



**Design. Living Tendency** is an exhibition representing the newest technologies and tendencies in the areas of interior design. It will be held in Kyiv on October 5-8, 2011.

**Design Living Tendency**

is an effective area for the discussion of the most important issues for architects, building industry specialists, designers and furniture and décor objects manufacturers.

**Design.Living Tendency 2011** will show basic trends of the modern interior design and will represent exquisite soft and cabinet furniture from Italian, Belorussian, Lithuanian and other world-famous manufacturers. Big variety of furniture will be represented at the exhibition this time: cozy studies and kitchens, modern carpets and fitted carpets, lighting and main tendencies of the world design, new collections of textile and textile products, décor objects for windows, textile materials, wall décor, exquisite tableware and other décor items.

**Furniture Technologies, Components and Textile** specialized exhibition will be held simultaneously with **Design. Living Tendency.** It will

represent the complete cycle of furniture manufacturing: products, materials, components, equipment.

This time, **the Theatre of Modern Design** will be the center of the **Design. Living Tendency** exhibition

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is the stage for creative presentations and main communication podium for visitors and participants of the exhibition. The objective of the project is to consolidate the forces of the market participants for the development of the new directions and industry areas connected with interior creation. The organizers of the exhibition invite designers, architects and decorators and all those willing to present new ideas to take part in the creation of the installations for the Theatre of Modern Design.

During this edition of **Design.Living Tendency**, workshops from leading European specialists and a wide range of events of business and presentation format will be held for the participants and the visitors of the exhibition: participants of furniture market, owners of design studios, representatives of wholesale and retail, hotels, restaurants and cafes (HoReCa), designers, architects, projectors, and construction market specialists. The anticipated number of visitors of the exhibition is about 20,000.

The **Design. Living Tendency** exhibition will be held at the KyivExpoPlaza exhibition center (address: 2B, Saliutna Str., Kyiv, Ukraine).

Organizer: Kyiv International Contract Fair, Ltd.

Reference.

Kyiv International Contract Fair is the leader of the exhibition business in Ukraine and has been working on the exhibition market of Ukraine since 1994. The company organizes 50 specialized national and international exhibitions annually. Over 4 thousand companies take part in the exhibitions and over 200 thousand people visit them. KICF has effective partnership relations with famous international exhibition companies from Germany, Poland, Turkey, Italy, France and other countries.