

contractworld magazin

Magazine of the International Forum for Architecture and Interior Design from 15 to 18 January 2011 in Hannover

contractworld

Hannover
15.–18.1.2011
congress
exhibition
for architecture
and interior design

Editorial

Dear Readers,

Business is improving - that's the general forecast from politicians, business and trade. In view of the crisis, which finally lies behind us, one would think that we could actually continue with business as usual. However, we have deliberately organised contractworld 2011 under a motto addressing the current world economic situation: The four theme days of the contractworld.congress are among other things about "moral" – about sincerity, honesty, responsibility. You can be curious how this subject can be implemented in the fields of Office, Hotel, Shop and Conversion. Conversion is the current, annually changing fourth category in addition to the classic themes of Office, Hotel and Shop. It already enjoyed immense popularity regarding the submissions for the contractworld.award. The programme for January includes another new special subject: sustainability! For the contractworld.award, resource conservation and efficiency played an important role, but the sustainability topic is also taken into account at the contractworld.congress with various seminars and a special Sustainability Symposium on Monday January 17, 2011. In January 2010, the new format of the public live jury session generated a great deal of interest. Architects and interior designers under 40 years of age – the so-called New Generation – were invited to present their projects, which had been short-listed by the jury, to the interested contractworld audience, so that they could be assessed and awarded on site. Visitors to contractworld 2011 can look forward to numerous young, innovative practices from Germany and abroad as well as their project presentations. Selected information on products and enterprises are offered during the popular "Architektouren" in the context of contractworld.exhibition. The respective Plazas provide a space for communication and contacts. Welcome to Hanover!

Susanne Klaproth

Susanne Klaproth, Deutsche Messe

Prominent Speakers!



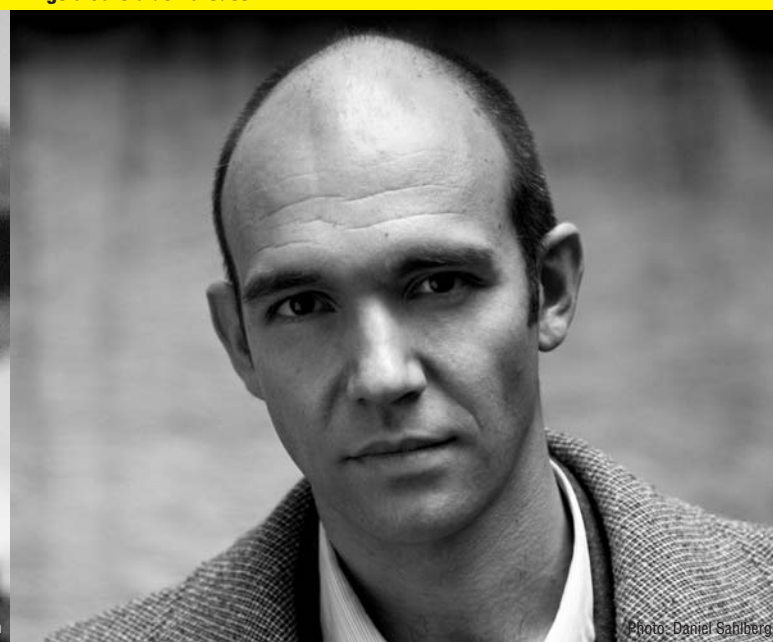
Wiel Arets



Angela García de Paredes



Jürgen Mayer H.



Albert France-Lanord

On January 15, 2011 it is that time again: contractworld with congress, exhibition and architectural competition brings together architects, interior designers, designers and international companies for four days in Hall 4 at the Hanover Exhibition Centre. In the context of the congress, prominent speakers will report on their pro-

jects in the four categories Office, Shop, Hotel, and Conversion. The list of speakers in January includes **Wiel Arets**, Wiel Arets Architects, Maastricht; **Jürgen Mayer H.**, J. Mayer H., Berlin; **Stefan Camenzind**, Camenzind Evolution Ltd., Zurich; **Quintus Miller**, Miller & Maranta, Basel; **Albert France-Lanord**, AF-LA

Albert France-Lanord Architects, Stockholm; **Angela García de Paredes** and **Ignacio Pedrosa**, Paredes Pedrosa arquitectos, Madrid; **Justus Pysall**, Pysall Ruge Architekten, Berlin, and others. Interdisciplinary seminars and discussions will take place in addition to the classic lecture programme.

The congress

In January 2011, renowned architects and interior designers will again be included as expert speakers in the programme of the contractworld.congress. Apart from lectures on the classic themes Office, Shop and Hotel, there will once again be interesting lectures on conversion in 2011. **page 02**



The award

The contractworld.award, which is endowed with a prize-money of 60,000 Euros in total, is regarded as one of the most important architecture prizes for interior design. For the first time, special attention was directed to sustainability aspects in this year's assessment of the submitted projects. **page 04**



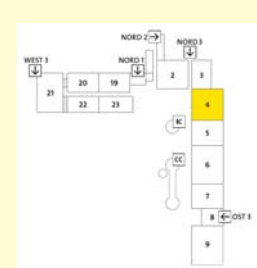
The exhibition

In the exhibition areas of contractworld.exhibition, international companies once again present their latest products in the fields of floor coverings and contract furnishing. Decentralised plazas direct the visitors towards the stands, thereby encouraging an active dialogue between visitors and exhibitors. **page 06**



The service

In 2011, the guided "Architektouren" will again ensure a productive exchange between exhibitors and architects. Several times a day, guided tours to the stands of the exhibiting companies take place. More information on the tours and opening times, prices and travel information is available on **page 08**





“It is great to see world-class architects and prize-winners together. At the contractworld.congress 2010, I had the opportunity to make friends on an international level. I hope that contractworld will persist for a long time.”

Takahura Tezuka, Tezuka Architects, JP-Tokyo
Speaker at contractworld.congress 2010



contractworld.congress 2011: Programme



Dr. Ken Yeang



Quintus Miller



Jacques Ferrier



Ignacio Pedrosa

Saturday, 15 January 2011 “OFFICE” CONGRESS BLOCK

10.30 Jürgen Mayer H. (Ger.)
J. Mayer H., DE-Berlin
“activators”

12.30 Dr. Ken Yeang (Engl.)
Llewelyn Davies Yeang, UK-London
“Green Design and Planning of Offices”

14.30 Architecture + Dialogue (Ger.)
Stefan Camenzind, Camenzind Evolution Ltd.,
CH-Zurich in conversation with a personality
from literature

16.00 Wiel Arets (Engl.)
Wiel Arets Architects, NL-Maastricht
“The Worker”

**17.30 Award ceremony for
contractworld.award**

Seminar

10.00 Prof. Dr. Christoph Gengnagel
University of the Arts, Department of Constructive
Design and Structural Engineering, DE-Berlin

12.00 Gerd Bergmeister
bergmeisterwolf, IT-Brixen

Live Jury Session New Generation

9.30 - 14.30 Live Jury Session
Jury: Prof. Gesche Grabenhorst, Kim Herforth
Nielsen, Much Untertrifaller

16.00 Award ceremony for New Generation
Office and Administration

Sunday, 16 January 2011 “HOTEL” CONGRESS BLOCK

10.30 Quintus Miller (Ger.)
Miller & Maranta, CH-Basel
“Architecture is remembrance”

12.30 David Adjaye (Engl.)
Adjaye Associates, UK-London
“New Typologies for New Institutions”

14.30 Architecture + Dialogue (Engl.)
Juan P. Juliá Blanch, Managing director of Axel
Hotels, in conversation with the renowned hotel
architect Inigo Hernandez Tofé (both invited)

16.30 Josep Llinàs (Engl.)
Estudio Josep Llinàs, ES-Barcelona
“Building between Buildings”

Seminar

10.00 Michael Schumacher (Ger.),
Schneider+Schumacher, DE-Frankfurt am Main
“Sustainability – it is hard to believe ...”

12.00 Prof. Brian Cody (Ger.)
Graz University of Technology, Institute for Building
and Energy, AT-Graz, “Form follows Energy”

Live Jury Session New Generation

9.30 - 15.00 Live Jury Session
Jury: Prof. Gesche Grabenhorst, Burkhard Remmers,
Much Untertrifaller

18.00 Award ceremony for New Generation
Hotel, Spa, Catering

Monday, 17 January 2011 “SHOP” CONGRESS BLOCK

10.30 Simon Hartmann (Ger.), HHF architekten,
CH-Basel, “HHF architects: Labels Berlin 2”

12.30 Andreas Ramseier (Ger.), Ramseier +
Associates Ltd., CH-Zurich, “The Mall as Stage”

14.30 Architecture + Dialogue, “Shopping with
Moral Principles – Guidance versus Temptation”

16.30 Teemu Kurkela (Engl.)
JKMM, FI-Helsinki, “Finnish Dreams”

Sustainability Symposium



10.00 Justus Pysall (Ger.), Pysall Ruge Archi-
tekten, DE-Berlin, “Certification using the example
of the LTD1 Office Building”

11.00 Agnes Vorbrodt-Schurma (Engl.)
Polish Green Building Council (PGBC), PL-Cracow
“Comparison of Certification Systems”

12.00 Thomas Rau (Ger.), Rau, NL-Amsterdam

13.30 Thomas Hoinka (Ger.)
Hoinka GmbH, DE-Sindelfingen, “Sustainable build-
ing products in the LEED and DGNB system”

14.00 Dr. Edmund Vankann (Ger.) Gemeinschaft
umweltfreundlicher Teppichboden, DE-Aachen

14.30 Martin Haas (Ger.), Behnisch Architekten,
DE-Stuttgart, “Unileverhaus in Hamburg”

**15.30 Panel discussion 1: Dr. Edmund Vankann,
Jeff West, Thomas Rau, Martin Haas**

**16.00 Panel discussion 2: Agnes Vorbrodt-
Schurma, John Lyons, Justus Pysall, Huad Lim**
Moderation: Falk Jaeger

Live Jury Session New Generation

9.30 - 14.10 Live Jury Session
Jury: Prof. Gesche Grabenhorst, Prof. Ir. Bart
Lootsma, Bostjan Vuga

18.00 Award ceremony for New Generation
Shop, Showroom, Fair Stand

Tuesday, 18 January 2011 “CONVERSION” CONGRESS BLOCK

**10.30 Angela García de Paredes and Ignacio
Pedrosa** (Engl.)
Paredes Pedrosa arquitectos, ES-Madrid
“Build on built”

11.30 Jacques Ferrier (Engl.)
Jacques Ferrier Architectures, FR-Paris
“The Sensual City”

12.30 Albert France-Lanord (Engl.)
AF-LA Albert France-Lanord Architects,
SE-Stockholm
“Underground”

15.00 Daniel Niggli (Ger.)
EM2N, CH-Zurich
“both-and”

Live Jury Session New Generation

9.30 - 12.30 Live Jury Session
Jury: Daniel Niggli, Jan Störmer, Bostjan Vuga

14.00 Award ceremony for New Generation
Conversion



“This year, the quality of projects by the New Generation was especially convincing. We can but welcome the lectures by renowned offices at the live jury session in January. One or the other newcomer will certainly be among the main award-winners in the next few years.”

Markus Schaefer, HOSOYA SCHAEFER Architects, CH-Zurich
Jury member contractworld.award 2011



New Subject: Moral and Sustainability

New

contractworld 2011 will take place under a motto, which addresses a topical subject: The central theme “Moral” is the principal motto of the entire event, and in various forms it is made a subject of discussion in the lectures.

In view of current events such as the Cologne underground scandal, the banking and economic crisis as well as the abuse scandal, the desire for sincerity, honesty and **moral** is growing. This is reason enough, to give the contractworld in January 2011 exactly this theme: In all four subject blocks (Office, Hotel, Shop, and Conversion), architecture-related ethic lectures will be given, which deal with the subject of moral in various degrees. J. Mayer H. commences the Office category with his lecture “activators”, and in the first round of Architecture + Dialogue, Peter Camenzind converses with a personality from the world of literature. In the Hotel block, the topic is the trend towards more and more manifold and specialised concepts (eco, single, cloister hotel). The architects dealing with shop designs must deal with the subject of moral in view of increasingly better educated and more interested customers. In the Conversion category, the discussion focuses on protestant churches, which were converted into secular buildings.

New



On a Plaza like this one, everything focuses on the subject of sustainability this year.

Another important subject of contractworld 2011 is sustainability. Not just the congress offers lectures on resource conservation and efficiency, for the award and the exhibition this special subjects plays an important role, too.

Any form of sustainable thinking has its origins in ethical aspirations, in a moral attitude. Therefore, the sustainability debate cannot be answered with philosophical considerations alone. Quite the contrary: Planners must make decisions and manufacturers must know on what premises these decisions are based, so that they are able to develop and provide the corresponding products. For that reason, contractworld 2011 dedicates a separate plaza to the **sustainability** topic: Here, the visitors can attend various seminars as well as a special Sustainability Symposium on Monday January 17. Furthermore, several speakers take on the subject in the Forum. The lecturers on the Sustainability Plaza consider the material aspect as well as subjects such as architecture export, energy-efficient building and the training to become a planner of passive houses. This year, sustainability has also been an important criterion for the assessment of projects submitted to the contractworld.award.

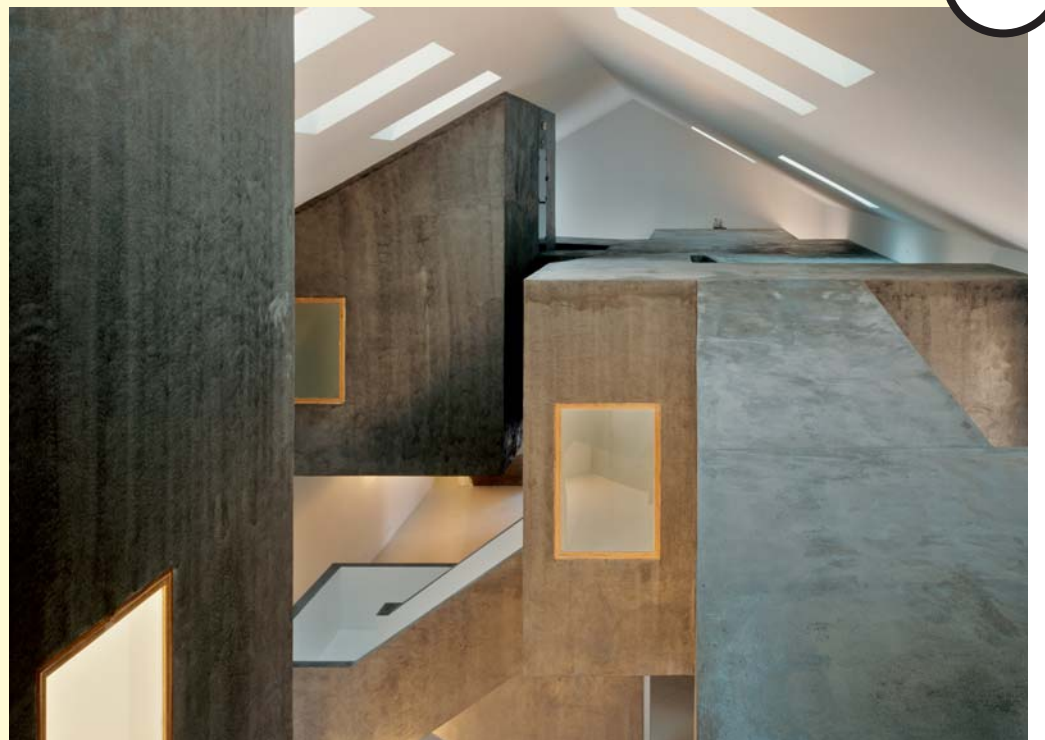
Topical: Conversion as fourth category

New

Apart from the regular classic subjects Office, Hotel and Shop, there is an additional annually changing category dedicated to a current topic. For contractworld 2011, the organisers selected the field of conversion of existing buildings.

Not just renovating or refurbishing an existing building, but giving it a new use presents architects and interior designers with a significant challenge. In particular in densely developed inner cities, vacant or dilapidated buildings offer the possibility to sustainably use existing resources. In January 2011, as before in 2009, such conversion projects will be presented. The category comprises conceptually outstanding changes of use and appealing interior design solutions for existing buildings from the sacral, cultural and public sphere. These include churches, cloisters and hospitals as well as prisons, railway stations or disused industrial buildings. Particular emphasis is

placed on the ethically respectful treatment of urban, social and cultural buildings - truly in line with the current contractworld themes of “Moral and Sustainability”. 79 projects from Germany and abroad were submitted in this exciting category. The variety of projects illustrates the great potential of conversions: Nuclear bunkers were converted into offices, courtyards into reference rooms and military buildings into hotels. In addition to the three winners from Sweden, China and the Czech Republic, five additional projects were shortlisted due to the high quality of submitted works. The award-winner of the New Generation, that is the group of those under the age of 40, will be determined in a live jury session on the respective theme day in January.



Tomar Environmental Monitoring and Interpretation Offices by EMBAIXADA, PT-Lisbon



“Each year, contractworld brings together the brightest minds of the architectural world. This allows an exceptional exchange.”

Lars Krückeberg, GRAFT Gesellschaft von Architekten mbH, DE-Berlin
Speaker at contractworld.congress 2010



The winners of the contractworld.award



One Shelley Street, AU-Sydney



Mineral bath and spa, CH-Samedan



Level Green, DE-Wolfsburg



Atrium D, CZ-Prague

Office, Administration

- Clive Wilkinson Architects**, US-Hollywood
“One Shelley Street”, AU-Sydney
- Estudio De Arquitectura Alonso, Balaguer S.L.P.**, ES-Barcelona
“Office building Edificio La Baronda”, ES-Barcelona
- Wiel Arets Architects**, NL-Maastrich
“The V Tower”, NL-Eindhoven

Hotel, Spa, Catering

- fattering, orso, rieber**, AT-Vienna
“Bellevue. The Yellow House”, AT-Linz
- Oskar Leo Kaufmann I Albert Rüt ZT GmbH**, AT-Dornbirn
“Alpenhotel Ammerwald”, AT-Reutte
- Miller & Maranta**, CH-Basel
“Mineral bath and spa”, CH-Samedan

Shop, Showroom, Fair Stand

- Gerhards & Glücker**, DE-Berlin
“Albrechtsburg Meissen – Anniversary exhibition”, DE-Meissen
- J. Mayer H.**, DE-Berlin
“Level Green”, DE-Wolfsburg
- March Studio**, AU-Melbourne
“Aesop Stores”, AU-Adelaide

Conversion

- AF_LA Albert France_Lanord Architects**, SE-Stockholm
“White Mountains”, SE-Stockholm
- NHDRO**, CN-Shanghai
“The Waterhouse at South Bund”, CN-Shanghai
- Vyšehrad atelier**, CZ-Prague
“Atrium D”, CZ-Prague



The winners are listed in alphabetical order. The placings will be announced during the prize awarding ceremony.

contractworld.award – Shortlist

Office, Administration

- Atelier PRO architekten**, NL-The Hague
“Gemeentehuis Bronckhorst”, NL-Hengelo
- Bailo + Rull I ADD + Arquitectura**, ES-Barcelona
“Brand Space Munich”, ES-Barcelona
- bergmeisterwolf architekten**, IT-Brixen
„Im Fels – fire brigade“, IT-Margreid
- Fink Thurnher Architekten**, AT-Bregenz
“Office building LK Ried”, AT-Ried
- Gessaga Hindermann GmbH**, CH-Zurich
“Cafeteria for bank employees”, CH-Zurich
- Selgascano**, ES-Madrid
“Studio in Green”, ES-Madrid

Hotel, Spa, Catering

- Bernalte Leon and Partners**, ES-Ciudad Real
“Shelter in La Mancha”, ES-Ciudad Real
- EM2N / Mathias Müller / Daniel Niggli Architekten**, CH-Zurich,
“Hotel City Garden”, CH-Zug
- GRAFT Gesellschaft von Architekten**, DE-Berlin
“Gingko Bacchus Restaurant”, CN-Chengdu
- Pichler & Traupmann Architekten**, AT-Vienna
“Open-air swimming pool Eybesfeld”, AT-Lebring

Shop, Showroom, Fair Stand

- Bailo + Rull I ADD + Arquitectura**, ES-Barcelona
“Boutique Munich La Roca”, ES-La Roca
- eins:33 Architektur I Interior Design**, DE-Munich
“The Factory” (Gaggenau trade fair presence at Eurocucina 2010), IT-Milan
- HHF architekten**, CH-Basel
“Labels 2”, DE-Berlin
- jangled nerves**, DE-Stuttgart
“Ihr und Wir”, DE-Stuttgart
- Miralles Tagliabue EMBT**, ES-Barcelona
“Camper Shop”, ES-Seville
- njiric+ arhitekti**, HR-Zagreb
“zg pavilion_09”, HR-Zagreb

Conversion

- 3LHD architects**, HR-Zagreb
“Dance Centre”, HR-Zagreb
- C.F. Møller Architects**, DK-Århus
“Siloetten / The Sil(o)houette”, DK-Løgten
- dRMM Architects**, UK-London
“The Yard” (Gallery, Modern Art Oxford), UK-Oxford
- Tham & Videgård Arkitekter**, SE-Stockholm
“Moderna Museet Malmö”, SE-Malmö
- zwo+ architekten**, DE-Bochum
“Heilig-Kreuz Church of the Resurrection”, DE-Mülheim an der Ruhr



Prize awarding ceremony for contractworld.award 2011 on Saturday, 15 January 2011, 5.30 p.m. in the congress area of contractworld, hall 4, Hannover trade fair grounds



“contractworld has developed to become a unique melting pot of young and established architects. Especially positive is the opportunity to make new contacts; because where else do you have the opportunity to have breakfast with Graft, a cup of coffee with Shigeru Ban or dinner with Sir Peter Cook? And all this on the same day?”

Chris Bosse, LAVA Laboratory for Visionary Architecture, AU-Sydney
Speaker at contractworld.congress 2010



New Generation – Shortlist

Office, Administration

- AMID.cero9**, ES-Madrid
“Diagonal 80”, ES-Madrid
- Elding Oscarson**, SE-Stockholm
“Oktavilla”, SE-Stockholm
- Ivanišin.Kabashi.ArHITEKTI**, HR-Zagreb
“Embassy of Kosovo in Croatia”, HR-Zagreb
- KINO architects**, JP-Tokyo
“Spiralab”, JP-Chiba
- Magén Arquitectos**, ES-Zaragoza
“Office for the Environmental Services of the City Council of Zaragoza”, ES-Zaragoza
- Ryuichi Ashizawa Architects & associates**, JP-Osaka,
“Grotto”, JP-Hyogo
- Sapinski Salon**, AT-Innsbruck
“Office Building ASAPRODATA”, IT-Kaltern
- Sebastian David Büscher Innen-Architektur und Design**, DE-Gütersloh,
“Südbrock”, DE-Rheda-Wiedenbrück
- studio 211**, DE-Stuttgart
“Dental practice ZA Zöllner”, DE-Stuttgart

Hotel, Spa, Catering

- AKSL arhitekti**, SI-Leibach
“Cafeteria Rog”, SI-Leibach
- Architekt Lorenz Pobitzer**, IT-Bozen
“Conversion of Hotel Waltershof”, IT-Ulten
- Manuel Clavel Rojo**, ES-Murcia
“Café del Arco”, ES-Murcia
- ComA, Architecture and Design**, PT-Lisbon
“Youth Hostel”, PT-Penhas da Saude
- Ester Bruzkus Architekten**, DE-Berlin
“Hotel Amano”, DE-Berlin
- klm Architekten**, DE-Berlin
“Hegau-Tower Hotel Singen”, DE-Singen
- Chikara Ohno / sinato**, JP-Tokyo
“salon des saluts”, JP-Tokyo
- Takeshi Hosaka architects**, JP-Yokohama
“Hoto Fudo”, JP-Yamanashi
- upsetters architects**, JP-Tokyo
“Hotel Nuts”, JP-Tokyo
- von M**, DE-Stuttgart
“Heimat und Heimatlosigkeit”, DE-Stuttgart

Shop, Showroom, Fair Stand

- BIG – Bjarke Ingels Group**, DK-Copenhagen
“Danish Pavilion Shanghai Expo 2010”, CN- Shanghai
- Jazzunique**, DE-Frankfurt am Main
“Wallpaper Showroom”, DE-Hamburg
- Bauder / Scheibl**, AT-Linz
“wein.landschaft”, AT-Linz
- Moriyuki Ochiai + Twoplus-A Architects**, JP-Tokyo
“Forest of Business Cards”
(2016 Tokyo Olympic Exhibition), JP-Tokyo
- Plaren**, PT-Ermesinde
“Mania Das Plantas”, PT-Maia
- Plaren**, PT-Ermesinde
“Pharmacy Meira e Manso”, PT-Viana do Castelo
- Chikara Ohno / sinato**, JP-Tokyo
“Patrick Cox”, JP-Tokyo
- Chikara Ohno / sinato**, JP-Tokyo
“Duras Daiba”, JP-Tokyo
- Span & Zeytinoglu Architects**, AT-Vienna
“Austrian Pavilion – Expo Shanghai 2010”, CN-Shanghai
- ZMIK**, CH-Basel
“Artshop 10”, CH-Basel

Conversion



- 51N4E**, BE-Brussels
“C-Mine”, BE-Genk
- Drost+van Veen architecten**, NL-Rotterdam
“Ten Hope”, NL-Rotterdam
- Labor Weltenbau (Architecture + Design)**, DE- Stuttgart,
“Zeppelin Museum” (entry to the temporary exhibition and integration of a media room), DE-Friedrichshafen
- Steger, Hagleitner, Wilhelm / Kunstuniversität**, AT-Linz
“Oasis of calm – Centralkino”, AT-Linz
- studioinges Architektur und Städtebau**, DE-Berlin
“experimenta Heilbronn”, DE-Heilbronn
- upsetters architects**, JP-Tokyo
“+81 Gallery +Lab”, JP-Tokyo

The winners of the New Generation are determined in a live jury session during the contractworld on the respective theme day.

Award: Ten jury members assess the projects



Divided into two groups, the ten-member jury assessed the submitted works in several phases.

The jury has made a decision: The ten-member jury comprising architects, interior designer and architecture theoreticians assessed the 525 project submitted for the contractworld.award during a two-day jury session. The comprehensive list of applicants illustrates that this competition for innovative interior concepts is internationally recognised - projects from 34 countries were submitted.

For the eleventh time, the contractworld.award assesses and distinguishes office working worlds, hotel and gastronomic concepts as well as shop-fitting and trade fair solutions. This year, conversions of existing buildings from the sacral, cultural and public sector was added as fourth category. The large number of submitted projects in the four categories was assessed by **Professor Gesche Grabenhorst** (ahrens grabenhorst architekten, DE-Hannover), **Anne Lacaton** (Lacaton & Vassal Architectes, FR-Paris), **Professor Ir. Bart Lootsma** (Faculty of Architecture, Leopold Franzens University, AT-Innsbruck), **Kim Herforth Nielsen** (3XN, DK-Copenhagen), **Burkhard Remmers** (Wilkhahn, DE-Bad Münden), **Markus Schaefer** (Hosoya Schaefer Architects, CH-Zurich), **Susanne Schmidhuber** (Schmidhuber + Partner, DE-Munich), **Jan**

Störmer (Störmer Murphy and Partners, DE-Hamburg), **Much Untertrifaller** (Dietrich | Untertrifaller Architekten, AT-Bregenz), and **Bostjan Vuga** (Sadar + Vuga, SL-Ljubljana). On August 19 and 20, 2010, the jury members already agreed on the winners in the four categories. However, the public will only be informed about the ranking on January 15, 2011 in the context of the festive award ceremony during the contractworld. This year, sustainability was a new criterion for the assessment of projects. In view of the high quality of submitted works, the jury, which was chaired by Jan Störmer and Kim Herforth Nielsen, drew up an additional shortlist. In the New Generation group, the jury opted for a shortlist one can be proud of. The award ceremony of the New Generation will take place on the theme day of the respective category.



“Contractworld is the biggest event in terms of interior design. Here, one can discuss the informative expert lectures as well as shared objectives in the European building culture with colleagues from all over the world. The exhibition, on the other hand, presents innovations, which one can otherwise only find in professional journals.”

Dr. phil. Ágota Szalay, Center of Technical Development, HU-Budapest
Speaker at contractworld.congress 2010



Worth seeing - contractworld.exhibition

In January 2010, it has shown once again that contractworld has established itself as an important professional forum for the contract field. Thereby a focus was contractworld.exhibition, which pointed out both trend-setting innovations and current trends.

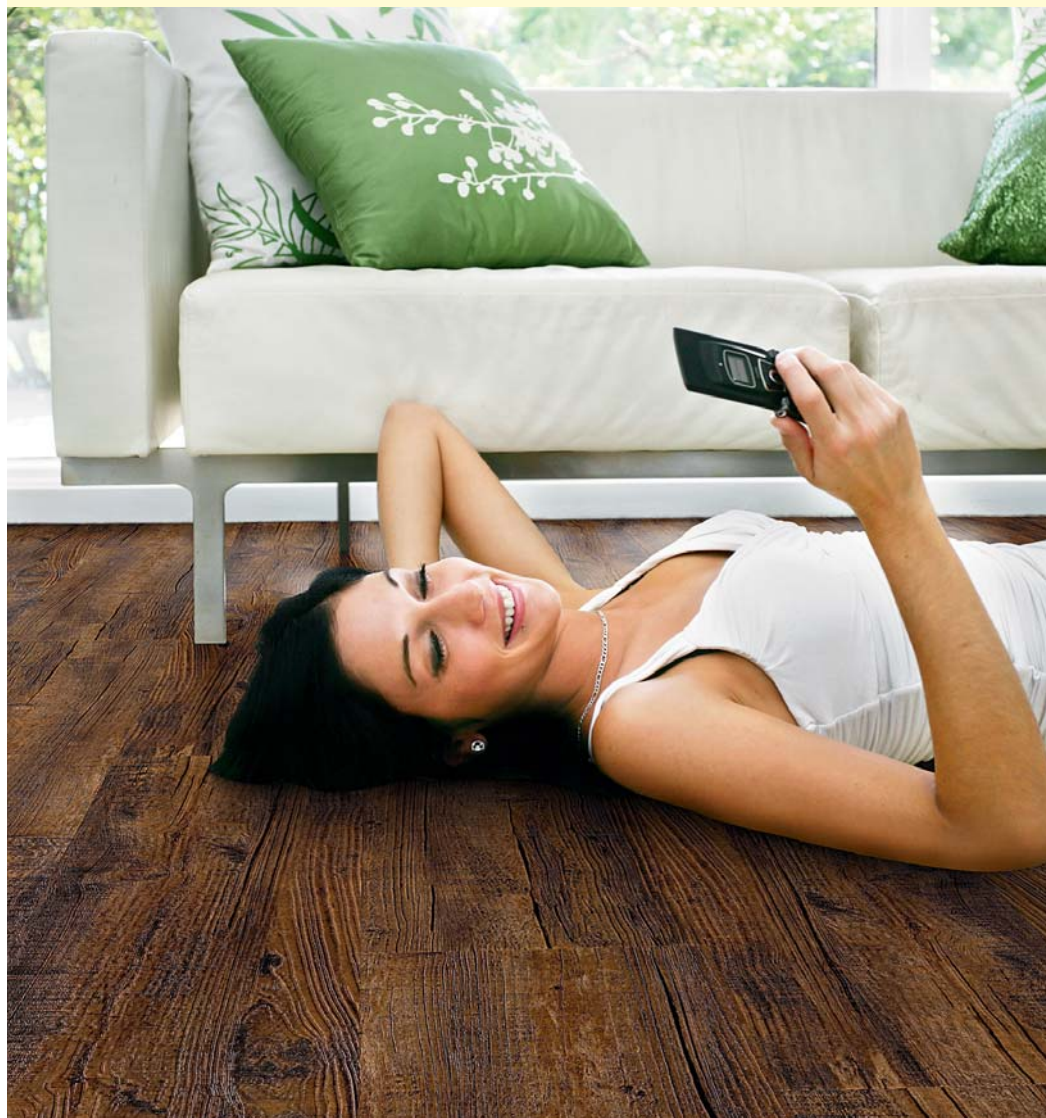
In 2010, architects and interior designers met for the tenth time in order to exchange their ideas with renowned manufacturers of products and new materials suitable for the contract field. It will be equally informative and communicative in 2011. As international forum for architecture and interior design, contractworld offers companies from the fields of floor coverings and contract furnishing a top-class opportunity of presenting their products, concepts and future-oriented ideas in an exclusive setting. **Lobofloors** as a group of the Schratte-ecker Holding, for example, convinced the visitors with readymade vinyl flooring with deceptively real wood and stone looks. The new collection of the Austrian floor covering producer features three different versions – ranging from light to dark and from plain to rustic. At contractworld 2011, Danish

bathroom fittings and mixer tap manufacturer **Vola** will present the freestanding shower fitting FS3 as well as the new towel warmer T39E. The latter is independent of the central heating system and can thus be used all year round. Due to the modular wall installation as well as a flexible number and positioning of heating elements, the towel warmer can be adapted to every customer request. American **Mannington Commercial Company** and **Nord-deutsche Teppichfabrik** will be represented at contractworld 2011, too.

Apart from contractworld.exhibition with numerous exhibitors and their wide range of innovative product ideas, the programme in January again includes contractworld.congress with informative lectures, and contractworld.award with impressive and convincing projects. The professional visitors are thus offered a successful mixture of architectural and product information, possibilities of making contacts and exchanging ideas: An important event in the world of architects, interior designers and companies.



Visitors as well as exhibitors benefit from the intensive exchange at contractworld.



The vinyl floorings by Lobofloors convince with a deceptively real wood look.



The towel warmer by Vola is now available with electric power supply.



“I found it very exciting to be a member of the jury for the contractworld.award. The number of submissions and the high quality of projects impressed me. In the Showroom and Conversion categories we attached particular importance to the communication of the buildings, their stories and how they contribute to changing the behaviour of the users.”

Kim Herforth Nielsen, 3XN, DK-Copenhagen
Jury member contractworld.award 2011



Communication platform contractworld

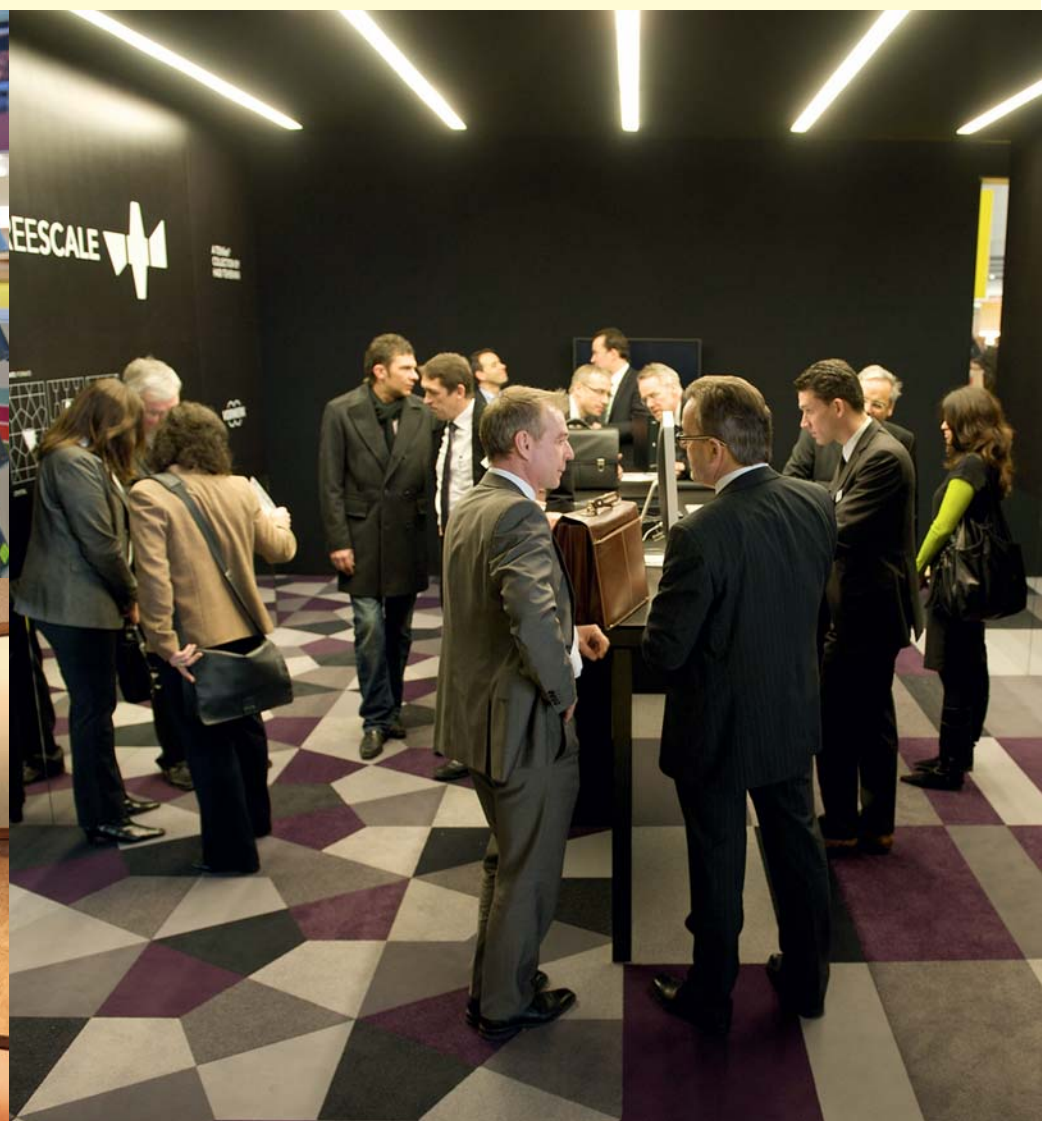
In Hanover, architects, interior designers and designers meet international enterprises presenting their current products and materials. Visitors not only have the possibility of examining the latest trends, they can also establish new contacts.

Contractworld developed into one of the most important communication and information platforms of the European architecture scene. When it comes to innovations, contacts and business success, contractworld becomes increasingly important for experts from the contract field. It offers the ideal stage for an interdisciplinary exchange and the establishment of new contacts. Because at contractworld, architects no longer only speak with architects, but also with clients and operators, with material specialists, designers, media representatives, lighting designers, acoustic planners, colour specialists as well as with representatives from business and politics. At contractworld, the conference and exhibition areas are spatially interlinked, so that both visitors and exhibitors benefit from the immediate proximity. The exhibition design by Stuttgart-based architectural practice



New contacts are easily established whilst talking about innovative products.

Rotenhöfer und Schlumberger followed the example of historic European cities: Streets and paths wind their way along the stands of exhibitors and end in public Plazas, where different events such as various lectures on materials, the live jury session of the New Generation or the exhibition on the award-winners take place. That way, congress and exhibition are skilfully intertwined. As a result, the visitors can use the breaks between lectures to contact the exhibitors and easily gather information on products and materials as well as their possible application, whilst the exhibitors have the opportunity to find out more about the wishes of potential customers. Additionally, the “Architektouren”, guide tours for small groups of visitors to the stands of exhibitors, offer an even more specific exchange. Conversations directly following the lectures and panel discussions shouldn't be missing, of course, because they provide the opportunity to establish contacts with the stars of the architecture and interior design scene in a relaxed atmosphere.



Communication and exchange between architects, interior designers and businessmen are an important aspect of contractworld.



... Welcome to contractworld 2011
from 15 to 18 January!

contractworld

Hannover
15.–18.1.2011
congress
exhibition
for architecture
and interior design

Exploring with “Architektouren”



Architektouren offer visitors a first overview.



At selected stands, the participants can gather information.

Networking in Hanover: During contractworld, the exchange between architects and exhibitors is encouraged with manifold measures and activities. The “Architektouren” will again be part of the programme in January. Due to the positive response by the participants, the range of available tours will be considerably increased.

During contractworld, four **Architektouren** per day guide interested architects and interior designers to the stands of participating exhibitors. The companies are thus offered the possibility of presenting their product portfolio to a whole group of experts, whilst the architects can get an idea of the products that are of interest for them. Those interested can

send their registration for the tours by fax in the run-up (see below) or book a tour in January directly at the information desk on site. The number of participants per tour is limited to ten people. Meeting place and start of the Architektouren is the Catering Plaza, at 10 a.m., 12 a.m., 14 p.m. and 16 p.m.

Conceptual sponsors for contractworld 2010



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Information request by fax

Fax to 040 7070898-20
Questions to contractworld@ait-online.de

Please fill in and send by fax!

I would like to take part in the congress/seminars on the following days:

- ☐ OFFICE

☐ HOTEL

☐ SHOP

☐ CONVERSION
- Saturday, 15.01.2011

Sunday, 16.01.2011

Monday, 17.01.2011

Tuesday, 18.01.2011
- ☐

☐

☐

☐

Seminars

☐ I would like to subscribe to the **electronic newsletter**, which will keep me informed about all matters relating to contractworld.☐ I/We would like to participate in the guided **Architektour** on January ____, 2011 at ____ o' clock with ____ people.

Architectural practice/Company

Contact

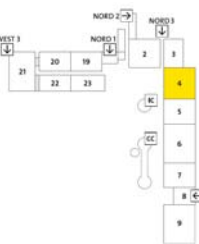
Postal Code/City

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contractworld in brief



Address:
Hannover Trade Fair Hall 4
Duration of trade fair:
Saturday, 15 January to Tuesday, 18 January 2011

Opening hours:
Daily 9.00 to 18.00

Ticket prices in Euros:
Day ticket 23.- / Permanent ticket 41.-
Day ticket for pupils/students 16.-
(Participation in the contractworld.congress and the general programme is free of charge.)

Advance ticket sales:
www.domotex.de/tickets

Visitor information:
www.domotex.de
www.contractworld.com
contractworld@messe.de

Training credits:
Some chambers of architects are awarding training credits for the participation in the contractworld.congress. Confirmation on request from kbacht@ait-online.de

How to get there:
- From the airport: Direct bus shuttle to the trade fair grounds or suburban railway (S-Bahn) to the main station
- From the main station: City train lines 8 and 18 to the trade fair grounds (every 10 min.)
- Selected long-distance trains on the north-south route stop at the trade fair station “Hannover Messe/Laaten”.

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