



**EUROEXPOFURNITURE / EEM, INTERKOMPLEKT / interzum moscow-2010**

**May 12–15 2010, Crocus Expo International Exhibition Center (Pavilion 3),  
Moscow**

## **PROGRAM OF EVENTS \***

### **CONTESTS**

The “Russian furniture” show-contest of the best domestic furniture, fittings, materials and component parts models and designs. Contenders qualifying round for the award in the field of industrial furniture design “Russian Cabriole-2010”. Organizers: Association of Furniture and Woodworking Enterprises of Russia; Trade Arts and Technical Council on Furniture Industry; MVK International Exhibition Company

#### **The 9th International Show-Contest of Young Designers – KREATA**

Organizer: MVK International Exhibition Company  
General partner: The Furniture Trade Center GRAND  
Partner: REHAU  
Venue: Hall 13, Booth E1561

#### **Daily Design – Marathon**

Organizers: MVK International Exhibition Company, International Design Forum for Advancement of Education  
Venue: Hall 13, Booth E1561

#### **International contest of designers’ and artists’ works “Design D’Art”**

##### **Nominations:**

- Floristics – floristic contest, dedicated to the 65<sup>th</sup> anniversary of the victory in the Great Patriotic war (WWII) “VICTORY SALUTE”
- Interior Design
- Interior Objects
- Art-photos
- Decorative and Applied Arts

Organizers: International Association “Designers’ Union”, Italian school of floristics and design PrimaVera, MVK International Exhibition Company  
Venue: Hall 13, Stand E 1441

**International Contest of furniture, fittings, upholstery materials models and designs in the following nominations:**

- FOR THE SUPERIOR CONSUMER GOOD QUALITIES
- FOR SUCCESSFUL PROMOTION OF TOP-QUALITY GOODS

Organizers: MVK International Exhibition Company, Autonomous Nonprofit Organization “SOYUZEXPERTIZA” (SOEX) of the Russian Federation Chamber of Commerce and Industry

## **PROFESSIONAL ADVICE**

**Daily designer consultations on interior decoration and floristics (flowers in house)**

Organizers: International Association "Designers' Union", MVK International Exhibition Company.

Venue: Hall 13, Booth E1441

**Daily consultations delivered by the architects**

Professional architects, designers and decorators will share their advice and give competent answers to any questions related to the planning and arrangement of living space: choice of style of the future interior, re-modeling of living accommodations and its coordination, renovation and selection of decoration materials, furniture selection and placement, color and decor solutions.

Organizer: Idei Vashego Doma/ Ideas for your House Magazine

Supported by: MVK International Exhibition Company and Salon Interior, Novy Dom/New House and Kvartirny Otvet/ House Solutions magazines.

Venue: Hall 13, Booth E1053

**Daily consultations delivered by the architects on design, construction and engineering support of country houses and cottages.**

Organizers: MVK International Exhibition Company, Modern House magazine

Venue: Hall 12, Booth E1394

**Daily consultations delivered by the designers**

Organizers: MVK International Exhibition Company, House and Interior magazine

Venue: Hall 14, Booth F1514

## **SHOWS AND PRESENTATIONS**

**Daily Cooking show Sladkaya Karusel / Sweet Carousel**

Organizers: Verona Production and Commercial Firm, MVK International Exhibition Company, HoReCa Centre Chocolatier

Venue: Hall 12, Booth D1071

**From 12.00 till 13.00 daily**

**Presentation «Music in interior. Grand piano Yamaha Disklavier demonstration»**

Excellent quality of sounding of acoustic grand pianos Yamaha combines with digital technologies to create the unique home system of entertainment.

Organizers: "Royal" company, piano salons Zona Zvuka Classic.

Venue: Hall 13, booth D1452

**May 12**

## **DAY OF PROGRESSIVE TECHNOLOGIES**

**11.00 – 12.00**

**Seminar "Glued furniture parts, curved elements and children furniture"**

**Led by Professor P.V. Kostrikov**

**Organizer: MVK International Exhibition Company**

Venue: Hall 12, Conference Hall 3-12

**12:00**

**Official opening ceremony of the EUROEXPOFURNITURE/EEM-2010 AND INTERKOMPLECT/interzum moscow-2010 exhibitions**

Organizer: MVK International Exhibition Company

Venue: Pavilion 3, lobby, stage

**14:00 – 16:00**

**Seminar on issue “Advanced technologies of finishing and painting for furniture industry”**

Organizer: SCM Group

Venue: Conference hall 3-03 (4-th floor)

**13:00 – 14:30**

**Round-table discussion “Problems on the modern market with securing supply of fittings and component parts to the furniture manufacturers during the crisis period” (based on the example of Centromebel JSC and other industry enterprises)**

Organizers: Centromebel JSC, MVK International Exhibition Company

Venue: Hall 12 , conference hall 3-12

**15:00 – 18:00**

**The solemn award ceremony of the laureates of the National award in the field of industrial furniture design – “RUSSIAN CABRIOLE – 2009”.**

Organizers: the Association of Furniture and Woodworking Enterprises of Russia; Furniture. Design. Russia research production company; MVK International Exhibition Company

Venue: Hall 12, conference hall 3-12

## **May 13**

### **THE DAY OF DESIGN AND PROMOTION**

**10:00 – 18:00**

**Interactive program “Design as a Competitive Advantage in the Crisis Conditions”**

Organizers: ELITE. Interior Territory magazine, MVK International Exhibition Company

Venue: Hall 12, conference hall 3-12

**10:00 – 12:00**

**Lecture “Tabouret, chair, lounge – evolution and development” by Anna Zhiryakova**

**12:00 – 14:00**

**Lecture “World Design Development Strategies” by Federico Caravaggio, head of Sardinian branch of Istituto Europeo di Design (IDA).**

**14:00 – 16:00**

**Master class “Massive flooring, solid floor in the interior of different styles”**

Speaker: Elena Teplickaya

**16:00 – 18:00**

**Master class “Kitchens. Furniture fittings.”**

Speaker: Evgeny Vilenkin

**10:00 – 18:00**

**The 2nd International furniture forum**

**“EFFECTIVE MARKETING AND SALES OF FURNITURE”**

Organizers: Congress and exhibition company Imperia, MVK International Exhibition Company

Entrance by invitation letters from the organizers

Venue: Conference Hall 3-05 (4-th floor)

**11:00 – 15:00**

**Educational seminar on products and new developments of Ligron company, presented at the EUROEXPOFURNITURE/EEM-2010 exhibition**

Organizer: Ligron company

Venue: Conference Hall 3-01 (4-th floor)

**15:00 – 16:00**

**Presentation**

**“Interprint. The latest trends and decors 2010 / 2011”**

Organizer: Interprint company

Venue: Conference Hall 3-02 (4-th floor)

**14:00 – 18:00**

**Seminar “Complex solution for effective business management by Ormatek company”**

Organizer: Ormatek company

Venue: Conference Hall 3-03 (4-th floor)

## **May 14**

### **THE DAY OF TRADE**

**10:00 – 18:00**

**The 2nd International furniture forum**

**“EFFECTIVE MARKETING AND SALES OF FURNITURE”.**

Master classes by the distinguished experts of Russian consulting

Organizers: Congress and exhibition company Imperia, MVK International Exhibition Company

Entrance by invitation letters from the organizers

Venue: Hall 12, Conference Hall 3-12

**11:00 – 18:00**

**Conference “Innovative solutions for the furniture manufacturers”.**

Entrance by invitation letters from the organizer.

Organizer: REHAU

Venue: Conference Hall 3-03 (4-th floor)

## **May 15**

**14:00**

**The Official Closing Ceremony of the EUROEXPOFURNITURE/EEM 2010 AND**

## **INTERCOMPLECT/Interzum Moscow-2010 exhibitions**

Presentation of diplomas and grand-prix to the winners of the contest "RUSSIAN FURNITURE" and the qualifying round of the National Award "The Russian Cabriole"; awarding of prize holders of the KREATA Contest; the Winners award ceremony of the International contest "Design D'Art", giving prize awards to the winners of the International Contest carried out by the Autonomous Nonprofit Organization "SOYUZEXPERTIZA" (SOEX)

Organizer: MVK International Exhibition Company

Venue: Pavilion 3, Lobby, Stage

\* The Organizer would like to kindly warn you that the Program of Events may experience several changes due to reasons not dependant on the organizer