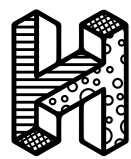


MATERIALS

HABITAREMATERIALS / 24

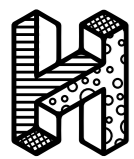




MATERIALS



Habitarematerials 2022 Helsinki

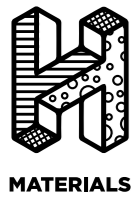


MATERIALS



2022 Habitarematerials Helsinki

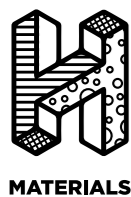




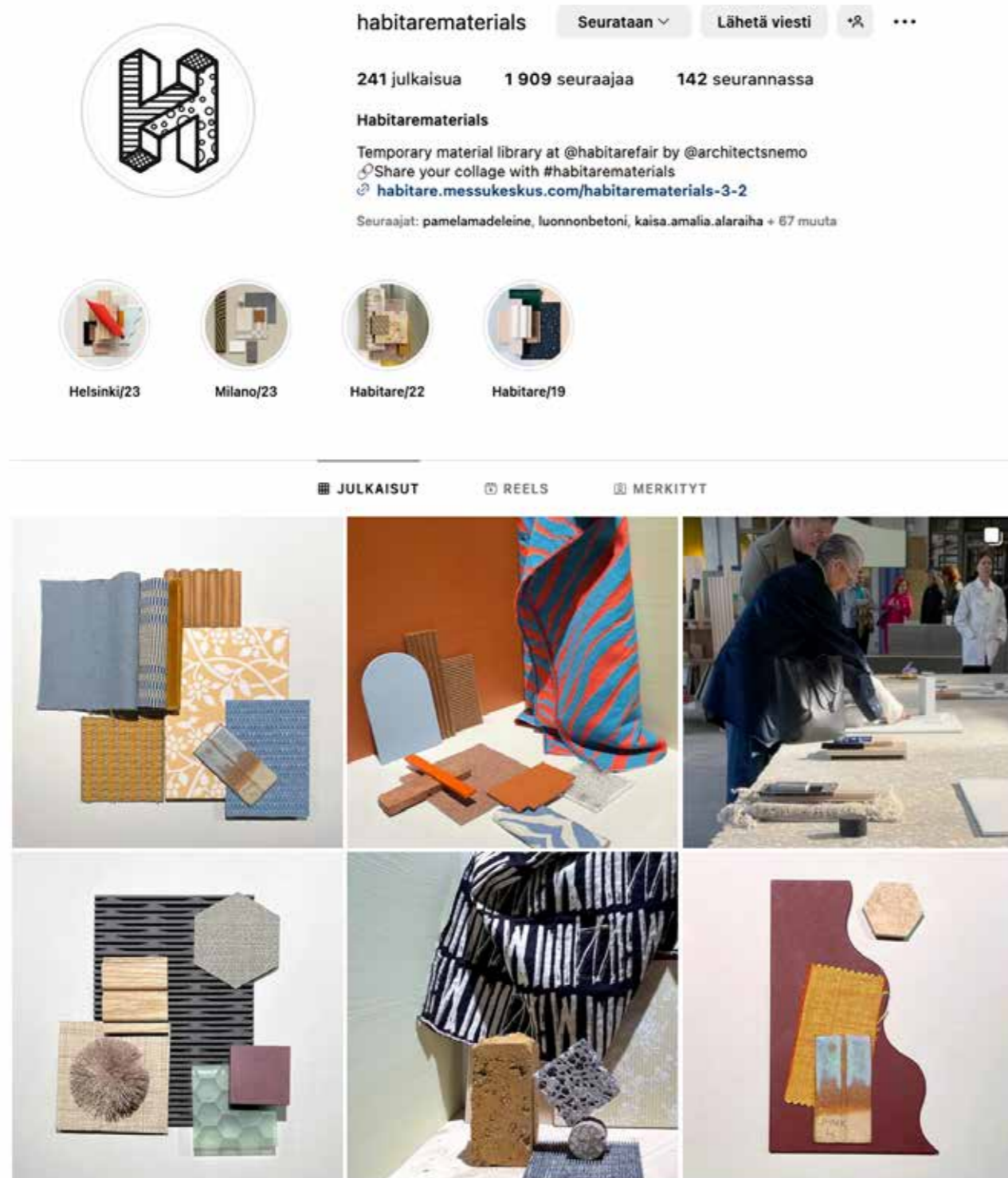
HABITAREMATERIALS is a temporary, interactive materials library at the Habitare fair, where visitors can explore surface materials and experiment combinations of materials for their projects and purchases. The concept is implemented, hosted and curated by NEMO Architects Jussi Laine and Maria Klemetti Laine, produced by Habitare fair.

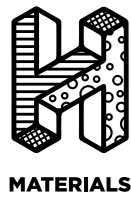
Our goal is to provide a participatory exhibition experience for the visitors, increase material awareness and enable a new way of exhibiting for the material manufacturers and suppliers. Habitarematerials concept enables visitors to freely combine various surface materials and to experience the combinations of different surfaces and colours for themselves in their own terms.

The visitors are encouraged to make material collages on site and to photograph them. By sharing material collage images in their medias, visitors produce content for the material suppliers and spread the knowledge and joy of creativity. After taking the material collage image, the visitors are guided to take another image with turned-over samples to reveal and to reminiscence the suppliers information from the backside of the chosen material samples. Visitors collages and posts are collected to an Instagram account @habitarematerials.



SOCIAL MEDIA ACTIONS





Besides joining HABITARE MATERIALS HELSINKI 2024 exhibition with their samples, the participating companies have several ways to be present at Habitare – the largest design, furniture and interior decoration event in Finland.

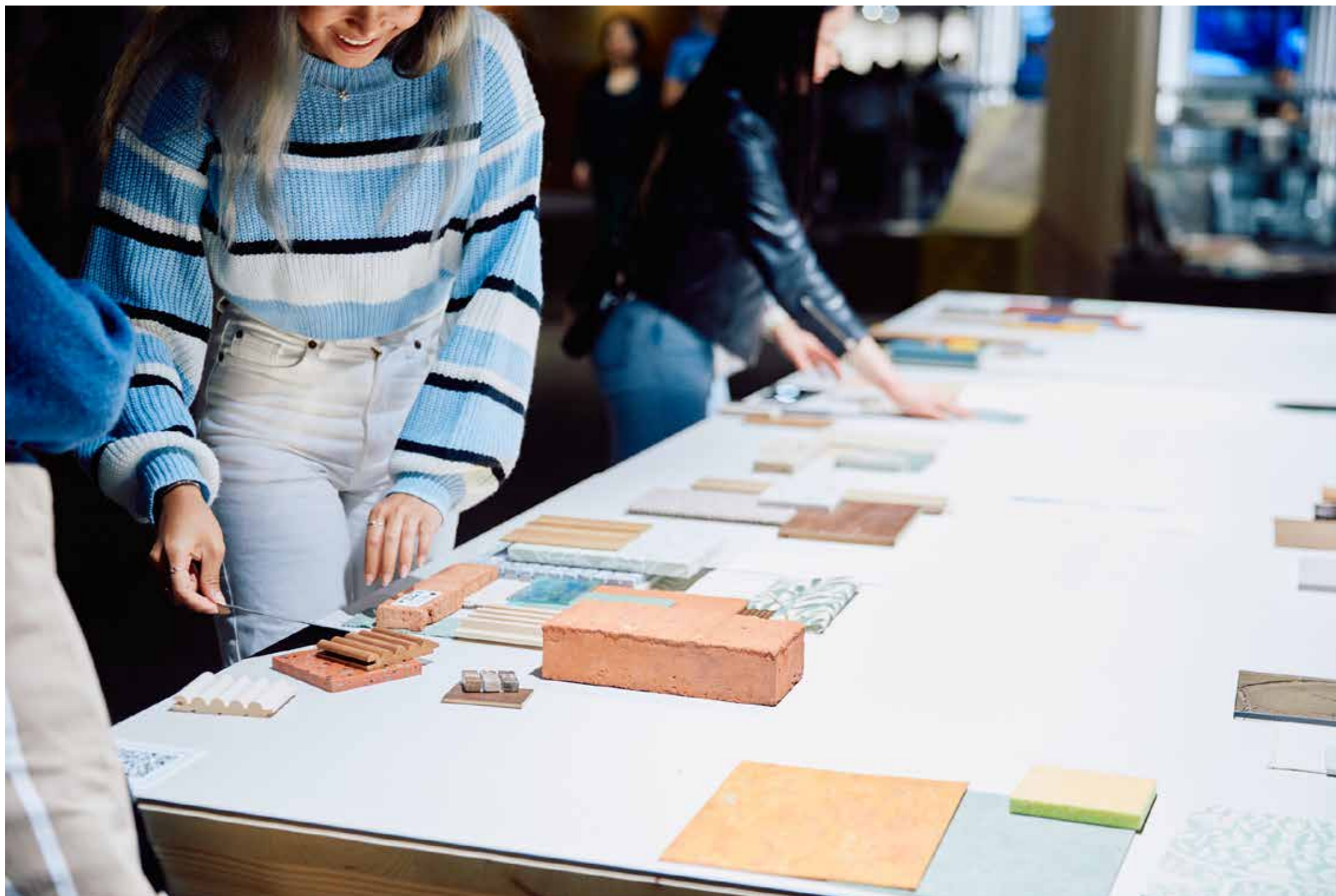
The companies have special deals to purchase their own booth at the fair in the MATERIAL QUARTERS, in the immediate proximity of the Habitare materials exhibition.

As an alternative, Habitare materials offers seats in the HABITARE MATERIALS KIOSK concept. Uniform booths with 2 walls and logo visibility provide an efficient way to be present at Habitare with full brand exposure in addition to the participating Habitare materials exhibition.

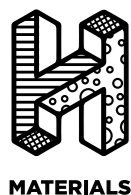
Participating companies have the opportunity to produce elements for the HABITARE MATERIALS EXHIBITION ARCHITECTURE and thus gain wider visibility for their materials. The 2024 Habitare materials exhibition architecture is based on the exhibition architecture of Habitare materials' participation in Milan Design Week.

Also we offer various participation options, which include visibility on Habitare's social media channels, club letters, website and Arena program stage.

Habitare materials is a place for personal creativity and discoveries. The exhibition is hosted by Habitare materials staff in their white coats. The participating companies don't have to be present at the exhibition, but are welcomed to bring their groups to make collages!



2023 Habitarematerials Helsinki



HABITAREMATERIALS HELSINKI 2024

HABITAREMATERIALS HELSINKI

3 300 € + VAT 24% /

without own booth at the fair

1 950 € + VAT 24% /

with and own booth at the fair

INCLUDES:

- participating the library with samples curated by NEMO architects
- Habitarematerials' assistants guide visitors to tag companies in their shared photos and direct interested parties to the website or the exhibitor's own stand for more detailed information about the materials
- the opportunity to participate in the stand's unique exhibition architecture with a stand element designed by NEMO architects, expanding the visibility of your own material
- possibility to participate in the stage program of Habitarematerials
- visibility on Habitare's social media channels, club letters and website



HABITAREMATERIALS KIOSK – NEW IN 2024!

990 € + VAT 24%

/ only for companies participating
in Habitarematerials Helsinki

INCLUDES:

- 2 partitions, one of which has a company logo with basic information; one of the walls can be covered with the company's own material
- lights for the display
- a light meeting/ presentation stand
- it is possible for the company to be on duty during the event at its own kiosk
- Habitarematerials assistants direct interested visitors to the kiosk
- enables the presentation of the company's wider product range to Habitare's audience and those interested in Habitarematerials' material
- instructions for decorating the stalls will be provided to the exhibitors when the order is confirmed.
- the kiosk electrical plug must be ordered separately for an additional fee.



Participants of Habitarematerials have the opportunity to participate in the curated HABITAREMATERIALS MILAN 2024 exhibition as part of Alcova exhibition as part of Milan Design Week Fuorisalone event in April 2024



2022 Habitarematerials Helsinki



2023 Habitarematerials Milan



VISITORS COLLAGE IN MILAN / 23



Materials samples produced with the instructions by NEMO architects



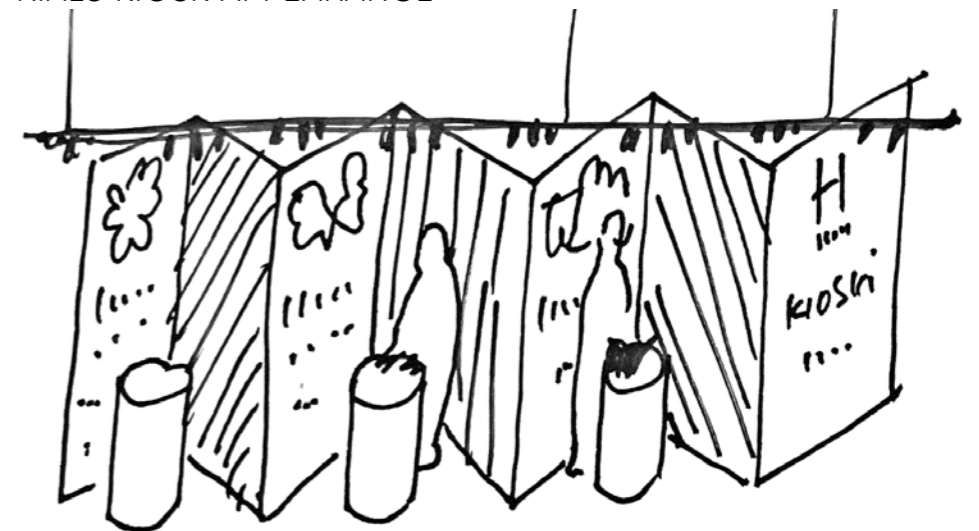
EXHIBITION ARCHITECTURE ELEMENT ABL / 19, 22



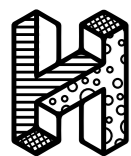
An opportunity for the company, at its own expense, to gain more visibility in the exhibition according to the plans of NEMO architects



A PRELIMINARY SKETCH OF THE HABITAREMATERIALS KIOSK APPEARANCE



a mini booth next to Habitarematerials, Uniform method of implementation



MATERIALS

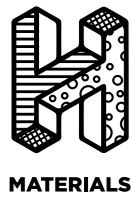
HABITAREMATERIALS MILANO / 24



HABITARE



NEMO architects

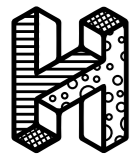


The HABITARE MATERIALS exhibition has once again been invited to be part of the Alcova exhibition in Fuorisalone, Milan Design Week, the world's most important design event 15-21 April 2024. The invitation is a continuation of the successful appearance at Milan Design Week in 2023. .

Alcova Milan is an exhibition that has been arranged since 2018 and has gained a prominent position at Fuorisalone. Alcova exhibition is covered yearly at New York Times, Wallpaper, Domus and Dezeen to mention a few. The exhibition inhabits varying post industrial environments every year in the Milan city area. Former editions of Alcova exhibitions may be reviewed at <https://alcova.xyz/>

Alcova 2023 was arranged in a former abattoir area at Ex Machello, Milan. Habitarematerials had a prime spot practically in the entrance of the area, in a former loading dock.

The location for the 2024 exhibition is still to be announced.

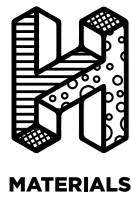


MATERIALS



2023 Habitarematerials Milan at Ex Macello





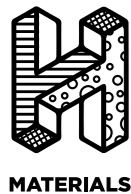
Habitarematerials Milano is a unique opportunity to reach new, and meet your existing community of designers, international design media, curators, retailers and partners in a top-class curated ensemble together with Finnish and Nordic material suppliers and innovators.

. At the exhibition, your product will meet the entire international design audience, at the most desired location of its most important annual forum. You can familiarize yourself with the exhibition and its previous editions at: <https://alcova.xyz/>

By making material collages, designers around the world become aware of your company's products while sharing collage images on their own medias. In addition, you have the opportunity to produce part of the spectacular exhibition architecture designed by NEMO architects and achieve even wider visibility in the exhibition and in the media. Check the visitors posts at @habitarematerials Instagram pinned stories.







KEY FIGURES OF 2024 EVENTS

- Habitarematerials Alcova Milan reached 95.000 visitors within 7 days
- 1300 of the visitors were press
- Habitarematerials Habitare Helsinki reached 42.000 visitors in 5 days
- 350 of the visitors were journalists
- Alcova Milano Instagram follow-up is 55.000 users
- Habitare followership is 17.000 Instagram users
- Habitarematerials has a growing community of 1900 Instagram users



Caro Communications has calculated the approximate advertising value for each editorial feature and social media mention (e.g., Habitarematerials' mention in Dezeen's WeChat account), totalling to £468,822 overall.

Wallpaper*

Materiality, meaning and moments of Alcovia 2023



Habitarematerials' opening installation at Alcovia 2023
(Image credit: Eeva Sutari)

This year's Alcovia includes over 70 projects, and opens with an installation about materiality – 'It's a clear way of bringing up the topic of what design should be right now,' Ciuffi explains. Presented by Finnish platform Habitarematerials, and curated by Nemo Architects, this is an open-air materials library where visitors can touch and interact with samples that educate and inspire before exploring the rest of the exhibition.

INTERNI

Alcove, the Loggia

The first room you come across is 'la Loggia, where you can see in L1 LaLab by Lindsey Adelman Studio'.

The **lighting** series features different materials such as glass, crystals, steel. All in different compositions with harmonious albeit non-symmetrical shapes, formed by spheres that have extensions along the surface, as if something were trying to escape; or they seem to 'deflate' like balloons, while remaining trapped in nets and chains.

In short, the various chandeliers transport the observer into an abstract dimension full of emotions, and could be defined as sculptures rather than illuminations.

In room L6, **One To One** presents the *OTO chair*, created in collaboration with Ogyre. The product, the first of the brand, as well as a manifesto, is a chair made of recycled plastic with a completely planar mould, so as to use few materials and energy in the production process.



Nemo Architects, Habitare materiale - Pk. Agnese Bedini Piercarlo Quecchia del studio

A journey into the matter

For this new edition, the spaces of the Ex-Macello in Porta Vittoria will host over 70 projects, exploring different and complementary directions of design practice. The research platform Atelier LUMA - LUMA, Aries, coordinated by Jan Bollen, will offer visitors a scenographic journey into the world of matter. The theme of materials and their role in contemporary design will also inspire a large-scale installation by the Finnish platform Habitarematerials. This installation, curated by Nemo Architects, will lead visitors to explore and interact with a large encyclopedia of innovative and sustainable materials.

Discover Alcovia 2023



Habitarematerials, Alcovia 2023

Among the novelties of this year is the Alcovia Project Space, where the Alcovia team will present and promote a selection of projects that represent the most interesting design languages of the moment. It is a real exhibition within the exhibition, where there will also be a concept store activated together with GLDER, which, in addition to the collective design pieces of the Milanese duo, will propose objects designed specifically for this edition.

Suomalaista muotoilua esittelevä näyttely lähetetään ensi kertaa Milanon designviikolle: "Tästä tuli vientihanke vähän puolivahingossa"

9.4.2023 18:00 | päivitetty 13.4.2023 10:10

KUUPALEHTI OPTIO DESIGN KULTTUURI TAPAKUNAT



Sisältö: Habitaresta tuttu Habitarematerials-näyttely lähetetään huhtikuussa Italiassa osana Alcovia-näyttelykokonaisuutta. Milanoon palataan yhteensä lähes 2000 materiaalinäyttelyä suomalaisten tyyleillä. KUVA: Eeva Sutari

Editor's Picks: Relive all the highlights from Milan Design Week 2023

DESIGN ISSUES



Photography by Sami Rantanen featuring Habitarematerials

Launched by **Habitare**, Finland's popular design and interior decoration event, the specially curated materials library at Alcovia invited visitors to interact with a diverse material and colour palette from the likes of **Louise Gray** and **Sara Hakkio** to explore their own individual palettes and tastes.

Displayed on a collection of bespoke furniture, including a table crafted from rammed earth and white kaoline clay, as well as Carrara marble, recycled from façade tiles from **Alvaro Siza**'s iconic Fátima Hall, the library explored questions relating to sustainability.

Demonstrating the ways in which materials reflect the evolution of taste both globally and on a local level, beyond that, the exhibit highlighted the shifting world of product design by democratising the industry and seeing the consumer as a co-designer.



Habitarematerials is produced for Alcova in a similar manner to Habitare fair.

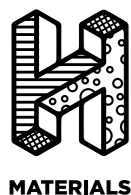
NEMO architects is responsible for curating materials from commercial partners as well as curating non-commercial material innovations invited to the exhibition in the Curator's Choice category. The curating event is going to happen in January 2024.

The commercial partners are hand-picked, forward thinking companies with a strong vision for sustainable material present and future. Habitarematerials is an opportunity to put the material in front and show also experiments besides your bestsellers.

The exhibition architecture consists of display furniture designed from materials suppliers materials by NEMO architects

Habitarematerials Milano production, exhibition architecture and samples continue to the Habitare fair in September 2024, by Habitarematerials production team and can be stored in fair center premises over the summer 2024. There is an additional curating event in August for suppliers to adjust their selection for Habitare fair.





HABITAREMATERIALS MILANO 2024 PRICE & RESPONSIBILITIES

16 500€ + VAT:
total price



2023 Habitarematerials Milan/ brochure

HABITAREMATERIALS

Habitarematerials produces, transports and builds the material exhibition as part of the Alcova exhibition, in order to promote a sustainable material culture while serving the marketing of the participating companies and Habitare fair with its full capacity.

PRE-EVENT

- is responsible for the curatorial and visual quality of the exhibition
- provides sufficient information in a timely manner to participating companies to produce their samples, communication and marketing materials
- designs the exhibition architecture from the participating companies' materials in accordance with the companies' production schedule and resources - keeping further use in mind
- provides sufficient information about Habitarematerials and Alcova for the companies' possible additional financing instruments
- Invites international press to the exhibition

PRODUCTION

- markets the exhibition in a partnership with an international and local press offices and informs about it in a targeted manner to professionals and general public media before, during and after the event
- maintains Habitare and Habitarematerials social media channels and produces marketing material for use by companies
- coordinates the collection of contacts and delivers the information to companies for sales and marketing
- transport samples and exhibition architecture from Helsinki to Milan and back: *With companies outside Finland, Habitare offers compensation for shipments*
- is present in Alcova hosting the exhibition, discussing with the audience about the materials and material suppliers
- photographs the exhibition and supplies the companies with sufficient marketing material

PARTICIPATING COMPANY

For companies, Habitarematerials offers a curated and conceptualized exhibition opportunity. The companies are responsible for the production of the exhibition architecture and sample pieces, as well as providing the necessary communication and marketing material according to Habitarematerials' instructions.

PRE-EVENT

- delivers the material samples to Helsinki for curation and takes them back after it
- delivers communication and marketing materials: material information, product images, material data, texts, etc. in the given schedule
- Participates in Habitarematerials community meetings to ensure that Habitarematerials is also an uplifting, future making and a co-operation creating event.
- takes care of the necessary, company-specific insurances
- Invites its own designer community and partners to the exhibition, creating companies' own campaigns

PRODUCTION

- production of exhibition architecture elements according to Habitarematerials' instructions
- packaging of exhibition architecture elements according to Habitarematerials instructions
- manufacturing the presented material sample and marking the product information on the back side of the samples according to Habitarematerials' instructions
- transports the elements of the exhibition architecture and material model pieces to the Helsinki Exhibition Center before the event, and collects the material from the Helsinki Exhibition Center after the event: *As a principle: this may well be modified*
- insuring objects and samples produced for the Habitarematerials exhibition architecture

"Habitarematerials was really one of the highlights of the exhibition! (Alcova)"

Joseph Grima, Alcovaan kuraattori

"An extraordinary event! See you next year in Habitarematerials Alcova!"

Durat CO

"We have already received several contacts after the event."

Anonymous company questionnaire feedback

"NEMO architects were nice to work with and they had a clear vision. All in all, it was a true pleasure to be involved!"

Anonymous company questionnaire feedback

"A successful event in a great area. The cooperation went in a great spirit and working in this project was very pleasant and professional from the organizers."

Anonymous company questionnaire feedback

"Our curiosity and admiration for Habitarematerials as an international concept attracted us to participate. We had a feeling that Habitarematerials brings out our deepest expertise in materials. We also took part in the implementation of the exhibition architecture. We were still curious about our investment - what kind of commercial benefits VM Carpet could achieve with its participation. It was exciting to see Habitarematerials really come to life at Alcova in Milan in April. Our reputation and brand grew in the eyes of our current partners - several said that they value Alcova as the most interesting event in Milan. As a result, we gained visibility through the wholesale trade, concretely we got more than 40 new customer contacts for us and based on them we have implemented a good commercial project in Georgia. Milan calls again!"

Miika Ihander, CMO VmCarpet



Picture of the curating process / Habitare 2023

MORE INFORMATION:

INKA PENTIKÄINEN
Producer, Habitarematerials
inka.pentikainen@messukeskus.com
+358 50 374 3567

IDA ÅGREN
Producer, Habitare
ida.agren@messukeskus.com
+358 40 450 3181

JUSSI LAINE
Interior Architect, SIO
NEMO architects Ltd
jussi@nemoarkkitehdit.fi
+358 40 5481 093

MARIA KLEMETTI LAINE
Architect, SAFA
NEMO architects Ltd
maria@nemoarkkitehdit.fi
+358 50 308 4152

REGISTRATION:

OUTI FORSBLOM
Head of Sales, Habitare
outi.forsblom@messukeskus.com
+358 40 822 8343