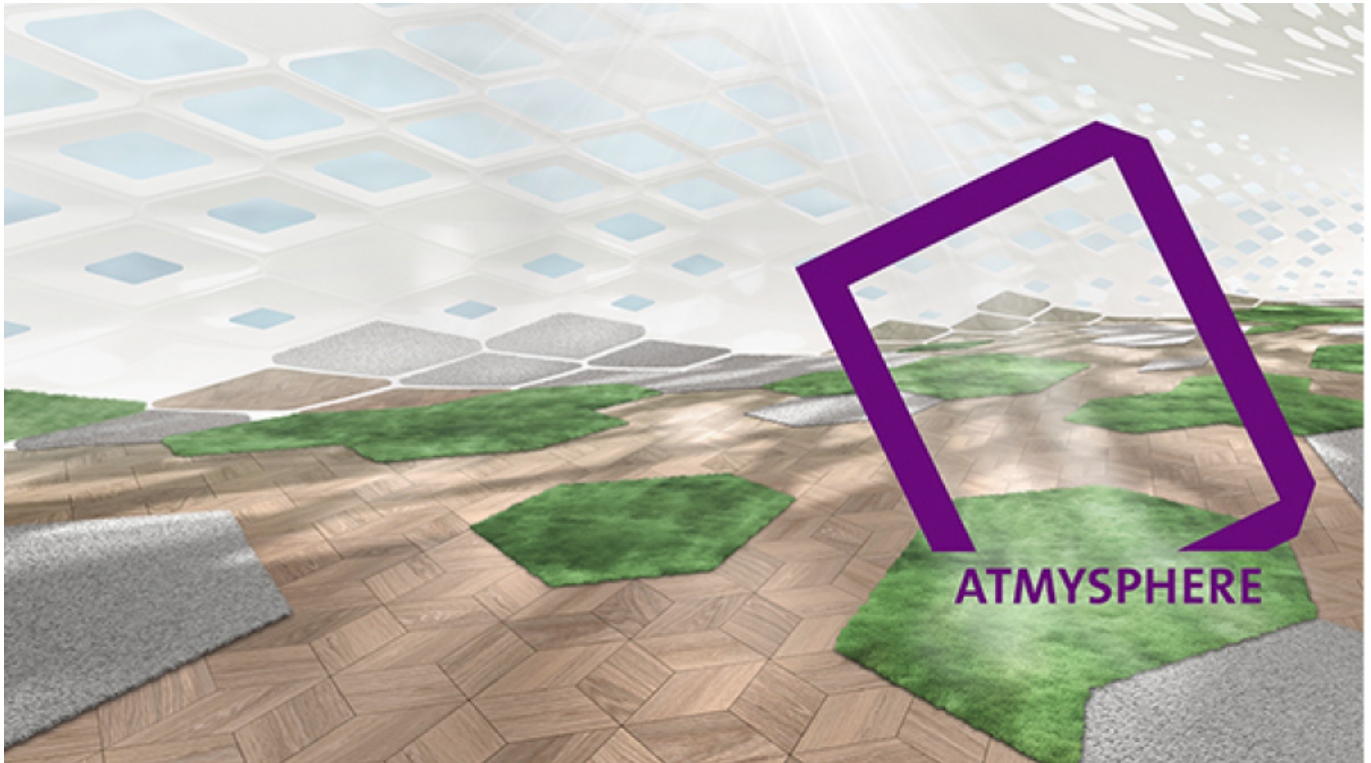


# Domotex 2020

## New theme "Atmysphere"

Wednesday, 17.04.2019



***The new theme of Domotex 2020 is called "Atmysphere". At the next Domotex from 10th to 13th January, the world's leading trade fair for floor coverings will focus on all those properties that contribute to an improvement in quality of life and room atmospheres.***

Following a successful Domotex 2019 in Hanover, preparations are already being made for the next edition of the world's leading trade fair for carpets and floor coverings. At the upcoming event, which takes place from 10 to 13 January 2020, the new theme "Atmysphere" focuses on all the properties of the floor that are focused on well-being, naturalness and sustainability.

Products from the flooring industry are in the context, for example, floors with acoustic properties or noise-insulating elements and carpets that bind particulate matter or have a heat-insulating effect, elastic floors that are particularly hypo-allergenic and real wood planks that improve the indoor climate by storing humidity and at release dry room air again. Softness and pleasant touch, sustainability as well as aesthetic features that create soothing personal spaces can contribute to the improvement of the room atmosphere.

"Again, our guiding theme is inspired by a current megatrend. The focus is on the societal trend topic 'health'. Health is the synonym for good life - which in turn is associated with high demands on our environment. In addition, the topics of sustainability and recycling and thus natural materials still play a major role in our society. Transferred to floor coverings, these are topics with which our exhibitors are

currently working intensively. Especially as the floor is very important within a creative interior design concept. Due to the quality of the material as well as the design, carpets and floor coverings become an important feel-good factor for the personal attitude towards life and the development of appropriate living and working environments. 'Atmysphere' is therefore of great importance to all our exhibitors and visitor target groups, "says Sonia Wedell-Castellano, Global Director of Domotex.

## **Register now with innovative ideas for the leading topic "Atmysphere"**

With the "Framing Trends" special area, Domotex 2020 offers a unique opportunity for manufacturers, designers, artists and students to position themselves as trendsetters for innovative products around the floor and their positive qualities with room concepts on the topic "Atmysphere": Interested exhibitors and Companies in the flooring industry are invited to register with their ideas for staging a pleasant room atmosphere, where the floor plays an important role. Possible exhibition formats may be spatial installations, based on interiors for the contract business, the private living area or the hospitality segment, as well as interactive spaces that encourage participation and a lively exchange.

A sophisticated event program with talks, lectures and discussions in line with the guiding theme makes the Framing Trends the heart of the event.

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