

CURATING OF STANDS AHEAD HALL / HALL 6

Habitare's Ahead hall, Hall 6, has been curated since 2016. The stands are curated with a view to maintaining a high quality of content for the Ahead concept, to match the wishes and needs of visitors interested in design. The Ahead hall is focused on contemporary design.

The Ahead hall is intended for companies and individual practitioners that have design as a core part of their operations and range of products. The curation is managed by Messukeskus' Habitare team, which includes creative director and sales managers. The curation process starts when an exhibitor submits a plan of their stand to be confirmed in AHEAD area.

Instruction for curating plan

- For curating exhibitor need to apply with a illustrated stand plan, which clearly illustrates the visual appearance, stand structures and materials, main focus and display of the stand and product placement.
 - o Reference pictures, mood boards, product pictures and photographs can be added to complete the stand plan
 - o Perspective at least from the front and above
 - o High-resoluted photograph from the previous exhibition approved, in case the stand will be executed as the same. In case of changes, stand plan needs to be presented.
- Stand plan needs to be sent as PDF file

Curating process

- While beeing curated Habitare' sales managers can make a preliminary reservation from stand location prefered from maximum two (2) weeks.
- Curating of the plan takes maximum one (1) week. In case of holidays or other absences exhibitor will be notified.
- After stand approval stand must be confirmed in two (2) days (general terms apply)
- Stand plans to AHEAD area must be sent to curating latest 16.6.2023. Stand plans sent after this are automatically placed in other areas.
- Messukeskus determines the final location of the stands, taking into account the appropriate use of the areas and different categories.

Criteria

- Design. The use of design in the stand plan.
- Internationality. The stand maintains an international standard.
- The brand story and spirit. The company's spirit and story are reflected in the stand.
- Focus. Focus on the concept, product family and/or products being presented. The number of products is limited to retain an exhibition-like feel.
- Novelty value. The stand presents new products or existing products in a new way.
- Clarity. The stand is clear and has an exhibition-like feel. The stock of products for sale is located separately from the products on display.
- Inspiration. The stand is memorable and inspires visitors.
- Aesthetics. The stand is beautiful and delights visitors.

HABITARE



The target visitor groups for the Ahead hall are consumers and professionals who follow and have an interest in design. These target groups are interested in design, handicrafts and applied arts, interior decoration, art, high quality, sustainable development, original brands, and classics that have stood the test of time. Ahead visitors follow media that covers interior decoration, design and art.

The Ahead area has been curated since 2006, when the concept was created. Curation is part of the internationalisation of Habitare. Curation is a standard practice in all foreign design, interior decoration and furniture fairs.

APPENDIX: Generals terms of participation
Habitare event specific terms of participation