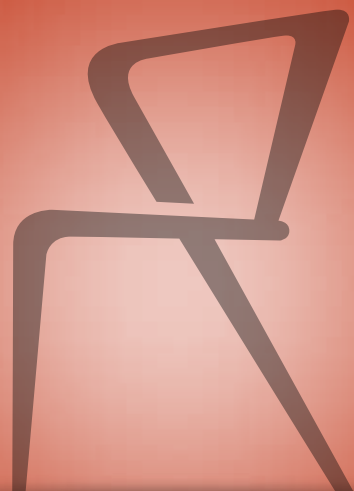


MOBITEX

INTERNATIONAL FURNITURE
AND INTERIOR DESIGN FAIR



International
Furniture
and Interior
Design Fair



**BUILDING FAIRS
BRNO 2017**

**Brno
Exhibition Centre**

26th–29th April 2017

www.mobitex.cz

Central
European
Exhibition
Centre

BVV
Veletřhy
Brno

The BVV logo, which consists of a red and orange curved line forming a partial arc, with a small yellow square at the end.

final report

INDEPENDENT PROFESSIONAL ADVICE AND FUNDING OPTIONS

From 26 to 29 April, the Brno Exhibition Centre Brno hosted the **Building Fairs Brno**, the **MOBITEX** International Furniture and Interior Design Fair and the **DSB – Wooden House Exhibition Brno**. Concurrently, this year also took place the PTÁČEK trade fair of the company PTÁČEK – velkoobchod (wholesale). Inspiration from finished prefabricated wooden houses was found by visitors at the National Building Centre.

Visitors to Building Fairs Brno gained an overview of new technologies, construction materials and current trends in interior equipment, as well as the possibility to consult their plans with renowned professionals for free. Under their guidance, they could go through the various steps of the building, as far as tasteful furnishings of the interior with high-quality, health-conscious furniture.

This year's novelty was an advisory service focusing on smart and safe home issues, hosted at a display in Hall F. It introduced a home for the future where a tablet or a mobile phone can be used not only to control lighting, home appliances and audio-visual equipment, but also heat pumps or solar panels. There was also an electric car integrated into the house's energy management system to balance possible shortages of electrical power.

STATISTICAL DATA*

Number of firms **827** from 20 countries worldwide

Net exhibition area **19 630** sqm

Number of visitors **44 059** from 15 countries worldwide

* Joint statistical data of Building Fairs Brno, MOBITEX, DSB
– Wooden House Exhibition Brno, SC EDEN 3000 and PTÁČEK Fair.



WHAT WAS HEARD IN THE ACCOMPANYING PROGRAMME?

The accompanying programme of the MOBITECH fair was dedicated to the introduction of novelties and up-to-date trends in furniture manufacturing. On the first day of the trade fair, a special seminar of the Cluster of Czech Furniture Manufacturers took place, which focused on furniture issues in terms of design, standards, promotion and support of Czech furniture manufacturers.

Additional and no less interesting lectures dealt with the more than hot topic of children's furniture, from other topics we can mention the issue of self-extinguishing decorative and cover fabrics for a safe and sound-friendly interior. The issue of selecting high-quality, health-conscious furniture has been met traditionally with a great deal of appreciation.

This year's novelty was the introduction of smart and safe households in practice. The project introduced audiovisual equipment, state-of-the-art home appliances and stylish fur-

niture as part of a modern, comfortable and safe home with the ability to control individual attributes presented by control systems. All this was not only to be seen, but also to be tested in real conditions at the display in Hall F. There was also an electric car integrated into the house's energy management system as a compensator of the fluctuations of consumption, charged by the solar panels together with the main batteries of the house.

This year, the popular Technology&Design project, which features state-of-the-art audiovisual equipment as part of a modern interior, was again in place. A successor to the legendary Diamond series from the B&W 800 D3 was introduced this year.

Not even the garden and the garden architecture were left behind. On more than 1,500 square meters, different types of gardens were combined with wooden and other accessories. Also included was a consulting centre for the establishment and care of gardens.



THE EXHIBITOR SECTION OF GRAND PRIX THE MOBITEX traditionally takes place in two categories – progressive design and progressive technology.

Progressive design category

The **1st place** was won by the **ROKKO** balancing knee stool, exhibitor MAYER CZ, spol. s r.o., which was awarded for the innovative concept of dynamic sitting with a balancing effect.



The **2nd place** was won by the **MARANELLO** sofa, exhibitor EXIT 112 s.r.o., which caught attention of the commission with the unconventional solution of a sofa with a positioning mechanism with sensory touch control.



In the progressive design category, the **3rd place** was won by the **QUATTRO Dining Table**, exhibitor JV Pohoda, s.r.o. The commission appreciated the design of the dining table with its original foot solution.



Progressive technology category

The **1st place** was won by the **BETINA** Bedroom of the exhibitor JELÍNEK - výroba nábytku s.r.o. – The winning exhibit was appreciated for the development of an innovative all-wood dismountable joint.



The **2nd place** was given to the **Intelligent and Safe Household** of the exhibitor JASYKO s.r.o., where the commission appreciated the concept of a smart household solution with emphasis on the aspects of safety and savings.



In the progressive material category, the **3rd place** was won by **SERTA cover fabric**, exhibitor BS-textil, s.r.o.; this exhibit was appraised for its innovative fabric structure with increased durability.



GRAND PRIX MOBITEK 2017 – STUDENT SECTION

Main prizes of the company Trade Fairs Brno

1st place

Exhibit: **Bloom chair**
Author: Klára Němečková
School: Tomáš Baťa University in Zlín, Faculty of Multimedia Communications, Industrial Design Studio



2nd place

Exhibit: **Set of foldable furniture for bedroom**
Author: Veronika Dvorská
School: Brno University of Technology, Faculty of Fine Arts, Product Design Studio



3rd place

Exhibit: **Concave bar chair**
Author: Kristýna Frödoval
School: Mendel University in Brno, Faculty of Forestry and Wood Technology, Institute of Furniture, Design and Living



Extraordinary awards

Exhibit: **Collection of furniture from the shells of Merano chair**

Authors: 4th grade students
School: High School of Art and Design and Vocational College Brno, Interior Design Department



Exhibit: **Collection of textile wallpapers**

Authors: students of textile design studio
School: Hradec Králové University, Pedagogical Faculty, Department of Creative Culture and Textile Design, Textile Design section

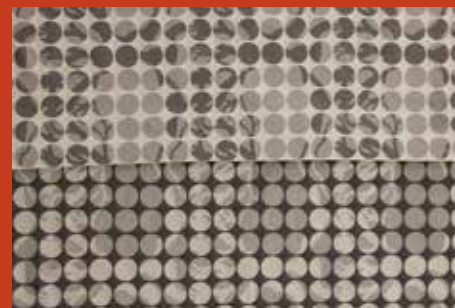


Exhibit: **Bicycle**

Author: Miroslav Kašík
School: High School of Furniture and Trade in Bystřice pod Hostýnem



ADDITIONAL AWARDS

Cluster of Czech Furniture Manufacturers Prize + CZK 4,000

Exhibit: **Prolean bench**
Author: Jan Vašut
School: Mendel University in Brno, Faculty of Forestry and Wood Technology, Institute of Furniture, Design and Living



Cluster of Czech Furniture Manufacturers Prize + CZK 6,000

Exhibit: **Rudolf nightstand**
Authors: Filip Streck and Andrea Vojkůvková
School: Mendel University in Brno, Faculty of Forestry and Wood Technology, Institute of Furniture, Design and Living



Cluster of Czech Furniture Manufacturers Prize with internship at a member of the Cluster of Czech Furniture Manufacturers, the company Jitona a.s.

Exhibit: **Rollo upholstered armchair**
Author: Milan Mátl
School: Mendel University in Brno, Faculty of Forestry and Wood Technology, Institute of Furniture, Design and Living



1st Prize of National Furniture Design Centre

Exhibit: **chair**
Author: Klára Múčková
School: High School of Art and Design and Vocational College Brno, Interior Design Department



2nd Prize of National Furniture Design Centre

Exhibit: **Pieto conference set**
Author: Kateřina Kochánková
School: Tomáš Baťa University in Zlín, Faculty of Multimedia Communications, Product Design Studio



ADDITIONAL AWARDS

Karel Kobosil Prize with CZK 5,000 reward

Granted by the VUTIUM publishing house of the Brno University of Technology and the National Furniture Design Centre endowment

Exhibit: **NaVen armchair**

Author: Michal Zeman

School: Tomáš Baťa University in Zlín, Faculty of Multimedia Communications, Industrial Design Studio



Prize of the company designATAK

Material prize in the form of interior accessories, a book on Karel Kobosil and possibility of a 2-week internship in the designers' studio designATAK design.

Exhibit: **Assemble, draw, play...**

Author: Anna Benešová

School: Mendel University in Brno, Faculty of Forestry and Wood Technology, Institute of Furniture, Design and Living



Upholstery Craft Prize of the Guild of Upholsterers and Decorators

Exhibit: **Rollo upholstered armchair**

Author: Milan Mátl

School: Mendel University in Brno, Faculty of Forestry and Wood Technology, Institute of Furniture, Design and Living



WHAT THEY SAID ABOUT MOBITEX

Helena Prokopová, Guild of Upholsterers and Decorators:

This year's MOBITEX fair was better than last year's, as there were many interesting products. I am delighted that three members of our guild received awards for their products. For the Guild of Upholsterers, the MOBITEX Fair has been a great success as always.

Lucia Haraslínová, Cluster of Czech Furniture Manufacturers:

The Cluster of Czech Furniture Manufacturers (KČN) presented, at a joint display, quality and interesting design of its members' products. That is why we must not miss out on Brno. The construction of KČN's stand and KČN's activities within the accompanying programme of the MOBITEX trade fair was co-financed from the OPPI-Cooperation-Clusters project.

Petra Sehnalová, decoDoma:

We presented mainly covering for different types of seating, from stools to corner sofas. We have 40 different designs and colours, and we were surprised by the great interest of people in these products at Mobitex. I admit that we do not have much competition in the Czech Republic in this respect. The fair was successful for us, even though we were here for the first time. We were satisfied at the exhibition grounds, our goal was met, and that means that our presentation fulfilled its purpose.

Michal Karafiát, technologist, designer, EXIT 112 s.r.o.:

We were happy with Mobitex, we are glad to have received an award for the Phoenix armchair. We are going to exhibit regularly in Brno, the facilities in the area are always perfect here, and we were also satisfied with the numbers of visitors at our display. We always get some contracts here, so our presentation has paid back economically.

René Cígler, Elektro Cígler:

At this year's fair we introduced chandeliers, lights, tables and chairs. Our display was visited by enough visitors not only from Brno and its surroundings, but from the whole of the country. In addition, we have our own customers who visit us regularly here. Nevertheless, we always, as well as this year, acquire new clients at MOBITEX. We are permanent exhibitors at MOBITEX and so far it has never happened that event would not pay for itself economically. That's why we'll be coming here every year, we're always satisfied here.

Tomáš Jelínek, JELÍNEK-výroba nábytku s.r.o.

Our products, especially the new ones, were very sought-after at this fair. We always like to come to Brno. MOBITEX has a great tradition, people are interested in our furniture because we have regular customers here and we keep in touch with them. At Mobitex, our bed received an awards. The company Jelínek produces furniture made of solid oak and beech in a material thickness of 25 and 40 mm.

Gabriela Tomková, JECH CZ s.r.o.:

We rank among regular exhibitors at MOBITEX and, moreover, we have a brand store in Brno. Customers return to our stand because they are happy with our products and want to buy more. The same applies to us, we are satisfied with the Brno fair, for the company is always successful. In addition, we organize business meetings here and a number of end-customers come to us. We have been satisfied with this year's fair again.



MEDIA PARTNERS OF THE FAIRS

Main media partner:



Media partner International Building Fair, Timber and Construction Brno and International Furniture and Interior Design Fair:

