

PRAGUE LETŇANY EXHIBITION CENTRE



12<sup>th</sup> Annual trade fair of housing,  
furniture, real estates, renovation  
and reconstruction

May 26 – 29, 2005

FINAL REPORT

Patronage and professional cooperation



Ministry for Regional  
Development



State Fund of Housing  
Development



Association of Real  
Estate Agencies





*In its 12<sup>th</sup> year, the Annual Trade Fair of housing, furniture, real estate, renovation and reconstruction "FOR HABITAT" returned again to its original May term after three years, which was perceived as an advantage for exhibiting firms. The Trade Fair was connected with the new event "FOR KIDS", the First Year of the Trade Fair for Kids.*

## Basic Data:

<b>Number of exhibitors:</b>	209
<b>Net exhibition area:</b>	3,675 m <sup>2</sup>
<b>Gross exhibition area:</b>	7,300 m <sup>2</sup>
<b>Represented countries:</b>	Czech Republic, Slovakia, Germany, Austria
<b>Number of visitors:</b>	11,450
<b>Number of accredited journalists:</b>	50
<b>Number of visitors to associated programmes:</b>	138/6 countries
<b>Number of guests of the Common Evening Party:</b>	312
<b>Total:</b>	11,950

## General Assessment

The connection of the Trade Fair for furniture with the event dedicated to toys and other children's articles was proven as a very incentive decision because the topics of children and housing correspond very well to each other. The Fairs were visited by many families with children who used the children's facilities prepared for them so that their parents could calmly see the exhibitions presented at the Fair. Then they followed the rich common programme designed for both children and adult people.

A matter of interest of this year's event was represented by model children's room and their proper illumination. The eighty-metre exposition was the venue of joint forces of eight firms which created there three children's rooms, the dimensions of which corresponded approximately to the area used for children in apartments situated in panel buildings. The rooms were designed for various age categories – from birth to a higher school age.

The end of May was very hot, the temperatures were high above the average level, and both exhibitors and visitors, as well as all Prague inhabitants suffered of hot weather so much that physicians warned people from possible risks and recommended them not to leave their flats. For this reason the number of visitors was unfortunately lower than in previous years.

## Private View



The Trade Fair was commenced on 26 May at 4 p.m. by the Deputy Minister for Regional Development of the Czech Republic, Ing. Jan Slanina, and by the Director of the State Fund of Housing Development, JUDr. Jan Wagner.



Also the GRAND PRIX awards of the FOR HABITAT and FOR KIDS Trade Fairs were handed over on the occasion of the Private View.



## GRAND PRIX FOR HABITAT 2005

Competition for the best exposition at the Trade Fair

### Professional Jury:

Ing. Jan Slanina – Chairman of the Jury

Ing. Arch. Milan Körner

Ing. Arch. Aleš Vyjídák

### The GRAND PRIX awards were granted:

To KOMANDOR Czech Republic s.r.o.

For the professional approach of the Exhibitor, concerning the product presentation at a high architectonic level of the exposition design

To SAPHO s.r.o.

For demanding performance relating to the product presentation and for the high aesthetic standard with regard to the small exhibition area

### Honourable Mentions were granted:

To WOODFACE spol. s r.o.

For a very successful presentation of the exposition based on direct perception of the product by visitors

To ANTICO s.r.o.

For a pure architectonic design of the exposition and for the culture of performance of the exhibits presented

## Further accompanying programme

The competition for the most successful construction made of corrugated board entered into its final round on the occasion of the For Habitat Trade Fair. The competition was organised by the Association of Corrugated Board Producers. The three winning copies of the constructions created by students of Secondary Building Schools, who consider them as a dominant point of their towns, were presented in the Wallenstein Garden of the Senate of the Czech Republic.

On one place it was possible to admire a Kolín church, Hradec Králové tower and an observatory from Valašské Meziříčí. The Professional Jury decided who was the best to cope with corrugated board, an environment-friendly material used especially for the production of packages. The prizes were handed over to the authors of the winning product – students from Valašské Meziříčí – by the representatives of the Association of Corrugated Board Producers at the Garden Party held in the Wallenstein Garden.

Altogether 5 constructions made of corrugated board were admired by visitors to the FOR HABITAT Trade Fair in the Entrance Hall 1 of the Prague Exhibition Centre in Letňany.





## Conference

# MOBILITY **WITHOUT BARRIERS**

### Core Accompanying Programme of the Trade Fair

The aim of the conference was to introduce individual transport modes in their relation to barrier-free mobility, to identify various issues of making the urban environment accessible and to find effective directions for possible solutions.

The conference was attended by 110 professionals and participants from 6 countries of Europe: Czech Republic, Slovakia, Portugal, Spain, Sweden and Hungary

#### Topic sections of the conference:

- New technologies and design for all
- National mobility development programme
- Transport without barriers, European view
- Legislation and funding of the barrier-free infrastructure
- Transport infrastructure without barriers

The conference took place in a calm environment of the Office of the Czech Republic Government in two days. The first day was focused on speeches of foreign participants, while the other day was thematically divided between individual sectors of the transport infrastructure. The conference participants supported the organiser's intend to organise such a conference in the upcoming years as well. They evaluated the event as very successful, and **the Chairman of the National Council of Disabled People of the Czech Republic, Mr. Václav Krása entrusted ABF, a.s. with organising a follow-up conference with the subtitle "Town without Barriers".**



## Competition of Apprentices of Building Trades and Crafts (SUSO)<sup>®</sup>

9<sup>th</sup> International Year, Regional round

**General sponsor: Wienerberger Cihlářský průmysl, a.s.**

Altogether 42 competitors coming from 12 schools presented their skills in hall no. 7 at the Prague Exhibition Centre in Letňany on 26 and 27 May 2005.

#### Winning teams

##### Branch of bricklayers:

SOŠ, SOU řemesel,  
OU a Učiliště, Čáslavská 202,  
Kutná Hora  
Michal Matějka,  
Michal Janeček

##### Branch of tile setters:

SOU, OU a Učiliště, U Klubu  
302, Horní Bříza  
František Hausner,  
Jakub Vacek

##### Branch of joiners:

SOU obchodu, řemesel a služeb,  
Zámek 1, Žamberk  
Jan Podzemný, Pavel Pospíšil

##### Branch of dry structure fitters:

SOU stavební, OU a Učiliště,  
Na Moráni 4803, Chomutov  
Sebastián Urbánek,  
Václav Horčíčka

## Garden Party

The Garden Party was the top social event of the Trade Fair. The exhibitors of the FOR HABITAT, FOR KIDS trade fairs and the participants of the conference "Transport without Barriers" met on 26 May in the Wallenstein Garden. The beautiful environment of the garden designed in an early-baroque style, with freely standing statues, sculptural groups and fountains was the venue of pleasant programmes for about 300 visitors. The atmosphere of the beautiful spring evening was completed by the string quartet.

Special Guests of the Garden Party:

**Václav Krása**, Chairman of the National Council of Disabled People of the Czech Republic

**PhDr. František Kozel**, Director of the Section for Human Rights and Equal Opportunities, Office of the Czech Republic Government

**Doc. Ing. Zdeněk Trojan**, Department Director, Office of the Czech Republic Government

**Ing. Pavel Švagr**, Director of the State Fund of Transport Infrastructure of the Czech Republic

**Ing. Jaromír Schling**, member of the House of Representatives of the Parliament of the Czech Republic

**Ing. Bořivoj Kačena**, Managing Director of SSŽ, a.s.

**Ing. Jan Slanina**, Deputy Minister for Regional Development of the Czech Republic, and other important guests.

## Media campaign

- Advertisement and PR articles in professional magazines (23 titles)
- Advertisements in the daily press
- Billboards in Prague and Central Bohemia
- Posters at the bus stops in Prague
- Posters on the poster locations in Prague and Central Bohemia
- Radio broadcast advertising – Frekvence 1, Blázník, KISS 98 FM Praha
- PRIMA TV – spots before the main TV news
- Advertisement on www sites (10 web servers)
- Press conference
- Media cooperation with PALACE CINEMAS Letňany
- Invitation letters to 156 technical schools
- Invitation letters addressed to the Heads of individual Prague districts
- Information to Czech News Agency



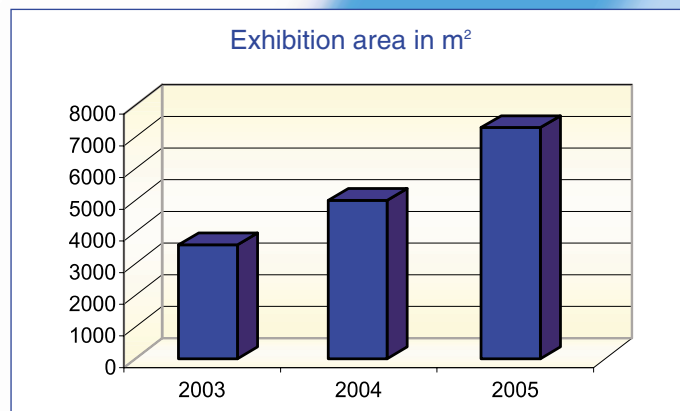
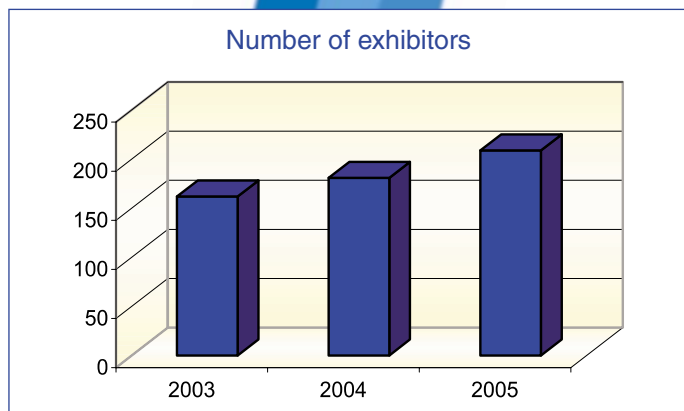
**Main media partner of the Trade Fair**  
ASTROSAT – Byt magazín



## Media partners:

- Information centre of the Association of Real Estate Agencies (ARK) – ARK NEWSLETTER
- Panel Plus Press s.r.o. – Panel Plus
- Immopress, a.s. - Realit
- Center Europe, s.r.o. - Bydlíme & Stavíme
- B.D.S. PRESS, s.r.o. - Pěkné bydlení
- Petr Ehrlich – Doma, etc.
- Hachette Filipacchi 2000, spol. s r.o. - Marianne Bydlení
- Časopisy pro volný čas s.r.o. - Domov, Chatař & chalupář
- Agentura NÁŠ DŮM, s.r.o. - Náš dům
- Publishing House "GRAND PRINC vydavatelství" - GRAND PRINC
- PELOTON, spol. s r.o. - Dům a zahrada
- PREMISA, s.r.o. - Stavební noviny
- ANNONCE, k.s.
- CENTRAL GROUP, a.s.
- ECONOMIA a.s. - [www.IHNed.cz](http://www.IHNed.cz)
- seznam.cz, a.s. - S Reality
- com.pot spol. s r.o. - [www.propodlahy.cz](http://www.propodlahy.cz)
- CEMC – Czech Environmental Management Centre - Alternativní energie
- MAXIMA REALITY, s.r.o.
- Stavební informace
- ISMC CZ s.r.o. - Interiérové vybavení a zařízení

## Statistics of previous years of the FOR HABITAT Trade Fair



### Contacts and information:



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## The next year of the Trade Fair



will take place on

**May 25 – 28, 2006**

**[www.forhabitat.cz](http://www.forhabitat.cz), [www.abf.cz](http://www.abf.cz)**