

The poster features a geometric design with overlapping shapes in shades of blue, purple, red, and orange. The text is arranged in several sections:

- 2018 · 2019** (in a red-to-orange gradient bar)
- MMOD** (large black letters)
- MASS MARKET & OBJECT DESIGN** (purple letters)
- ДЕНЕЖНЫЕ ВОЗНАГРАЖДЕНИЯ ДЛЯ ПОБЕДИТЕЛЕЙ:**
 - 1 МЕСТО: 30 000 ГРН
 - 2 МЕСТО: 15 000 ГРН
 - 3 МЕСТО: 9 000 ГРН
- ПРИЁМ ЗА ДО 10.10** (partially visible)
- НОМИНАЦИИ КОНКУРСА:**
 - МЯГКАЯ МЕБЕЛЬ
 - ОСВЕЩЕНИЕ
 - СТУЛ, СТОЛ
 - ПРЕДМЕТЫ ДЕКОРА
 - КУХНИ
 - МЕБЕЛЬ ДЛЯ SMART-КВАРТИР

For the first time within the exhibition **DESIGN LIVING TENDENCY 2018** the **Contest of furniture design, lighting and décor for mass market MMOD**

will be held. There will be

six nominations

in the contest. Professional designers, furniture constructors, architects and students, who have creative ideas concerning furniture, lighting and décor, will participate in it. They must be ready, together with the organizers of the contest, to develop their ideas into a prototype and in the end into a ready-made product which will be sold in retail furniture stores and online to millions of customers.

The furniture market volume amounts to more than 14 billion UAH in Ukraine. 85% of it is taken by the goods of middle and low segments (50 and 35% respectively) and sold in retail networks, furniture centres and online. The average monthly attendance of Ukrainian furniture websites is over 6 million sessions.

The contest MMOD is organized by the union of furniture factories, importers, manufacturers of materials and components, online and offline retailers as well as *the leading exhibition company*

in order to create items of furniture, lighting and décor with history

. Moreover, it is a chance for a wide range of consumers to decorate their home with functional, modern and affordable furniture. The ideas as well as prototypes will be assessed by the experts in the spheres of design, manufacture, marketing and retail.

All the chosen contest works will be demonstrated at the contest stand within the exhibition **DESIGN LIVING TENDENCY 2018**

and their concepts will be presented at the lecture zone of the **Theatre of Design**

. At

**Kiev International Furniture Forum KIFF 2019
(February 27 – March 2)**

we will be able to see ready-made prototypes of items.

[More about contest, nominations, jury...](#)