laconic materials, textures and pieces of furniture. The pure and light colors are in harmony with the



color of wood, which is so much in this interior, everything creates coziness and corresponds to the overall concept of the project.

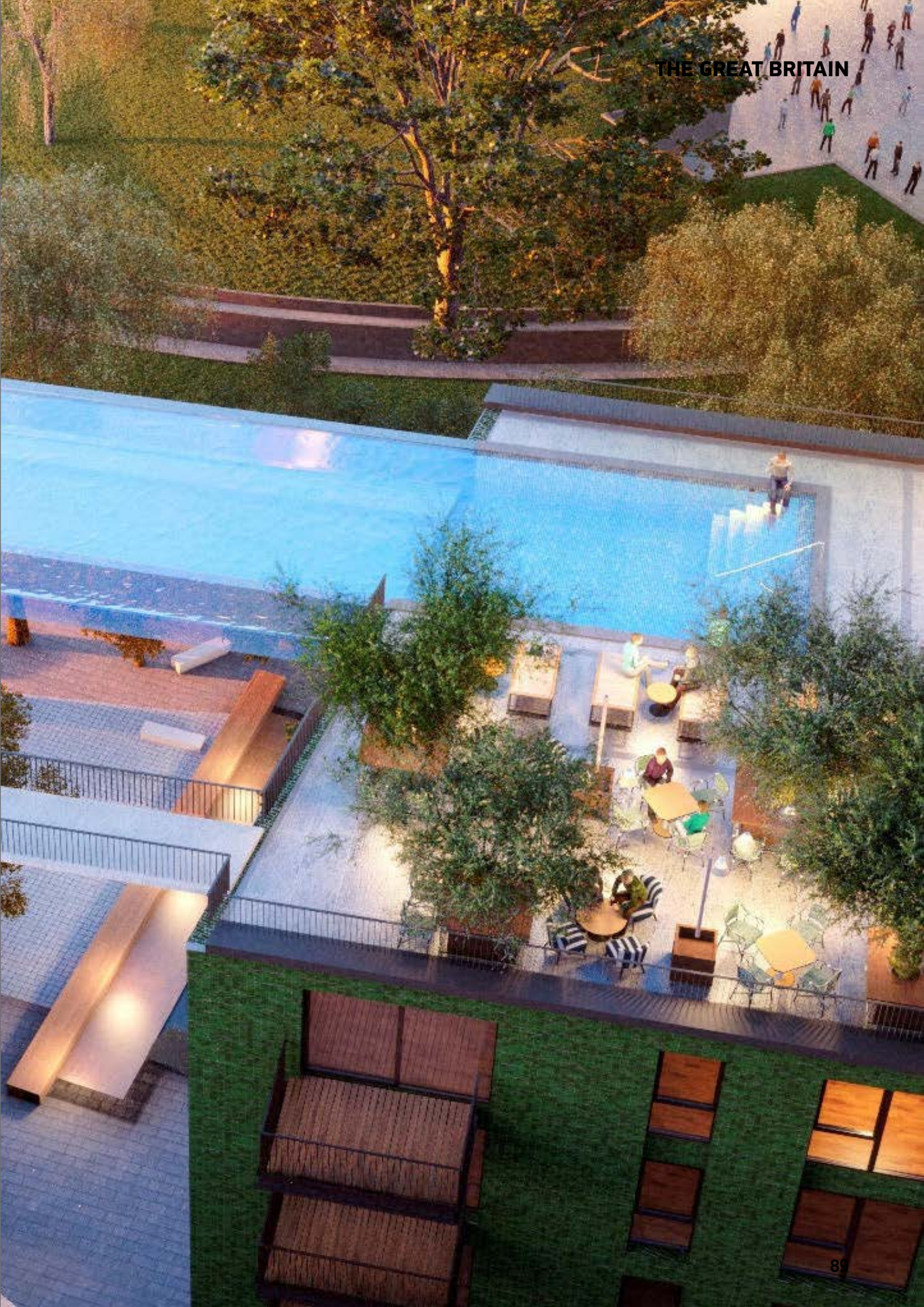
As a result, the authors could emphasize the historical value of architecture, while creating the functional open space that meets the modern lifestyle, combining the advanced technologies and materials with the classical design elements. The Archiplan Studio specialists' work result is an apartment, in which respect for traditions is harmoniously combined with a modern look at the interior and the bold use of the interesting details.

An aerial photograph of a modern rooftop terrace at dusk. The terrace features a large rectangular swimming pool with blue water, surrounded by a light-colored paved deck. Several lounge chairs and white patio umbrellas are arranged on the deck. A large, leafy tree stands in the center of the terrace. A dark metal railing runs along the edge of the terrace. In the foreground, a multi-story building with a dark facade and many windows is visible. The building has a green wall section and a balcony with a glass railing. The overall scene is illuminated by warm artificial lights, creating a cozy and modern atmosphere.

INTERIOR

ON HEIGHT

In one of the districts of London on the bank of the Thames, a unique quarter Embassy Gardens is built, where apart from residential apartments the offices, a medical center, a hotel, a cafe, shops and an entertainment complex are located.



INTERIOR



The design project was developed by the HAL Architectural Studio. The glass-bottomed pendant pool that connects two buildings became an unusual solution for the residential complex. It was called the Sky Pool. Indeed, swimming at a height of 35 meters, it may seem that you are floating in the sky. The design was developed by the specialists of Arup Associates and Eckersley O'Callaghan. In addition, the aquarium designers were involved in the work. This pool has already become a landmark in London. The buildings are also connected by a bridge and a terrace, on which there is a greenhouse and a bar. Needless to say, it offers a stunning view of the city and the river.

The apartments, which are located in the buildings of the Embassy Gardens, are equipped with the panoramic glazing, which allows you to enjoy the magnificent views, visually expands the space and fills the rooms with light. There is nothing superfluous in the design of the residential and public premises of the complex. Everything is thought out the last detail and attracts with grace, laconic forms and a sense of proportion. The internal spaces design uses the high-quality eco-friendly materials such as marble, wood, glass. The Spanish designer Luis Bustamante, one of the creators of the residential complex, formerly a sculptor



INTERIOR



and artist, used the art and paintings to decorate the interior, which allowed him to give the interiors a unique and artistic chic.

The design of the Embassy Gardens apartments mixed a variety of the stylistic lines, which are combined in a single conceptual trend. The room decorations attract with refinement and restrained luxury. The layout, furnishing, decor elements location and lighting, every nuance is carefully thought out. Everything traces a tendency towards high functionality, practicality and durability. However, despite this, the interiors do not look stiff, but elegant and respectable. In the design of the interior spaces, preference is given to the natural colors. The bold combinations, color accents and geometric ornaments are applied locally. The creators of the Embassy Gardens interiors managed to combine exquisite luxury and comfort. And the Sky Pool, as an architectural find, increased the commercial appeal of the complex and turned the quarter into a tourist site in London.



” *Elegant luxury of the interiors and panoramic views of London are the main advantages of the apartments*



INTERIOR

AUTOMOTIVE INTERIOR

Working in the office is a daily routine with no place for bright colors and small joys?
The car company Edmunds.com disagrees with this.



INTERIOR



The new headquarters of the company in Santa Monica, the interior of which was developed by the M+M Creative Studio, is an evidence that the office work is not synonymous with boredom and dullness. The creators of Edmunds.com interiors won the prestigious award The American Architecture Prize in two nominations: "Office Interior" and "Workspace". The expressly playful ambience of office areas in this case does not distract employees from work, and also contributes to creative thinking activity.

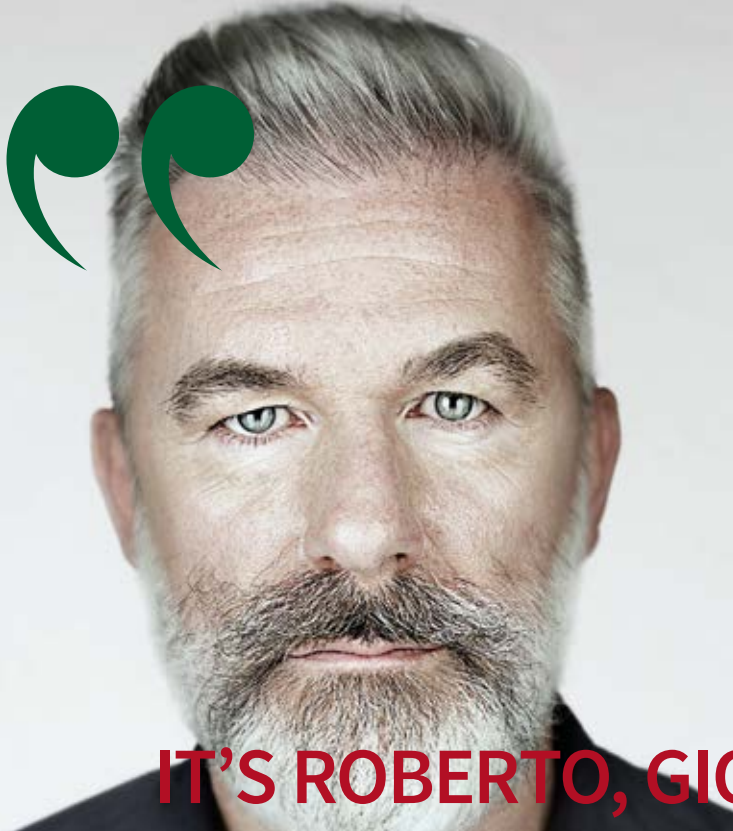
The interiors of the Edmunds.com headquarters declare the "function" of the company, their scope of activities. The semantic dominant in the design is the automotive theme: cars of all brands and models, original navigation on the floor, road signs, and traffic signals. On the ground floor above the mirror-polished reception desk on the ceiling, two Chevrolet Corvette cars are installed, which rotate in unison. On one of the walls of the office, the Edmunds logo is assembled from tiny machines with total number of 2,472. And the 1948 Cadillac is converted into an elegant bar.



The corporate cafe is decorated in light colors with bright color accents on the floor: green and yellow geometric patterns refer to the design of the Chrysler plant. Also at the Edmunds.com headquarters, you can move from the first floor to the ground floor by a metal tube.

The design is not the only original thing of the headquarters, the materials used to decorate the office are also unique. The companies engaged in the development of the science-intensive innovative materials, such as DuPont, were involved in the project, which enabled the project concept to be implemented with maximum reliability and elegance. The design of this office is truly unique. According to Chris Mitchell, M+M Creative Studio CEO, working on this interior, he sought to find a non-standard solution, to develop a "one-of-a-kind" office building design. And we should admit that the Studio coped with this task.

www.mmcreativestudio.com



**IT'S ROBERTO, GIORDANO, LORETTA
AND DAVIDE WHO MAKE ITALIAN CERAMICS
SO SPECIAL.**



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