

14. - 17.1.2015, Frankfurt am Main

HOTEL EUROPE
CAMPUS@HEIMTEXTIL
12 – 17 January 2015

Academy meets industry

www.bestofdesign.org

heimtextil 14-17 Jan 2015
Frankfurt Germany

Leading worldwide trade fair for
home and contract textiles

2014: 2 700 exhibitors 61 countries
67 000 visitors 133 countries

CAMPUS@HEIMTEXTIL
a community stand for
design academies on the theme
HOTEL EUROPE

- 12 to 15 Academies from Europe & guest countries
- Sponsored by Messe Frankfurt in support of young designers and designer training
- Co-ordinated by the association rooms for free since 2007



What you get and what you give

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What you get:

- Promote your work and your design curriculum
- Visit the fair to see trends
- Network with industry partners
- Network with other academies
- Participation in workshops
- Free fair entry for two students, one tutor
- Overall stand design
- Technical support

What you give:

- Your creativity to develop your exhibits
- Contribution to online communications about the CAMPUS academy show
- Time of two students and one tutor to man the exhibit
- Expenses for travel to Frankfurt/Germany
- cost for food and accomodation during the fair

Summary of dates and conditions

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- 12.01. Arrive and build
 - 13.01. Designers' Day
 - 14.01. Heimtextil Fair
 - 17.01. Last fair day
 - 17.01. Evening: depart

 - Cost of stand => sponsored
 - Cost of travel, accommodation and food => participants
- Work presented is related to HOTEL EUROPE and interests a professional audience
 - Students and/or graduates are accepted
 - Free entry: 3 participants for each academy

Please view the attached documents :

- Conditions
- Fact Sheet
- Code of Conduct

- Show textile samples and surface or object studies for interior / home decoration
- Applied work and projects are particularly welcome
- Each university should show at least 10-15 different fabrics or surface studies
- A particularly good occasion to show graduation projects !

Photostream on flickr for photos from past editions of
Campus@Heimtextil:

<http://www.flickr.com/photos/roomsforfree/sets/>



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The theme for the 2015 academy presentations is **HOTEL EUROPE**

- HOTEL is a growing segment for interior textiles and interior design
- HOTEL is a target group for Messe Heimtextil
- HOTEL is an inspirational theme
- HOTEL is a pedagogical theme for textile design academies

A Sector Focused on Growth: Strong Performance Predicted by EY for Global Lodging Industry in 2014

NEW YORK & LONDON -- Look for transaction activity and even development to pick up across the board as investors seek out new opportunities in the global hospitality sector over the next 12 months according to EY Global Hospitality Insights 2014, released today.



The theme for the 2015 academy presentations is

HOTEL EUROPE

Inspirational & Aesthetic

- Mobility
- Exchange
- Technology
- Comfort
- „home away from home“

Technical

- Safety
- Comfort
- Ease of care
- Sustainability
- Technology
- Attractiveness, design as a selling factor

Each academy gets a room in HOTEL EUROPE

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This setting at the VITRA showroom in Germany inspired our stand conception.

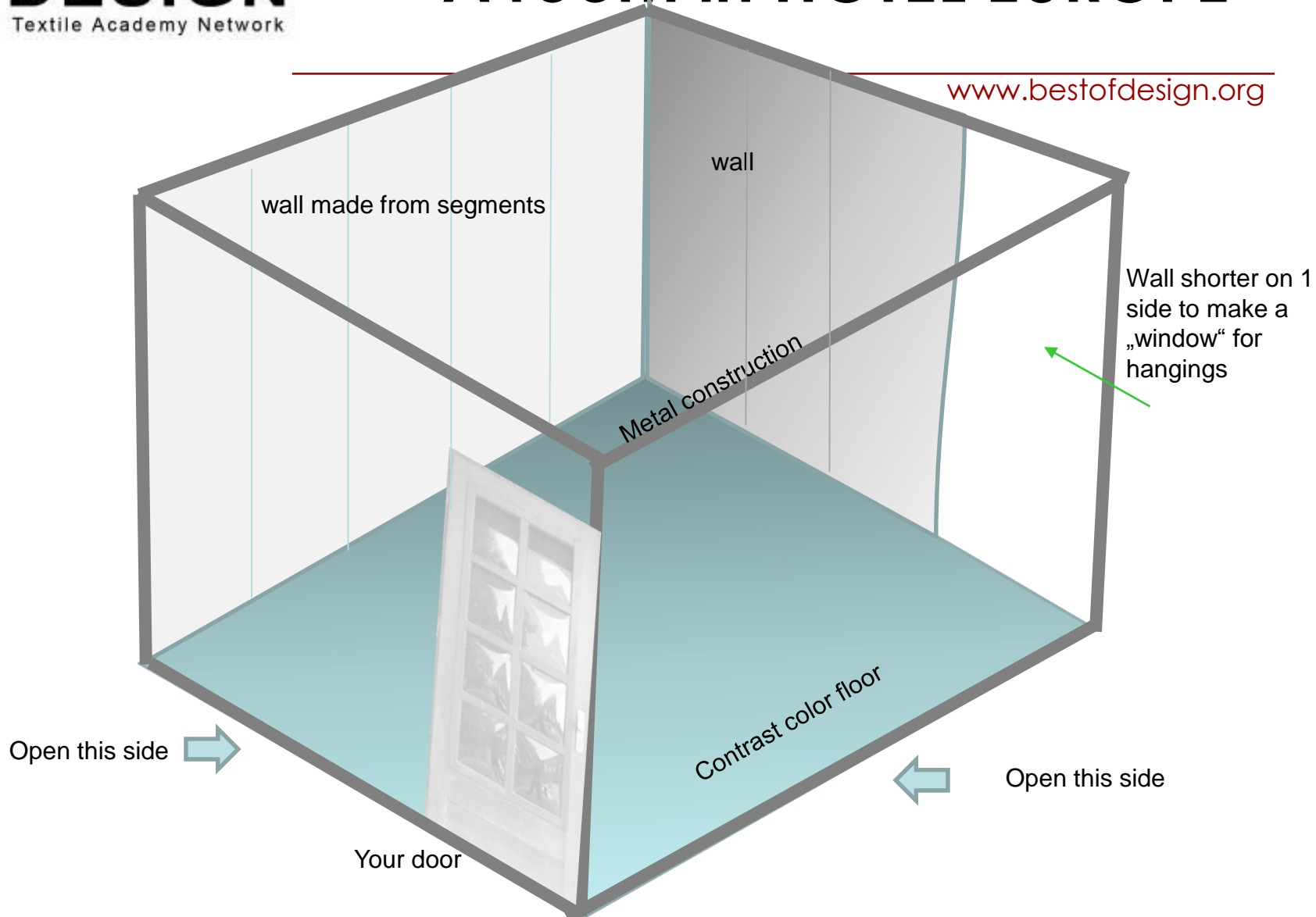
<http://www.vitra.com/de-de/campus/vitrahaus>

We expect
12-15 universities
on the campus.



A room in HOTEL EUROPE

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a room in HOTEL EUROPE

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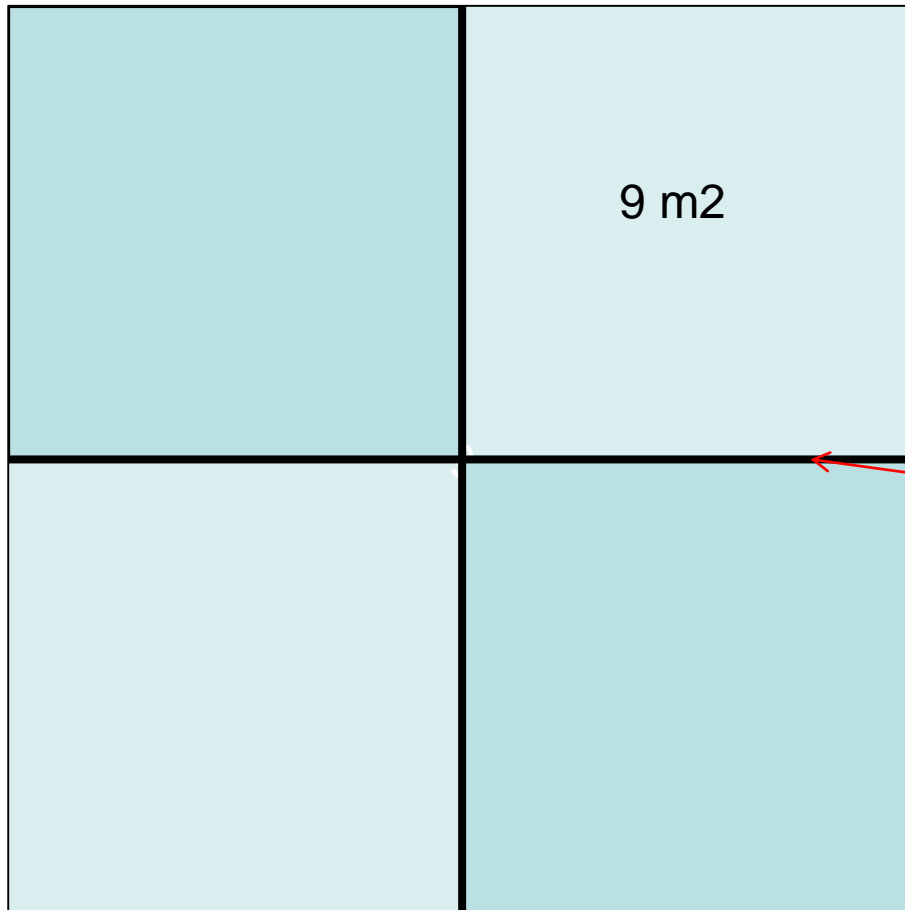
- The “room” is 3x3m in surface and 2m50 high
- It is like a white cube, there are no decorations
- Your academy makes its concept for this space
- What about the door?
 - The door fits on standard EU-door hinges
 - There are 2 alternatives for the door:
 - Either you bring or create your own door as part of your concept
 - Or the organisers get a door for you
 - => you decide => we need to know by 2nd week November

4 academies share 1 island

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Area $3 \times 3 \text{ m} = 9 \text{ m}^2$

4 academies share one „island“
with 4 rooms = 36 m^2



Construction:
A cross of walls from system
walls 2m50 high and some
outline bars (metal construction)

2 sides have a wall
2 sides are open

Next steps for participation

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- Decision to participate and information to the organizers
 - Please book your accommodation as fast as possible, please!
 - Academy coordinator name to be communicated as quick as possible
 - Participants' names to be communicated by 15.12.2014
- Information on stand design to academies
- Academies develop a work presentation inspired by „Hotel Europe“
- Academies develop communication materials
- Dec Contribute to blog and pre-fair communication, finalise your travel organisation
- Jan 12-17 CAMPUS@HEIMTEXTIL 2015

1. Welcome and Introduction Meeting
2. Best practice sharing & networking:
Presentation of 3 academy projects
3. Hotel Europe
a discussion workshop with one of Europe's leading hotel designers
4. Sumatics – EU Project
Sustainable design-driven materials made from upcycled animal or vegetal waste.
5. Guided Visit to „Eperience Theme Park“
showing the Heimtextil trends



www.bestofdesign.org – an international exchange forum for design universities in the centre of Europe focused on textiles, fashion and living space



Experts

- Workshops academy tutors
- campus@heimtextil
- Research projects

Students

- Creative projects
- create-your-own-contest.com
- campus@heimtextil



- campus@heimtextil
- Research projects
- Internships
- Jury memberships

Design & Business





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my Network



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Cora Francois
rooms for free
Projects / Treasurer



Bestofdesign.org powered by rooms for free e.V.
offices c/o M. Vion
Marienstrasse 21, D-10117 Berlin
Tel: +33 6 88 12 21 12
Skype: mitwilltex
Bestofdesign.org@gmail.com

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