

*"Our first ever appearance at Wohnen & Interieur allowed us to reach out to an upscale customer base and successfully present our brand as a manufacturer. We also saw that the event attracts visitors from all over Austria: we fielded inquiries from potential new customers from Upper Austria to the Salzkammergut and as far afield as Graz."*

Florian Dörfler | Occhio GmbH

*"Austria's gourmet regions were very well represented at the fair, and the exhibitors had a successful and doubtless rewarding time at the fair. The concept proved its worth in its first year and can be extended and refined when it returns next year."*

Erwin Pellet | Commercial Councillor, Chairman of the Viennese Association of Furniture Retailers and co-initiator of new show highlight, the GenussMarkt

Silk blouse, vest, leather skirt by MANGO, Jewelry by JONES.



# WOHNEN & INTERIEUR<sup>®</sup>

Austria's largest fair for dream interiors, design, accessories, home entertainment and garden. Featuring international interior design and garden trends.

**10–18 March 2012**  
**Messe Wien**

From 10 a.m. daily

U2-Stations: Messe-Prater and Krieau

Organised by  
**Reed Exhibitions<sup>®</sup>**  
Messe Wien

[www.wohnen-interieur.at](http://www.wohnen-interieur.at)

Highlights: ♦ **GartenDesign** ♦ **GenussMarkt** ♦ **UnikateWelt**

## WOHNEN & INTERIEUR 2012 ...

The Wohnen & Interieur is Austria's leading "feel-good" event and the only one providing for the entire range of personal interior and domestic design requirements, while also satisfying the highest quality standards and placing special emphasis on the latest international domestic design and interior decor.

Austria's most attractive and impressive trade fair for the realisation of exterior and interior design dreams showcases furniture, decor, home entertainment, gardens and accessories, featuring over 500 exhibitors on more than 55.000 sqm of expo space and spotlighting the latest products, services, furnishing and creative solutions for every individual indoor and outdoor requirement.

"Expert advice" is a central pillar of the fair and can be obtained in direct contact with manufacturers, wholesalers, retailers, designers, certified carpenters, creatives, garden designers, kitchen experts and artists. Whether visitors are looking for traditional, classic, straightforward and modern forms or high-end design items, every taste in design is catered for with examples of all the latest lines in indoor and outdoor furniture, decor, ornamentation and room arrangement.



## ... AN EXCELLENT FOUNDATION FOR COMMERCIAL SUCCESS

### SATISFIED NEW AND RETURNING CUSTOMERS

86% of the visitors at the Wohnen & Interieur 2011 were very pleased with the show; so pleased that two thirds of them have already planned to visit the 2012 edition. 92% said they would warmly recommend this furnishing, fitting and decorating event to others.

### INDISPENSABLE GET-TOGETHER

For three quarters of visitors, Wohnen & Interieur was the only fair they visited in the course of a year to gather information on the latest trends and find out more about new products.

### ATTRACTIVE MIX OF GOODS AND SERVICES

The highly attractive blend of exhibition, professional advice, market place, special demonstrations, cooking shows and unique features such as the GartenDesign, GenussMarkt and UnikateWelt theme zones struck the right chord among visitors. Every second visitor attended these highlights and rated them "very good".

### GREAT READINESS TO ORDER

Four out of five visitors were committed to making purchases worth a total of EUR 100 million. Around half of those at the event indicated that they were looking to order at some point during the course of the fair.

### EXCELLENT CATCHMENT AREA

The main catchment area for Wohnen & Interieur, the area around Vienna, is home to about 2.4 million people – a high-income population that is willing and able to invest in new furnishings for their homes. Vienna leads the way with average purchasing power of EUR 17,200 per capita, followed by Lower Austria with EUR 16,600 (source: KMU Forschung Austria).

## REGISTER NOW ...

... and make these success factors work for you!

Showcase your latest innovations, current portfolio, furniture arrangements, design ideas and tried-and-tested services to a high-potential target demographic with proven spending power.

Use face-to-face communications to reach out to new customers, enhance the potential of your brand and raise your profile. We provide the ideal setting and end-to-end services so that you can concentrate on doing business.

Register now and reserve your booth at Wohnen & Interieur 2012! We look forward to hearing from you:

Christine Kosar, Exhibition Manager T: +43 (0)1 727 20-2102

Elisabeth Mörz, Exhibition Coordinator T: +43 (0)1 727 20-2137

Gabriele Riegler, Exhibition Coordinator T: +43 (0)1 727 20-2135

F: +43 (0)1 727 20-2184, E: [wohnen@messe.at](mailto:wohnen@messe.at)



### VENUE

Messe Wien, 1020 Vienna, Austria  
Halls A, B, C and D

Entrance A: Messeplatz 1

Entrance D: Trabrennstraße 7

U2-Stations Messe-Prater and Krieau

### OPENING TIMES

Saturday, 10 March until  
Saturday, 17 March 2012  
10 a.m.–6 p.m.

Sunday, 18 March 2012  
10 a.m.–5 p.m.

### EXHIBITOR ZONES

- Art and galleries
- Bathrooms & sanitary facilities
- Blinds & awnings
- Carpenters
- Carpets & oriental rugs
- Doors, floors, stairs
- Entertainment electronics & home entertainment
- Furniture
- Garden & balcony: furnishing & design
- Home accessories
- Home textiles
- Household appliances
- Kitchens and kitchen appliances
- Lights and lighting solutions
- Spa & wellbeing
- Tableware & decor
- Tiled ovens and stoves
- Winter gardens

### PARTICIPATION

Please refer to the registration documents for terms and conditions, prices and full package services.

### ORGANISER

Reed Messe Wien GmbH  
Messeplatz 1, PO box 277  
1021 Vienna, Austria

[WWW.WOHNEN-INTERIEUR.AT](http://WWW.WOHNEN-INTERIEUR.AT)



**WOHNEN &  
INTERIEUR**

®

IMPRESSIONS 2011

79.200 VISITORS  
MORE THAN 500 EXHIBITORS  
55.000 M<sup>2</sup> EXHIBITION SPACE

*"For us it was a great fair with plenty of visitors interested in making a purchase. I am pleased to see that things are looking up again – in our industry we are back making sales directly at a fair after years of trying."*

Helmut Diwald | Tischlerei Diwald KG

*"Footfall was satisfactory, the quality of the attendees is high and the fair organisation also worked very well."*

Werner Strobl | Ambiente Bad

Leans by JONES



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