



# 2013 INDEX

INTERNATIONAL DESIGN EXHIBITION  
UNITED ARAB EMIRATES

20-23 MAY 2013 | Dubai World Trade Centre, United Arab Emirates | [www.indexexhibition.com](http://www.indexexhibition.com)

# POST SHOW REPORT 2013

couture | 
 furnishings | 
 furniture | 
 kitchen & bathroom | 
 lighting |   
 outdoor living | 
 objets | 
 surfaces & finishes | 
 textiles | 

# INTRODUCTION



With its proven record of delivering the principal business platform for the design and interiors industry, spanning 23 years, INDEX International Design Exhibition opened its

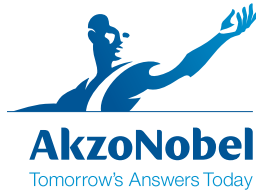
doors from 20-23 May 2013 and was officially inaugurated by H.H. Sheikh Hamdan bin Rashid Al Maktoum Deputy Ruler of Dubai and UAE Minister of Finance.

## INDEX INTERNATIONAL DESIGN EXHIBITION SHOW OVERVIEW

|                                  |   |
|----------------------------------|---|
| Number of years the show running | 23 years  |
| Floor space (gross)              | 31,000 sqm  |
| Number of exhibitors             | 616   |
| International Pavilions          | 19  |
| Exhibiting countries             | 41  |
| Visitors                         | 20,922  |
| Visiting countries               | 105   |
| 10 Dedicated show sectors        | <ul style="list-style-type: none"> <li>Furnishings (incl. Outdoor Living, Furniture) Halls 1, 3-6</li> <li>Surfaces &amp; Finishes Hall 2</li> <li>Kitchen &amp; Bathroom Halls 2, 3</li> <li>Textiles Hall 3</li> <li>Lighting Hall 7</li> <li>Objets Hall 8</li> </ul>  |
| Officially inaugurated by        | H.H. Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai and UAE Minister of Finance   |
| 10 Features and Events           | <ul style="list-style-type: none"> <li>Artists' Avenue</li> <li>INDEX Design Talks</li> <li>Contemporary Majlis Design Competition</li> <li>INDEX and Office Exhibition Product Design Awards</li> <li>Middle East Interior Design Competition</li> <li>Student Design Challenge</li> <li>Infinite Space by Lasvit</li> <li>VIP Breakfast with Morten Georgsen</li> <li>INDEX Trend Tour</li> <li>INDEX Collectibles</li> <li>The Compasses Choice</li> </ul> |

## INDEX 2013 SPONSORS AND PARTNERS

Design Talks Sponsor



Premium Sponsor



Official Magazine



Official F&B Partner



Knowledge Partners



Supporting Partners



# VISITOR BREAKDOWN

## DEDICATED AUDIENCE

Overall **20,922 visitors** from **105 countries** attended the INDEX International Design Exhibition 2013, illustrating

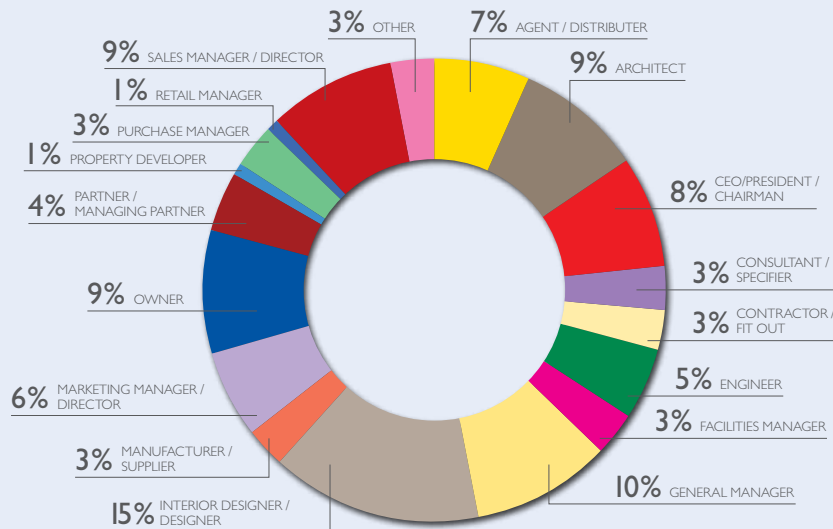
the continued improvements in the quality of visitors attending the show from across the globe.

## TOTAL ATTENDANCE INDEX 2013

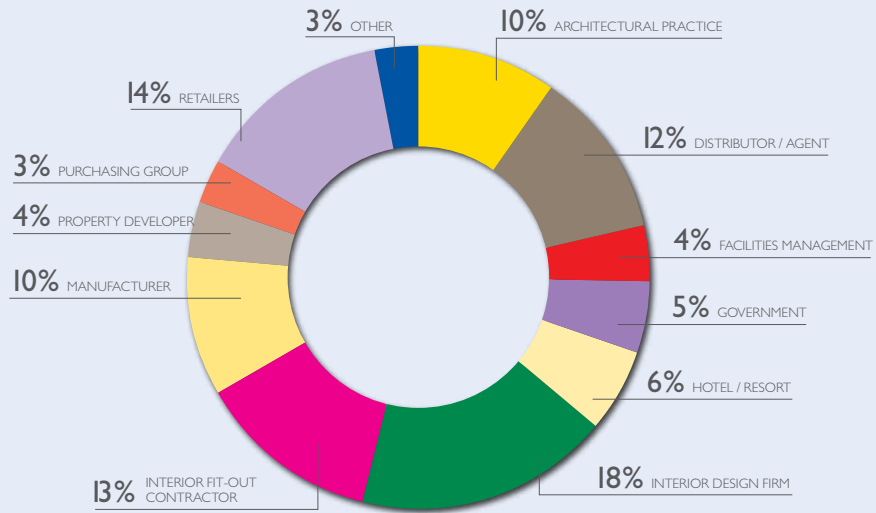
|                |              |
|----------------|--------------|
| Trade Visitor  | 15040        |
| VIP            | 4599         |
| Public Visitor | 766          |
| Press          | 210          |
| Student        | 307          |
| <b>TOTAL</b>   | <b>20922</b> |



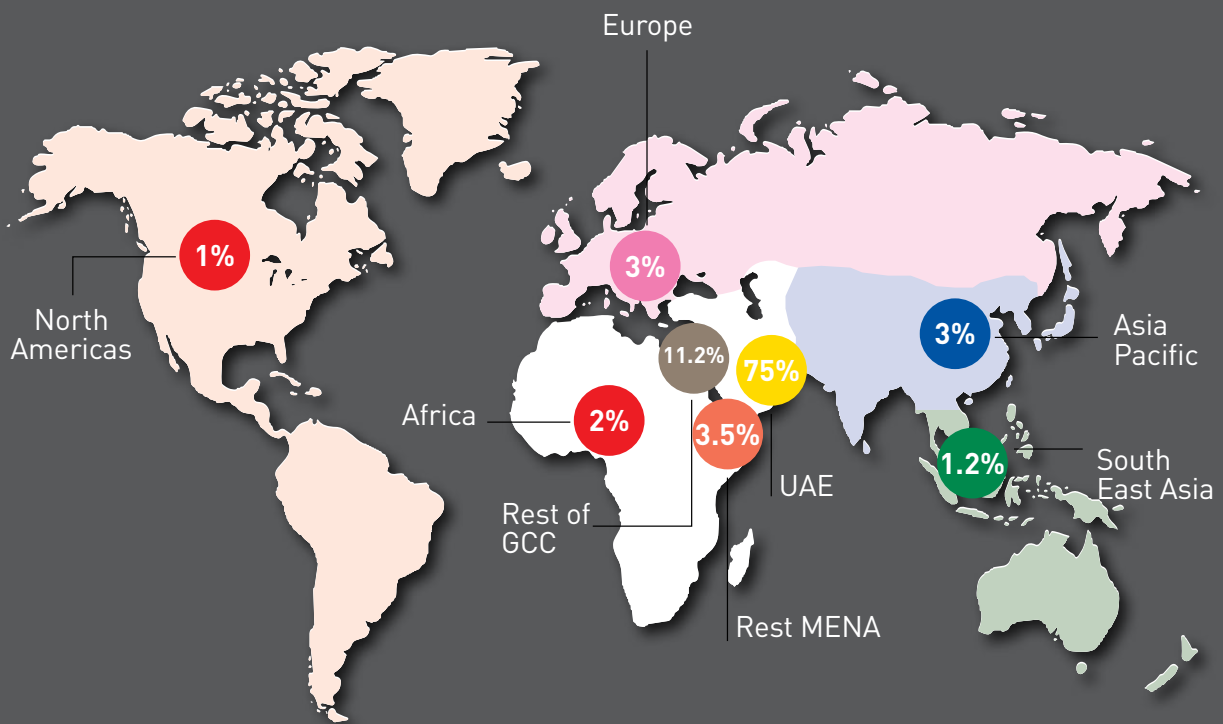
## PRIMARY JOB FUNCTION



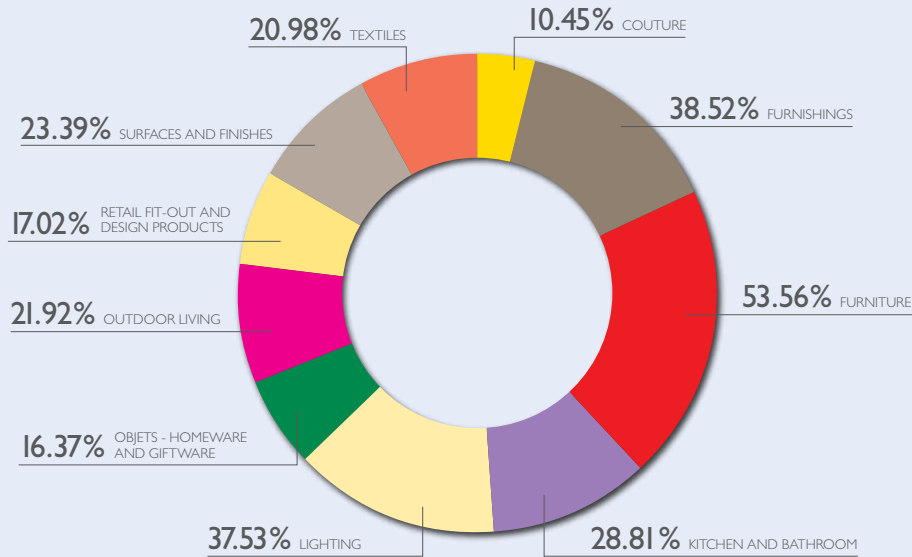
## VISITORS BY NATURE OF BUSINESS



## VISITORS BY COUNTRY/REGION



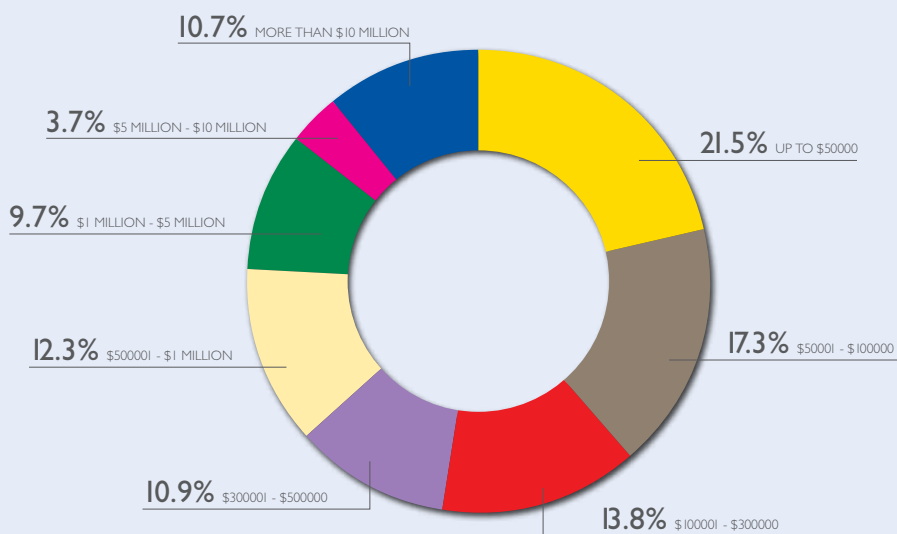
## VISITORS BY MAIN AREA OF INTEREST



\* Visitors could select more than one product

**61.7%** OF ALL VISITORS HAVE PURCHASING AUTHORITY AND **45%** ARE IN THE FINAL STAGES OF THE BUYING CYCLE.

## VISITORS BY THEIR PURCHASING LIMIT



## THE ONE VIP PROGRAMME

**4,599 VIP** guests visited INDEX 2013. VIP individuals were invited based on research that focused on ongoing interior fit-out and construction projects and purchasing authority and role in the company.



### VIP BENEFITS INCLUDED

Free Valet Parking

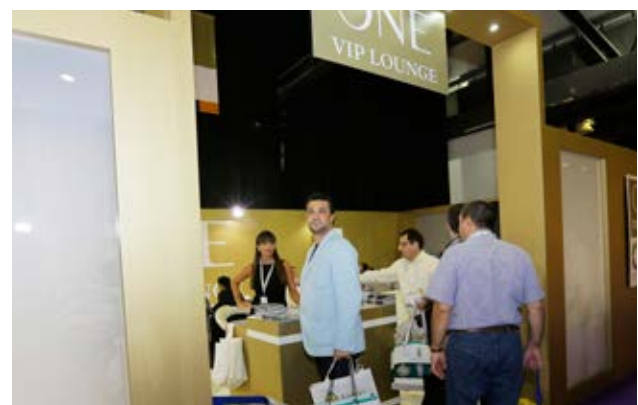
Fast-track entry to the exhibition

Exclusive ONE VIP bag sponsored by KARGES

Exclusive access to the ONE VIP Lounge

Selected VIP visitors were invited to a free to attend exclusive closed door event, hosted at INDEX 2013 with a complimentary breakfast and inspired by renowned Danish designer **Morten Georgsen**.

At '**Breakfast with Morten Georgsen**', Morten shared his inspirational vision for the future of design; which included insights such as, "**Attitude is out, actions is in**" and "**Understanding how people live in order to design for them**".



## FEATURED VIP VISITORS

|                                    |  |  |   |
|------------------------------------|--|--|---|
| Abu Dhabi National Hotels          | Purchasing Officer   | IHG  | Director of Design,<br>Middle East & Africa   |
| AHK Interiors Contract Furniture   | Chairman   | Interior Motives                                     | Senior Interior Designer                      |
| Al Ain Wildlife Park & Resort      | Section Head Procurement                                   | ISG Middle East                                      | Managing Director                             |
| Al Nabooda Interiors LLC           | Director   | Kann Finch Group                                     | Project Director                              |
| Al Tayer Insignia                  | General Manager,<br>Marketing Operations                   | Khansaheb Civil Engineering LLC                      | Procurement Incharge                          |
| Al Tayer Insignia                  | Marketing Operations<br>Executive- Luxury Home             | Landmark Group                                       | General Manager, Design                       |
| ALDAR Properties PJSC              | Head of Retail Delivery,<br>YAS Mall                       | M.H. Alshaya Co. L.L.C                               | Group<br>Procurement Manager                  |
| APID                               | Operations Manager   | MAC Al Gurg- Easa Saleh Al Gurg                      | General Manager                               |
| Archimedia                         | Technical Director   | Macdonald & Company                                  | Director                                      |
| Aurum Design                       | General Manager  | Maison de l'Artisan                                  | Prospecting & Business<br>Development Manager |
| BAB AL SHAMS                       | Deputy General Manager                                     | Majid Al Futtaim                                     | Senior Manager<br>Technical Services, Hotels  |
| BCFA                               | International<br>Project Manager                           | Mcnally Design International                         | General Manager                               |
| Bhatia Brothers                    | Projects Design Manager                                    | Mesoamerica Art Gallery                              | Director of Sales & Marketing                 |
| Blanchard Fz LLC                   | Managing Director  | Meydaan Group  | Procurement Manager                           |
| BoConcept                          | Operations Manager   | Mindserve FZ LLC                                     | CEO   |
| Bouygues Construction              | Head of Procurement  | Municipality & Planning Department<br>AJMAN          | Project Manager                               |
| Coral Deira Dubai                  | General Manager  | Phoenix Hotel Management<br>Company LLC              | Purchase Manager                              |
| Deira Palace Hotel                 | General Manager  | Place Making   | Founder                                       |
| desado.com                         | Founder & CEO  | Pringle Brandon Perkins+Will                         | Principal,<br>Managing Director ME            |
| DSA Architects International       | Senior Architect   | Q HOME DÉCOR   | Design Manager                                |
| Dubai Municipality                 | Internal Architecture                                      | Radisson Blu   | F & B Manager                                 |
| Dubai Pearl                        | Senior Architect,<br>Interior Design                       | Radisson Blu, Dubai Media City                       | General Manager                               |
| Dubai World Central                | Head of Procurement  | Rattan House   | CEO   |
| EC Harris                          | Partner, Head of Property<br>and Social Infrastructure UAE | Reem Building Material                               | Procurement Officer                           |
| EFCA                               | Senior Marketing<br>Communication                          | Royal Hospital                                       | Purchase Manager                              |
| Elemento                           | Project Director   | Sharjah Airport International Free<br>Zone Authority | Senior Purchase Officer                       |
| FARE Construction Company          | Procurement Manager  | Speetech Group                                       | Chief Executive Officer                       |
| Four Frontiers                     | Managing Director  | SS Lootah Contracting Limited                        | Procurement Manager                           |
| Funk Factory                       | Interior Designer  | Stickman Design                                      | Director                                      |
| General Council For Family Affairs | Head of Purchasing Unit                                    | Sunpan Imports                                       | Owner   |
| Godwin Austen Johnson              | Senior Interior Designer                                   | Taj Hotels Resorts & Palaces                         | Purchase Manager                              |
| Golden Tulip Suites                | Area Purchasing Manager                                    | The Vero Studio                                      | Design Principal                              |
| HNI                                | Regional Manager   | Turner International Middle East Ltd                 | Head of Design                                |
| HOK                                | Vice President   |  |   |



## EXHIBITORS' FEEDBACK

**616 companies** from **41 countries** forming **19 national pavilions**, exhibited at INDEX International Design

Exhibition 2013, occupying over **31,000sqm** of gross exhibition space at the Dubai World Trade Centre.

### COUNTRIES REPRESENTED

|           |          |              |           |             |           |                |
|-----------|----------|--------------|-----------|-------------|-----------|----------------|
| Australia | Austria  | Bahrain      | Brazil    | Canada      | China     | Czech Republic |
| Egypt     | France   | Luxemburg    | Germany   | Greece      | Hong Kong | India          |
| Indonesia | Iran     | Italy        | Jordan    | South Korea | Kuwait    | Lebanon        |
| Malaysia  | Morocco  | Netherlands  | Oman      | Pakistan    | Peru      | Philippines    |
| Poland    | Portugal | Saudi Arabia | Singapore | Spain       | Taiwan    | Thailand       |
| Tunisia   | Turkey   | UAE          | UK        | USA         | Vietnam   |                |

### REASONS FOR EXHIBITING AT INDEX 2013\*

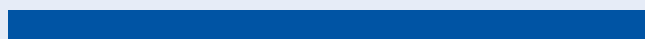
**76.6%** GENERATE NEW SALES LEADS/ORDERS



**66.7%** PROMOTE COMPANY BRAND IN THE MIDDLE EAST



**48.1%** MEET EXISTING CLIENTS



**31.1%** RECRUIT NEW AGENTS/DISTRIBUTORS



**31.1%** GATHER MARKET INFORMATION/FEEDBACK ON YOUR COMPANY'S PRODUCTS/SERVICES



**29%** LAUNCH NEW PRODUCTS OR SERVICES



\*Exhibitors could select more than one reason for exhibiting at INDEX 2013

**82%** of exhibiting companies were satisfied with the quality of visitors

**85%** of exhibiting companies have confirmed or are waiting to confirm their participation in next year's show

**US\$ 160 million** in new sales orders is expected to be generated by participating companies as a result of exhibiting at INDEX 2013

## SELECTED EXHIBITORS TESTIMONIALS

“INDEX was great and the quality of contacts was better in my opinion than many larger shows I have attended. We are already talking about our participation at INDEX 2014.”

*David Shelor, General Manager & Owner,  
Lan Gallery Antiques & Fine Art, Ltd.*

“A variety of high quality leads from retail and contract not only in Dubai but from the entire middle east region. Index is indeed the right platform to showcase novelties, increase brand awareness and most importantly set new design trends.”

*Shafiq Al Taher, Business Development Director, Rattan House*

“This is our fourth year participating in INDEX and we have doubled our space each year, partly as a result of the continued growth of the market but also as a success of the exhibition.”

*Lars Narfeldt, Kollektion/D.Tales*

“We think that this time Compasses had really a great success with the Feature 'The Compasses Choice'. We conducted over 40 interviews and met many interior designers including young designers who just graduated. We have over 600 new fans on our page after INDEX and it is still going up.... We think INDEX is growing. The quality of companies was very high.”

*Luca Mallamo, Compasses*

“INDEX2013 is a great platform in introducing new and innovative products in the Region; we have invested a lot of time and effort preparing for this event. It has been very Promising and we had such an overwhelming response from exhibition-goers from day one. INDEX will surely be one of the events we will look forward to in the coming years.”

*John Benedict Carino, Marketing Manager, PRO Technology*

“INDEX show has been a great opportunity for us to get to know what is here, we have got some very good leads for potential dealers for our products.” Mike Baker, Bluewater Wood Alliance, Canada – Manager  
 “INDEX for us was very interesting, people were very excited for our products, there was a huge number of people coming to our stand.”

*Elena M Piccoli, Dg Mosiac*

“Its our first time at INDEX and it has been a wonderful experience, we have recently expanded into Dubai with our new showroom in the region and INDEX has given us amazing exposure.”

*Oussama Ismail, Karges – Sales Executive*

“INDEX is very good, is it the second time we are here, we were here last year and will probably be here next year, we are very happy and have had many end users.”

*Morgane Freudiger,  
Legrand – Key Accounts & Projects Executive*

“It was wonderful, lots of interest from architects and from Interior Designers and private customers, it has been very good, there is lots of potential in the Middle East.”

*Nathaniel Gluska, Designer*



## MARKETING AND PROMOTION

### PRINT ADVERTISING – MAGAZINES & NEWSPAPERS

INDEX 2013 was supported by **47 print and 49 online advertisements** in relevant international and national media.

### INDEX 2013 MEDIA PARTNERS



### ONLINE MARKETING

Websites are one of the most effective methods of reaching a targeted business audience and delivering ROI. The online campaign has generated over **145,526 unique visitors** to the website during the marketing campaign. INDEX's Facebook and Twitter presence confirms a steady increase in followers during the visitor marketing campaign.

### EMAIL MARKETING

The 2013 INDEX e-marketing campaign included regular email shots to our extensive sales prospects and visitor prospects databases. In total, we have sent out **25 sales emails with the audience of 205,097 people** and **53 visitor emails with the total reach of over 2 million people**.

### PRESS RELATIONS

The INDEX 2013 PR campaign was supported by an extensive pre-show PR campaign, conducted by our PR partner ASDA'A.

### PR COVERAGE OVERVIEW

**18,266.472 people** is an estimated reach of the PR campaign

**63** interviews, features, press release, generated during 2013 campaign

**2 hours** of TV broadcast have been running on the regional and local TV channels

**US\$894,701** is the advertising value of the PR campaign in 2013

**US\$3,131,453** is the perceived value of the PR campaign in 2013

### TELEMARKETING

The INDEX 2013 visitor campaign was accompanied by a 6-week telemarketing campaign, inviting people personally to attend the show. The campaign was targeting VIP and as well as trade visitors and covered over **41,000 contacts** from the MENA region.

### SMS CAMPAIGN

INDEX 2013 visitor campaign included **13 sms campaigns which went to over 96,000 contacts**. The sms shots were sent out to our visitor data prior and during the event as well as our pre-registered visitors.

### RADIO AD CAMPAIGN

INDEX 2013 was supported by a radio advertising campaign in English and Arabic on Dubai Eye and Al Arabiya stations, owned by the Arabian Radio Network (ARN). The advertising campaign included **67 radio spots** running four days before the event as well as on the first and second day of the event.

## INDEX FEATURES AND EVENTS



### ARTISTS' AVENUE

The INDEX Artists' Avenue is an art gallery on the exhibition floor created specifically for artists and galleries looking for exposure to interior design professionals, art procurement managers, consumers and commercial art buyers.

Participants of the INDEX Artists' Avenue 2013 included:

Amer Alsaffar  
Fatima El Shiati  
Sophie Hardy  
Glitz Art  
Humaid Mansoor  
Milamira  
Thomas Wilson  
Sarah Warren  
Mattar Bin Lahej  
Novo Cuadro  
Muse Art  
Lateral Passage

"Exhibiting at INDEX Artist's Avenue for the first time at INDEX Dubai, it's all very new but it's been very good, and the feedback has been excellent."

*Humaid Mansour, Artist*



### INDEX DESIGN TALKS

The INDEX Design Talks consisted of a comprehensive, free-to-attend programme of informative and invaluable seminar sessions, aimed at the region's Architecture and Design community.

INDEX Design Talks 2013 held 28 free-to-attend seminar sessions split across five topics: Project Management, Interior Design, Architecture, Hospitality Design and Retailing and hosted 22 speakers and over 600 delegates during 4 days.

#### PROJECT MANAGEMENT

**Christopher Seymour**, EC Harris  
**Alan Masterton**, EFS Facilities Services KSA  
**Eng. Mohamed Taher Arafa**, Chief Specialist Strategic Planning Dept. RTA  
**Dr. Nabil Shehadeh**, Owner Oquods for Project Management & Contract  
**Dr. Mamoon Atout**, Dean of Fine Arts & Design American University in the Emirates  
**Eng. Nabil Nadi Siyam MEP Senior Engineer**, Civil Engineering Department Trakhees  
**Hema Padmanabhan**, ADNIC  
**Mr. Maged Farouck Hanna**, General Manager Society of Engineers – UAE



## INTERIOR DESIGN

Peter Aylett, Archimedia, UAE  
Rola Alzobai & Helen Keighley, NDA  
Matteo Bianchi  
Shelley Pond, Scarlet Opus, UAE  
Oliver Kessler  
Pallavi Dean  
Kate Hardcastle, Insight With Passion

## ARCHITECTURE

Morten Georgsen, BoConcept  
Simon Major & Satya Nand, Akzonobel  
Stephen Embley, Aukett Fitzroy Robinson  
James Bassos, DWP  
Sherif Anis, AIA

## HOSPITALITY DESIGN AND RETAILING

Kate Hardcastle, Insight With Passion  
Christian Merieau, Samuel Creations

## CONTEMPORARY MAJLIS DESIGN COMPETITION

Already in its fifth year, the Contemporary Majlis Design Competition brought together top designers across the region to compete against each other. A team of independent judges short-listed four professionals/companies across the region who displayed their creative interpretation of a contemporary majlis room set with focus on green and sustainable design and competed for two awards: The Judges' Winner and the People Choice Winner

"INDEX was a great experience for us, we had a very smooth exhibition and we will hopefully be here next year."  
*Hani Fallaha, Design Principal/Partner – Loci Architecture & Design*



## THE WINNER OF THE JUDGE'S CHOICE AWARD

Loci architecture+design  
Project Name: FLOW



## THE WINNER OF THE PEOPLE'S CHOICE AWARD

Ashok Radhakrishnan & Preethi Sreedhara  
Project Name: 'Mo-DIY modular-do-it-yourself Majlis'

## OTHER MAJLIS DESIGN COMPETITION PARTICIPANTS INCLUDED:

Ayesha Gheewale  
Mauktik Shashikantbhai Trivedi

## 2013 PANEL OF JUDGES INCLUDED:

Sinmar Al Said (Internal Line Interior Design)  
Pallavi Dean (Pallavi Dean Interiors)  
Selina Denman (The National Newspaper)  
Rob Canning (BoConcept)  
Richard Wagner (Wanders Architects/AIA Middle East)  
Catherine Belbin, Group Editor, Identity  
Charlotte Butterfield, Editor, InsideOut  
Saniya Chightai, Interior Designer/Architect  
Ivan Parati, Interior Designer/Architect, Lecturer, Ajman University (College of Engineering)  
Patrick Taylor, Regional Manager, HNI Middle East

## TREND TOUR

Compiled by industry experts (Pallavi Dean and Rob Canning), the INDEX Trend Tour was a self-guided tour through nineteen amazing products, selected for INDEX visitors to discover and experience during their visit to the show.



## PARTICIPATING EXHIBITORS WERE:

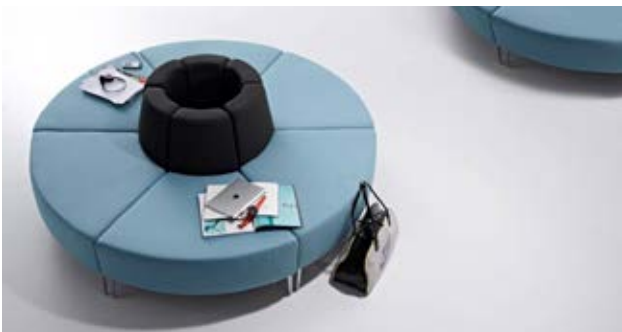
| PRODUCT   | COMPANY                  | PRODUCT                               | COMPANY        |
|---|--------------------------|---------------------------------------|----------------|
| DuPoint Corian luxury outdoor seat with parasol | Surface Tech LLC         | Connect sofa by Muuto                 | D.TALES        |
| NOVACOLOR luxury and high-end textures          | Al Fajer                 | Cosy in Grey lamp by Muuto            | D.TALES        |
| Kährs Oak Slate rustic flooring                 | Nordic Homeworks & Kährs | Hoof table by &tradition              | D.TALES        |
| Biosfera 100% recycled rylon carpet tiles       | Interface                | Nerd chair by Muuto                   | D.TALES        |
| ORIGAMILIGHT Japanese inspired lightbox         | Oliver Kessler Design    | BREK polyurethane moulded seat        | F.Lli Rossetto |
| LIGHTME glass oil lamp                          | Oliver Kessler Design    | Infinity dining table                 | Porada         |
| Cube Pro seat with integrate sound system       | Easychair                | Pink Cloud outdoor designer furniture | BURO 45        |



## INDEX AND OFFICE PRODUCT DESIGN AWARDS

In cooperation of IIDA and judged by an international panel of industry leaders, The INDEX & Office Exhibition Product Design Awards honoured manufacturers and designers for excellence and innovation in product design for the residential and commercial office industries. The competition was open to INDEX and Office Exhibition 2013 exhibitors only.

### THE WINNERS OF 2013 PRODUCT DESIGN AWARDS ARE:



#### BEST OF COMPETITION

Product: **In\_Motion**  
Manufacturer: **GUIALMI**  
Designer: **Rita Cruz**

#### CASE GOODS AND FREESTANDING OFFICE FURNITURE

##### BEST OF CATEGORY

Product: **Eleven**  
Manufacturer: **OFS Brands**  
Designer: **Daniel Korb**

##### HONORABLE MENTIONS

Product: **Unicatum**  
Manufacturer: **ANB art & design**  
Designer: **Nadia Zaoui & Bernd Muller**

Product: **cWave**  
Manufacturer: **Dieffebi S.p.A.**  
Designer: **Michael Burfo**

#### FLOORING

##### HONORABLE MENTION

Product: **Kährs Oak Trollaborg**  
Manufacturer: **Nordic Homeworx**  
Designer: **Kährs**

Product: **Avant Signature Flooring**  
Manufacturer: **Avant Enterprises**  
Designer: **Avant Enterprises**

#### SEATING

##### BEST OF CATEGORY

Product: **In\_Motion**  
Manufacturer: **GUIALMI**  
Designer: **Rita Cruz**

##### HONORABLE MENTIONS

Product: **Clarity**  
Manufacturer: **HNI International**  
Designer: **BMW Design Group**

Product: **Madrid**  
Manufacturer: **OFS Brands**  
Designer: **Daniel Korb**

#### TABLES

##### HONORABLE MENTIONS

Product: **Optima Air**  
Manufacturer: **DAS Business Furniture**  
Designer: **Rob Jone**

# MIDDLE EAST INTERIOR DESIGN COMPETITION

Organised in cooperation with IIDA (the International Interior Design Association), The Middle East Interior Design Awards recognised and rewarded outstanding interior design/architecture projects in the Middle East and encouraged new ideas and techniques in the design and furnishing of interior spaces.

## 2013 PROJECT DESIGN AWARDS WINNERS ARE



### BEST OF COMPETITION

Project: One GE Solution Offices  
Design Firm: AK Design (Adel Al Mojil Consulting Engineers)

### CORPORATE SPACE LARGE

#### BEST OF CATEGORY

Project: One GE Solution Offices  
Design Firm: AK Design (Adel Al Mojil Consulting Engineers)

#### HONORABLE MENTION

Project: Waagner Biro Gulf Head Office  
Design Firm: Wanders Architects

### CORPORATE SPACE SMALL

#### BEST OF CATEGORY

Project: Prime Holdings  
Design Firm: Studio M

### CULTURAL/INSTITUTIONAL/ EDUCATIONAL

#### BEST OF CATEGORY

Project: Women's Museum  
Design Firm: Enrico Botta Architecture

#### HONORABLE MENTION

Project: Gurudwara Sikh Temple  
Design Firm: Bishop Design LLC

### HEALTHCARE

#### BEST OF CATEGORY

Project: Bayt Abdullah Children's Hospice  
Design Firm: NBBJ

### HOTELS

#### BEST OF CATEGORY

Project: Westin Abu Dhabi Golf Resort & Spa  
Design Firm: The Gettys Group

#### HONORABLE MENTION

Project: Raffles Makkah Palace  
Design Firm: AREEN HOSPITALITY

### RESTAURANTS

#### BEST OF CATEGORY

Project: Slider Station  
Design Firm: Bishop Design LLC

#### HONORABLE MENTION

Project: The Farm  
Design Firm: Etcetera Living

### RETAIL

#### BEST OF CATEGORY

Project: Bin Sina Pharmacies  
Design Firm: Brand Creative

### SPAS/FITNESS/WELLNESS CENTERS

#### BEST OF CATEGORY

Project: Ahasees Spa & Club at Grand Hyatt Dubai  
Design Firm: HBA



## STUDENT DESIGN CHALLENGE



The Student Design Challenge is an annual design competition hosted by ISG and Tasmena and featured at the INDEX International Design Exhibition in Dubai.

It places emphasis on socially responsible design and takes a research-design-build approach extending students beyond the classroom. For the first time this year, the Student Design Challenge was open to participants regionally.

"The Middle East Student Design Challenge at INDEX 2013 has been bigger and better than anything we have ever done in previous years."

*Alan McCready MBE, Managing Director – ISG*

## LASVIT



Czech-based glass manufacture and design company, Lasvit featured two lighting installations, INFINITY, by Lasvit lighting designer - Jitka Kamencova Skuhrava and FRACTALS by Lasvit lighting designer Katarina Kudejova Fulinova was on display at INDEX 2013.

"At INDEX 2013, clients and designers could experience our custom made glass art installations which was an important step in building confidence in Lasvit."

*Jan Flidr, Sales Manager, Lasvit*

## THE COMPASSES CHOICE: BE CREATIVE – BE COMPASSES



BE COMPASSES was a unique opportunity to BE CREATIVE by expressing your ideas of design in a BRIEF INTERVIEW and/or by sketching your concepts on our flip chart or on our screen (by providing us with photos/renderings on a memory stick).

## TOPICS COVERED

The interviews will cover, but are not limited to, the following topics:

### Dynamic Design

Renew experiences through senses

### Design Integration

From old single items to new extended integrated systems

### Draw Smart Design

From Single to Community, objects reinvented for public use



BE PART OF THE INDEX INTERNATIONAL DESIGN EXHIBITION 2014  
BOOK YOUR STAND TODAY

## STAND RATES

|   |               |
|---|---------------|
| Space only                                | US\$415 / sqm |
| Space only – Central Boulevard            | US\$435 / sqm |
| Upgraded Shell Scheme                     | US\$495 / sqm |
| Upgraded Shell Scheme – Central Boulevard | US\$520 / sqm |

ENSURE YOUR PRESENCE AT INDEX 2014  
BOOK YOUR STAND TODAY

Tel: +971 (0)4 438 0355  
Email: [info@indexexhibition.com](mailto:info@indexexhibition.com)  
[www.indexexhibition.com](http://www.indexexhibition.com)