



INTERIOR SOLUTIONS  
MEETING FOR  
THE DISTRIBUTION  
SECTOR

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VERONA 21-22-23  
OCTOBER 2012

**ABITARE  
ILTEMPO**

1.2

**100  
PROJECT**

%

# ABITARE IL TEMPO 100% PROJECT. THE SHOW TURNING PAST INTO FUTURE.

Forget the usual event displaying products and brands.

Abitare il Tempo 100% Project **is different, brand new and unique** because it is **the only** event in the international exhibition panorama focusing on **knowledge** to define a solution for interiors. The only analysis meeting where **distribution** and **production**, the **design world, services** and **communication** get together.

## A PRECISE OBJECTIVE

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Be a platform for planning and development in the sector in line with today's market. Provide players with **information**, **suggestions** and **ideal proposal** for effectively improving **business** in terms of differentiation, turnover and marginality. All in a space where opposition and competition are replaced by dialogue and the joint search for the best anti-crisis solutions.

## 2011 FACTS AND FIGURES

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**10 thousand** visitors with significant international attendance;  
**200 direct** exhibitors and **50** attending events;  
**2** major conventions;  
**40** specialised workshops and seminars.

## FORMAT PROMOTER

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Companies are like people: they have a different character, style and experience. Just like events. This is why **Giulio Cappellini** is the symbol of Abitare il Tempo 100% Project: a great professional, architect, designer, art director and businessman.



## ACROSS THE BOARD COMMUNICATION.

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- Every month, "**FederMobili**" and "**GDA - Giornale dell'Arredamento**" will have a high impact page with a flash invitation to discover the topic of the month on the site.
- An Internet site capable of ensuring constant training with an area dedicated to analysis of the monthly topic.
- A Web TV to replay all the presentations at the last edition and relive the salient moments.
- A Web campaign with a wealth of banners on the main sector portals.
- A digital newsletter for consultation at regular intervals via e-mail.



# ABITARE IL TEMPO 100% PROJECT 100% MARKET

Exhibitors include **design industries, craftsman workshops** and small-medium “made-to-measure” companies - all characterised by impressive entrepreneurial backgrounds. Only what is **new offered on the market** in terms of function and use, models and solutions, colours, materials and processes.

## A SPACE TAILORED FOR PEOPLE

The times of huge, unfocused areas are over: made to **measure spaces** mean that every company can highlight its distinctive skills and ignore the superfluous. While **saving a great deal of time and money**.

Site access directly  
to the “Company  
News” section





# ABITARE IL TEMPO 100% PROJECT

## 100% INNOVATION

Information, training, trends and design, communication, sales, market scenarios, design of points of sale: all this and much more in an impressive **programme of workshops** held by the **most authoritative experts** in the various disciplines covered.

### WINNING NUMBERS

The result in 2011 was excellent, with **more than 2,350** people attending **40 meetings** held in as many as **four halls**. Optimal redemption for training meetings and workshops organised directly by Abitare il Tempo 100% Project. Federmobili's inaugural convention was crowded (more than **300 people**); the closing forum, with comparisons between independent distribution, large-scale distribution, production and the design world was attended by **250 people**.

Watch all Workshops  
at the 2011 edition  
again on Web TV





# ABITARE IL TEMPO 100% PROJECT 100% EMOTION

Here, the skills of **designers, architects** and **interior-designers** come together and merge into solutions. An open and creative meeting place emphasising **organisation** and **innovation**, while equally encouraging personal intuition: for **producers**, who can see their products “set” by specialists in a creative context; for **dealers**, who can discover how to make their points of sale more attractive and comfortable.

## 100% SHOP BY ADRIANI & ROSSI

For hands-on experience of an **innovation process** in applied research for a project point of sale: lighting, surfaces, selection/product, set-up/objects and communication.

Visit the exhibition,  
experience the  
emotions of the  
Virtual Tour



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“ABITARE  
IL TEMPO  
100%PROJECT:  
NEW IMPETUS  
FOR RECOVERY”

(FEDERMOBILI)



100% COOKING  
Gustando momenti di informazione e formazione.



“RECORD  
ATTENDANCE  
FOR THE  
OPENING OF  
ABITARE IL TEMPO  
100% PROJECT”

(IL SOLE 24 ORE)



“AN NEW  
APPROACH TO  
EXHIBITIONS”

(Gd'A - Giornale dell'Arredamento)





“ABITARE  
IL TEMPO  
100%PROJECT:  
DESIGNER  
CHOICES”

—  
(LA REPUBBLICA)



DOIMO SOFAS

“AN EFFECTIVE  
EVENT CAPABLE  
OF PROVIDING  
ANSWERS”

—  
(AMBIENTE CUCINA)



“DESIGN  
RETHINKS  
DISTRIBUTION”

—  
(ITALIA OGGI)



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ORGANIZED BY



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