

JOIN THE
CONVERSATION:



#printeriors16



2016 PRINTERIORS

BRING INTERIORS TO LIFE WITH PRINT

8-11 MARCH 2016 📍 AMSTERDAM, NETHERLANDS

Enhance the ordinary...



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THE 'PRINT HOTEL'

Discover a unique showcase of interior room sets themed under the heading of 'Print Hotel' at **Printeriors 2016**. Each one specifically designed to inspire, these exclusive designs will illustrate how you can integrate print within every design project.

With the hotel theme incorporating key areas such as bathrooms, bedrooms, conference rooms, and lounge area, each room set provides insight and inspiration, featuring a full spectrum of printed interior elements and applications from walls, floor coverings, ceramics, textiles and decorative surfaces to furniture and accessories.

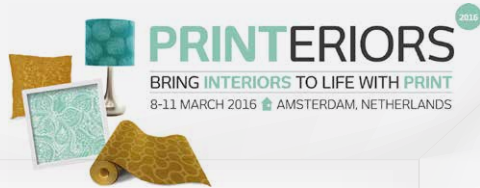


DISCOVER INSPIRATIONAL ROOM SETS FROM COMPANIES INCLUDING:

1. M4FOUR NL B.V
2. CPF-Industrial
3. FESPA Nederlands
4. David Bartlett
5. Alvisual Ltd
6. FESPA Italia
7. DB Ingegneria Dell'Immagine
8. Ecoepoque
9. FPE
10. Gruppo Masserdotti

Your badge will provide you with access to co-located exhibitions: FESPA Digital, FESPA Textile and European Sign Expo.

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PRINTERIORS

2016

BRING INTERIORS TO LIFE WITH PRINT

8-11 MARCH 2016 AMSTERDAM, NETHERLANDS

Bring your interiors to life with print - visit Printeriors 2016, Europe's only event dedicated to the creative community.

Taking place at the **RAI, Amsterdam** from the **8-11 March**, join fellow professionals in discovering the opportunities available to enhance interior design projects for retail, residential, corporate and hospitality using print technology.

Home to a showcase of visual and tactile room sets from leading luminaries of print manufacturing as well as print and design solution providers. **Printeriors 2016** also houses an unmissable one-day conference where a line-up of global experts will illustrate how print can be used as a creative tool for interior space.

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Printeriors 2016 Conference

THURSDAY 10 MARCH

The Printeriors conference offers the chance to hear from a global line-up of experts, including designers, printers and end-users as they explore how print can be used as a creative tool for the interior space.

- Don't miss industry leaders sharing their inspirations including: Alberto Alessi, ALESSI SPA; Gemma Riberti, WGSN and Cholakarn Visutipitakul, Bodhi Tree Decor
- Gain insights into the growth and creative development of printing for interior decoration
- Explore how print enables designers to execute entire creative schemes efficiently, cost effectively and to strict deadlines
- Discover the variety of creative options available to you across different materials, without reduced quality
- Find out what printers can do with vinyl, wood, metal, glass, ceramics and textiles
- Uncover possibilities with personalisation within the printed interiors market



CONFERENCE FEES:

- FESPA NON-MEMBERS - €100
- FESPA MEMBERS - €70
- STUDENTS - €50

YOUR CONFERENCE TICKET INCLUDES ACCESS TO THE FULL CONFERENCE PROGRAMME PLUS OVER 450 EXHIBITORS, LUNCH, THE NETWORKING AND DRINKS RECEPTION.

» PRINTERIORS CONFERENCE 2016 TIMETABLE

10.15 CHAIRMAN'S OPENING WELCOME

SESSION 1: TRENDS FOR 2017

Unmissable for all interior and décor designers, discover the trends that will inspire your projects, and your clients, for the coming year.

10.30-11.00 Print and Pattern Direction for S/S 17

Illustrating how the forecasted macro trends will trickle down into print inspiration and pattern designs across the many interiors product categories.

Gemma Riberti, Senior Editor, WGSN Lifestyle & Interiors

11.00-11.30 Multi-Sensory Design

This session will get you thinking about, and experiencing, how a 5D multi-sensory approach to design can address the non-conscious mind and drive emotional connection, brand loyalty and brand value.

Simon Harrop, CEO, Brand Sense and Founding Director, The Aroma Company

11.30-12.00 Designing for Interior Workspaces

Presenting a series of interior work space case studies discover the possibilities of print for interior design, and what the challenges can be.

John Sulzmann, Business Development Director, Artworks Solutions Ltd

12.00-12.20 COFFEE BREAK

SESSION 2: STAND OUT FROM THE CROWD

Unleash the power of print! Spanning wood, glass, vinyl, wall decoration and printed textiles, these inspirational presentations will open your mind to the possibilities of print.

12.20-12.45 Printing for Glass

A snapshot into the world of printing on glass.

Niv Raz, Head of Architect division and Shimrit Marom Director of Corporate Marketing, Dip-Tech

12.45-13.00 Digital Printed Textiles for Home Décor

Printing for textile for a huge range of hotel brands - what effects can be achieved?

Cholakarn Visutipitakul, Marketing & Creative Director of Bodhi Tree Decor

13.00-13.15 Ordinary Vinyl for Extraordinary Designs

How to add value and create eye-catching designs by using Self Adhesive Vinyl (SAV).

Bogdan Viorel, Product Manager, MACtac Europe

13.15-13.30 The Power of Personalisation

For your next interior project, personalise panels with colours and images!

Michel Vercautere and Simcha Nyssen, CPF-Industrial

13.30-13.45 Printing on ceramic tiles

Explore the characteristics of ceramic inks and application on ceramic tiles.

Maher Shakshir, Steuler-Fliesen GmbH

13.45-14.45 LUNCH BREAK

SESSION 3: DESIGN BEYOND YOUR EYES

Highlighting how interior designers can incorporate the very latest products and techniques. Plus, the solutions print can offer when it comes to COST and SUSTAINABILITY.

14.45-15.15 How to create a digital printed interior - insights, tricks & challenges

Birgit Spielvogel, Diplom Designerin (FH), CI OFFICE DESIGN

15.15-15.45 Printed furniture

Discover the inspiration behind Kitschiku's pattern and furniture ideas and how these have been received by the UK design market.

Matthew Etkin-Budge and Laura Etkin-Budge, Kitschiku

15.45-16.15 TS Visuals: One step beyond printing

Designing durable visual solutions on metal panels, glass, steel, wood and other substrates this innovative work makes inspiration reality.

Thijs Sepers and Vincent Post, TS Visuals

SESSION 4: HOW TO BUILD YOUR BRAND

Hear from leading international designers as they explore the challenges they faced entering an extremely competitive industry and share the secrets of their success.

16.15-16.45 Session TBC

16.45-17.30 Keynote Presentation: Alberto Alessi

Alessi is an iconic Italian houseware and kitchen utensil company. Since 1970 Alberto has collaborated with architects and designers from all over the world. He will share his story on how he built the Alessi Empire and continues to enhance the company's reputation in international design.

Alberto Alessi, Chairman, ALESSI SPA

17.30 CHAIRMAN'S CLOSING REMARKS

17.30-19.30 NETWORKING DRINKS RECEPTION

Conference programme correct as of 26/01/16. For the most up-to-date programme please refer to www.printeriors.net

BOOK YOUR CONFERENCE PLACE TODAY AT WWW.PRINTERIORS.NET
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VENUE:

Hall 6, Amsterdam RAI Exhibition Centre,
Amsterdam, The Netherlands

TRAVEL:

The **RAI Exhibition Centre** is easily accessible from both the Netherlands and abroad, situated just 12 minutes from the city centre and 8 minutes from Schiphol International Airport.

DISCOUNTED TRAVEL WITH AIR FRANCE & KLM:

Benefit from discounted travel rates - visit www.airfranceklm-globalmeetings.com and enter the access code **26046AF**.

ACCOMMODATION:

Book your travel through the Amsterdam RAI Hotel Service's online booking system by emailing hotelservice@rai.nl or visit www.printeriors.net

OPENING HOURS:

Tuesday 8 March	10.00 - 18.00
Wednesday 9 March	10.00 - 18.00
Thursday 10 March	10.00 - 18.00
Friday 11 March	10.00 - 16.00

Please use promotional code **APOZ1402** when registering – entry to the show is €20 without a promotional code. This promotional code is valid until 7 March 2016, thereafter an onsite charge of €40 will apply.



Please note: There is no admittance to any persons under the age of 16, due to machinery in operation, during the exhibition. Identification will be required where deemed necessary.

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