

S/ALON BUDAPEST

INTERIOR DESIGN FAIR

2021. S/EPTEMBER 24-25-26.
BUDAPEST SPORTARÉNA

S/21

ABOUT THE EVENT

For the third time, **S/ALON BUDAPEST** Interior Design Fair will take place at Budapest Arena between September 24-26, 2021. The internationally renowned event redefines the concept of the design exhibition to amaze visitors with endless inspiration, the latest trends and premium design brands. We believe that the contemporary nature of the event is guaranteed through continuous improvement and innovation, resulting in a worthy follow-up to the exhibition of previous years.



2021. S/EPTEMBER 24-25-26.
BUDAPEST SPORTARÉNA

S/21

MANIFESTO

S/ALON BUDAPEST was born out of our ambition to create a platform that can proudly represent businesses that encapsulate the excellence of the design scene. It is more than just an exhibition. Our vision is to initiate collaboration between local and international designers, manufacturers and retailers, and, through this cooperative work, create a new kind of design event. One that is greater than the sum of its parts and that transcends the conventional trade show format. Our mission is to further the cause of design-consciousness by communicating the values of good design and inspired home decoration to a wide audience.

2021. S/EPTEMBER 24-25-26.
BUDAPEST SPORTARÉNA



WHAT MAKES S/ALON BUDAPEST DIFFERENT FROM OTHER SHOWS?

S/ALON BUDAPEST is no ordinary fair. It's a meeting point for design professionals, retailers, consumers and design enthusiasts where exhibitors forego the usual theatrics of home decor trade shows in favor of a uniquely designed interior concept. Where every brand's unique design language can come alive in an exquisitely laid out showroom experience. In the richly decorated spaces, visitors have a chance to explore the latest trends of the field, while gaining unforgettable experiences and inspiration. The event establishes direct contact between premium brands and visitors, who will have the opportunity to buy or reserve furniture and accessories on the spot.

2021. S/EPTEMBER 24-25-26.
BUDAPEST SPORTARÉNA



THE BEST OF CONTEMPORARY DESIGN

Our aim is to initiate extensive dialogue and collaboration between exhibitors, and to offer a clear look at the thrilling potential lying at the heart of contemporary design through progressive and spectacular portrayals of modern design trends by our exhibitors and designers.

One of the highlights of the last **S/ALON BUDAPEST** was Marc Ange's installation titled 'An Extraordinary World', building a bridge between art and design. After its debut at the Milan Design Week, the astonishing installation of the world-famous French-Italian designer moved to Budapest, where it mesmerized visitors with its groundbreaking design ideas, shaping their own taste and style in the process.

2021. S/EPTEMBER 24-25-26.
BUDAPEST SPORTARÉNA



PROGRESSIVE TREND INTERIORS

The latest trends materialized in the form of 8 cutting-edge installations, serving as living moodboards and capturing the essence of contemporary design ideas. With exhibitors contributing a selection of their products, these trend interiors presented an eclectic combination of colors, materials, shapes, textures and free-form decorations characteristic of 8 distinct design styles.

2021. S/EPTEMBER 24-25-26.
BUDAPEST SPORTARÉNA



FRESH PERSPECTIVES

HELLO MAGYAR DESIGN

We believe in the exceptional quality and unique vision of members of the Hungarian design scene. Together with the Hungarian Fashion and Design Agency, professional partners of the exhibition, we launched the Hello Hungarian Design program to offer a platform to 26 Hungarian designers whose vision and concept will prove to be influential on the domestic design scene in the future.



DESIGN COMPETITION

Each year the **S/ALON BUDAPEST** design competition provides an exceptional opportunity for talented, young designers to realize their unique design concept in the form of a standalone interior. All winning entries are created by up-and-coming designers, with product contributions from exhibitors.



VISITORS OF S/ALON BUDAPEST ARE THOSE

WHO ARE LOOKING FOR DESIGN HELP AND INSPIRATION

- who are building or renovating, and looking for specific products and solutions
- who have interior design questions which they seek answers to
- who survey the interiors looking for inspiration and great ideas
- who want to get acquainted with the products of several manufacturers in a short time

WHO ARE ESPECIALLY EXACTING OF THEIR ENVIRONMENT

- interior design hedonists yearning for inspiration and experiences with premium design items and products
- who are looking for the latest trends and the most exquisite design solutions
- who believe in high quality
- who wish to familiarize themselves with differences in design, comfort and aesthetics that go beyond pricing

WHO ARRIVE AT THE FAIR WITH A PROFESSIONAL INCLINATION

- who want to broaden their knowledge of the interior design field in connection to their studies or their everyday life
- who want to survey the local interior design and home decor scene
- who are looking to collaborate with like-minded individuals and companies

COMMUNICATIONS CAMPAIGN

With a media budget exceeding 500 000 EUR, S/ALON BUDAPEST employs an expert team of communication professionals, interior designers and other professionals to effectively reach a focused audience of design-conscious consumers.

The aim of our communications strategy is not only to promote the exhibition. It is especially important for us to present the colorful world and the dedicated representatives of the domestic design scene during the campaign, and to communicate our common values and attitudes to the widest possible audience, thereby strengthening the foundation of design-consciousness.



PLATFORMS OF COMMUNICATION

In addition to the wide-reaching ATL modes of communication – eg. TV, radio, print and outdoor media – we also put great emphasis on reaching our selective audiences through promoted editorial content, PR articles and videos on the platforms they know and trust.

In the months leading up to the exhibition, the website and blog of **S/ALON BUDAPEST** are constantly updated with exhibitor information and curated selections from our pool of partners. The online portion of our campaign also includes the exhibition's Facebook and Instagram pages, where a varied thematic approach is supported by a laboriously considered advertising strategy. This method coupled with carefully assessed media and influencer partnerships - and the aforementioned ATL tools - ensures an effective and wide-reaching campaign.



S/ALON BUDAPEST IN NUMBERS

2021. S/EPTEMBER 24-25-26.
BUDAPEST SPORTARÉNA



3

DAYS

165

BRANDS

140

INTERIORS

7000 m²

TOTAL AREA

15 000

VISITORS WITH SERIOUS
PURCHASING INTENT

2M+

TOTAL ONLINE REACH

WHY EXHIBIT AT S/ALON BUDAPEST?

S/ALON BUDAPEST is a unique event where exhibitors can showcase the excellence of their products and the values of great design and outstanding quality and craftsmanship through richly decorated interiors. By exhibiting at the fair, our partners can display a curated selection of their goods with the help of experienced interior designers. The exhibition's vibrant professional atmosphere promotes collaboration, which allows our exhibitors to fully realize their vision for an interior that truly represents them.

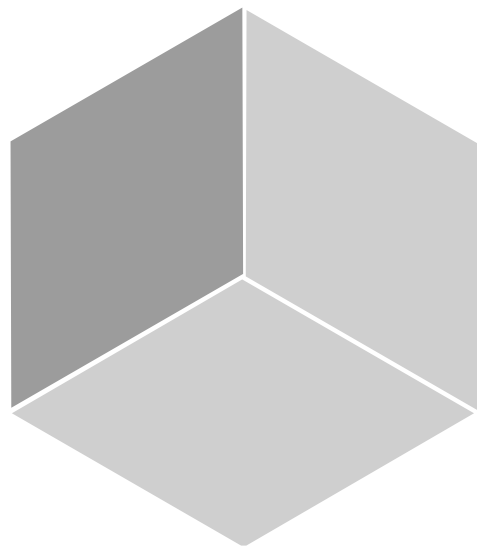
S/ALON BUDAPEST is also a great opportunity for companies to align their brands with an innovative and exciting initiative and to communicate with their audience through an exclusive experience.



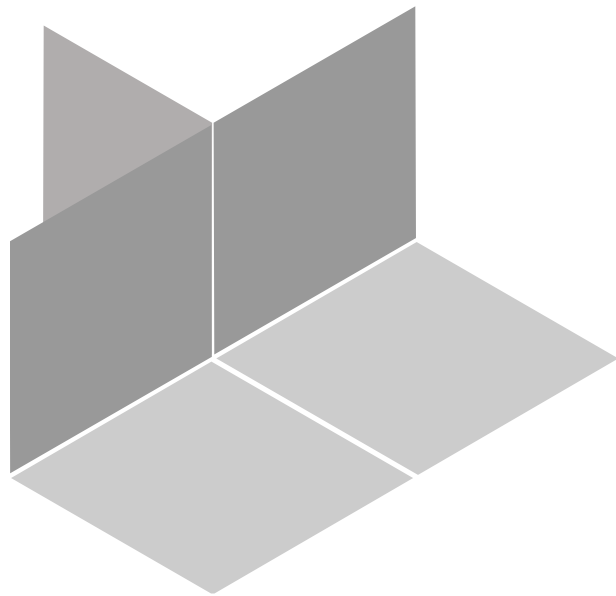
EXHIBITION OPTIONS

Exhibitors of **S/ALON BUDAPEST** present their products, brands and expertise via small interiors. Installations display visions of outstanding spaces, creating exquisitely rich compositions and inspiring visitors with spectacular design solutions. A total of 140 interiors are created between 16 and 25 square metres, which can also be merged together to allow for larger layouts.

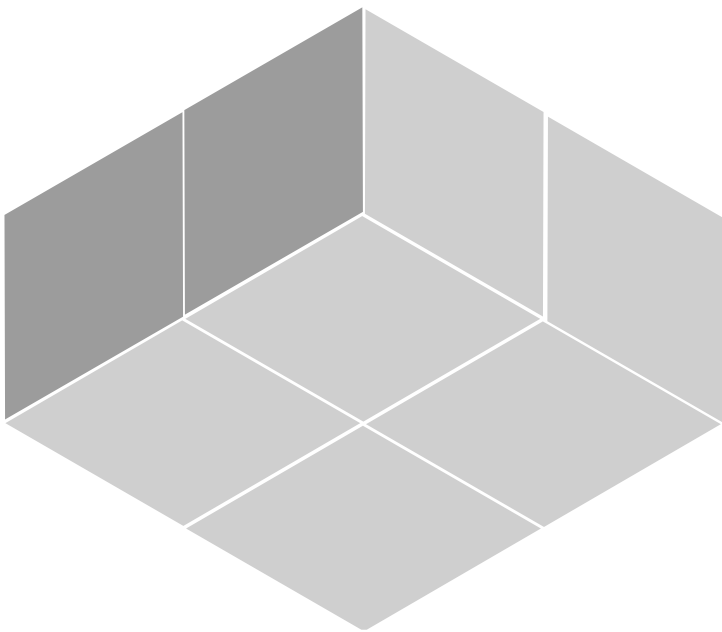
SIMPLE INTERIOR



DOUBLE INTERIOR



DELUXE INTERIOR



SIMPLE INTERIOR

This is the most basic form of exhibiting at **S/ALON BUDAPEST**. The standard-sized simple interior allows your brand to showcase a snapshot of your design language through a focused selection of products laid out in a clear and concise manner.



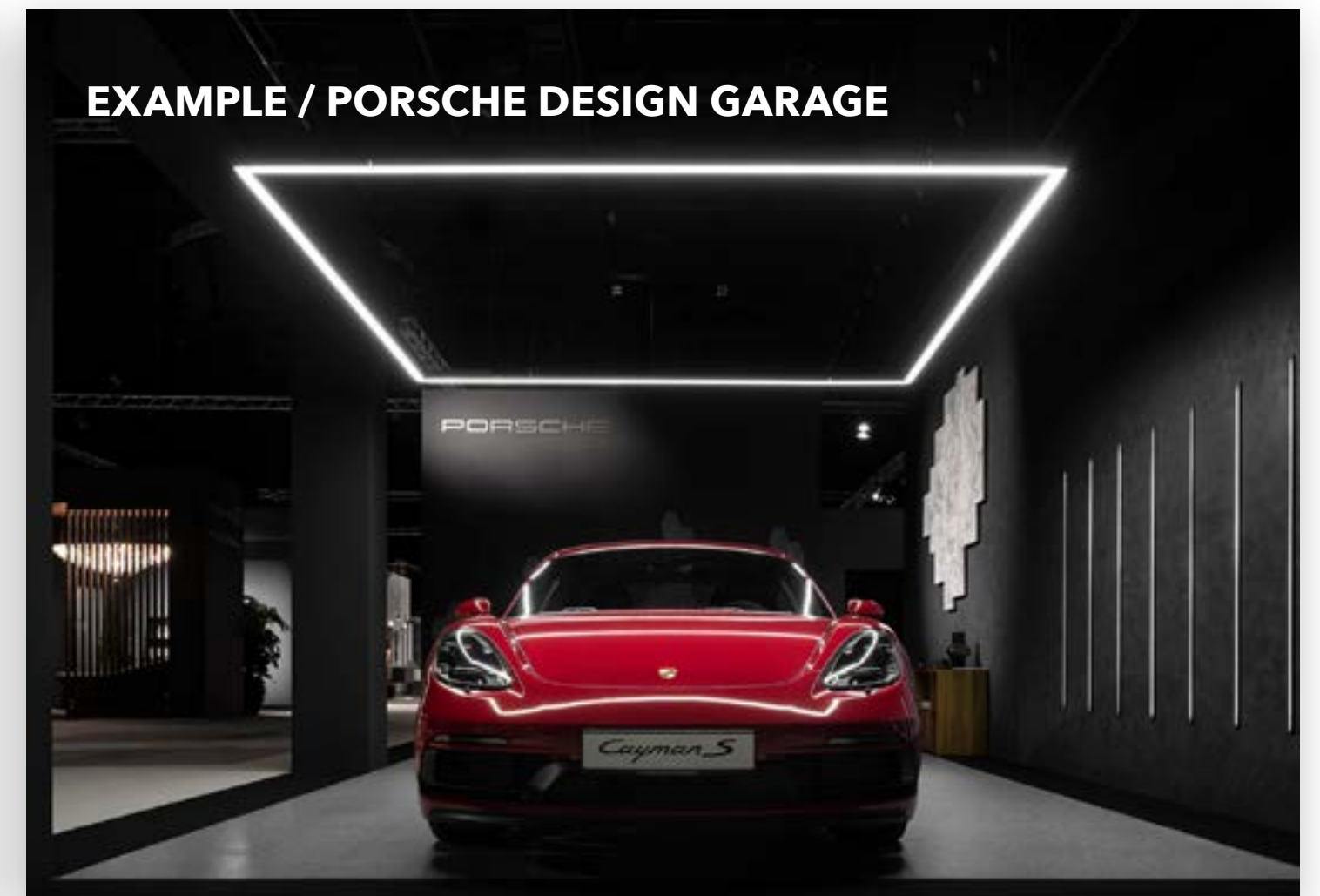
DOUBLE INTERIOR

The double interior enables larger and more detailed designs while retaining its concise nature. The extra space allows for a larger selection of products and a more complex branded experience compared to the simple interior.

EXAMPLE / MIELE



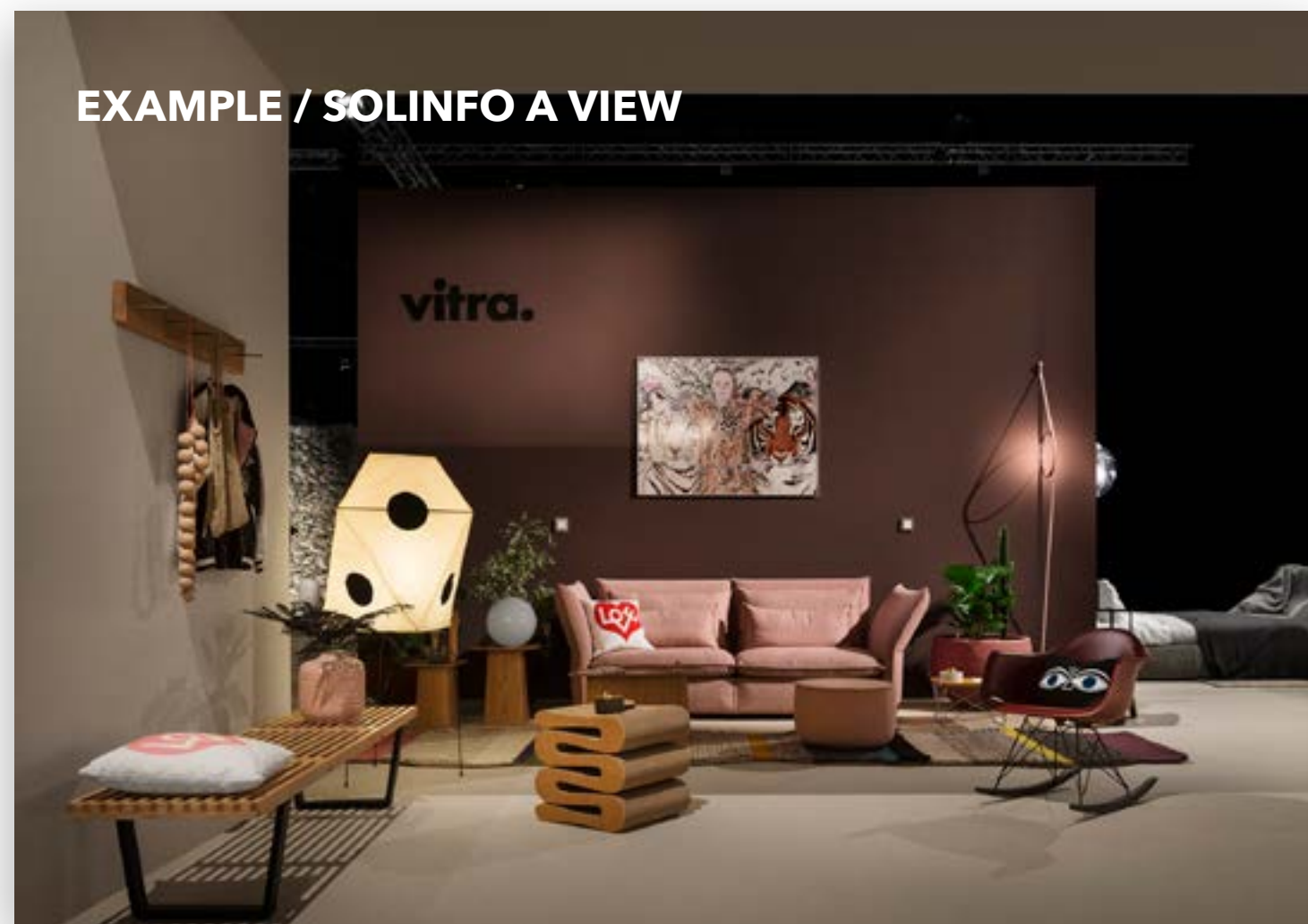
EXAMPLE / PORSCHE DESIGN GARAGE



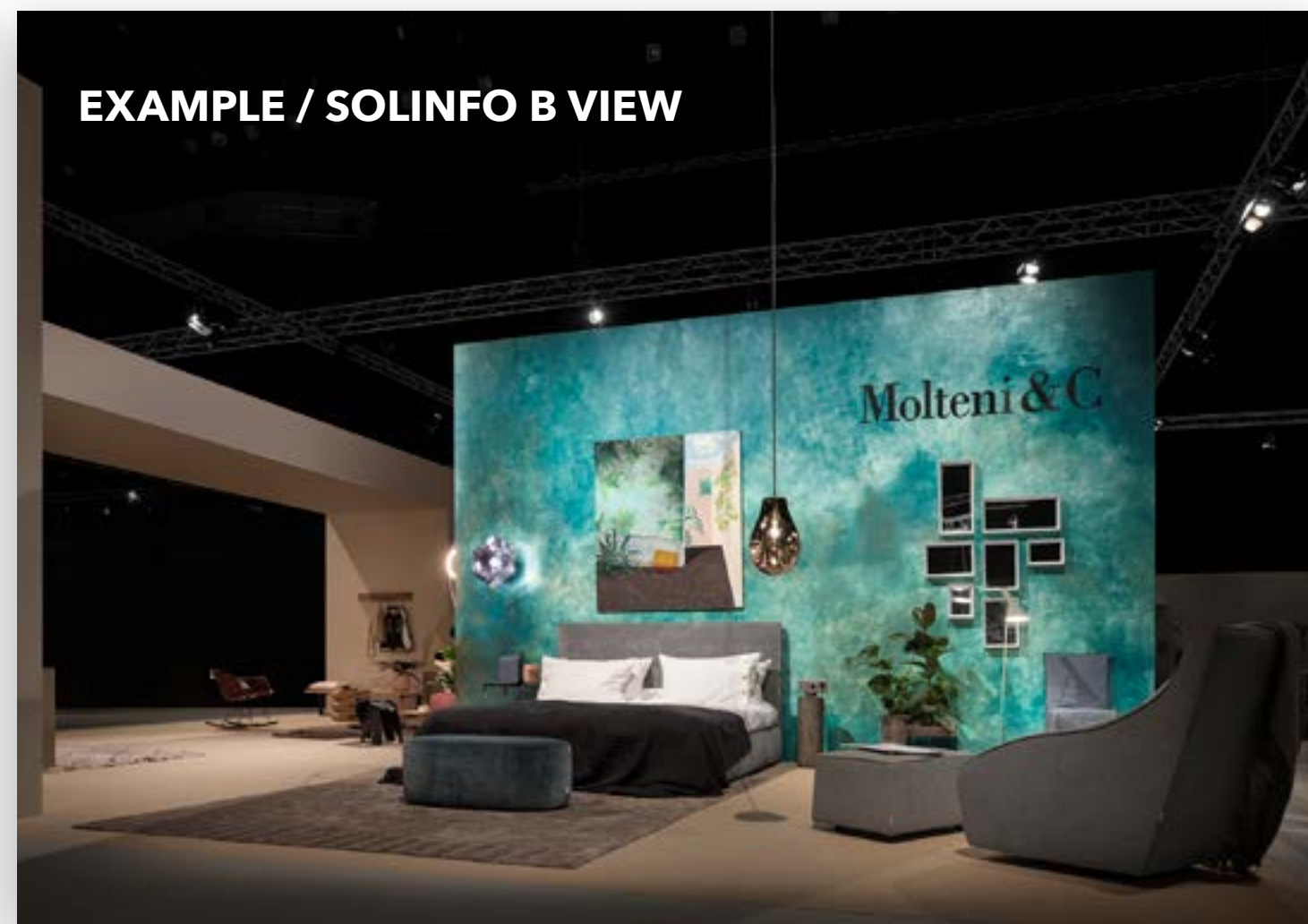
DELUXE INTERIOR

The deluxe interior is our largest option and it is the most immersive and exciting form of exhibiting at **S/ALON BUDAPEST**. The flexible floor plan allows you to create several separate spaces, giving you the opportunity to showcase the values and excellence of your brand in a complex and varied way.

EXAMPLE / SOLINFO A VIEW



EXAMPLE / SOLINFO B VIEW



EXAMPLE / SOLINFO C VIEW



DELUXE INTERIOR

The deluxe interior is the perfect choice for brands that want to show their extensive catalog of products in different contexts, as the expansive area allows different ways to separate and conjoin smaller interiors.



DESIGN GUIDELINES

We convey values of meticulous planning and quality interior design through each and every interior of the exhibition. To ensure that the product range of partners, the values of said products and exhibited brands, as well as the core values of the exhibition are represented in an appropriate manner, each installment is prepared and overseen by an experienced professional and the creative team of the exhibition, guaranteeing the high standards of the event. Following the conveyance of exhibitor preferences, the partner can choose to either employ a designer of their choosing or to start designing their interior with optional professional help provided by the exhibition.

Our design package provides full support in which all operative burdens of the design and construction process are lifted from the shoulders of our exhibitors.



S/ALON BUDAPEST DESIGN PACKAGE

1000 EUR

- 4 consultations with the designer
- moodboard
- 2D floor plan to scale
- interior visualization
- manufacturing plans
- consignment
- communication with contractors
- building supervision
- disassembly supervision

The details of the design and planning process are defined in the **S/ALON BUDAPEST** Design Guidebook, which cannot be deviated from even if the Exhibitor chooses to employ their own designer.

EXHIBITOR PRICING

Electrical fitting, covering, hanging, building assistance, logo manufacturing and other unique needs are priced and quoted following preliminary consultation. The prices shown do not include VAT.

STAND AREA FEE

125 EUR/M²

ELECTRICITY SUPPLY

2 KW - 250 EUR

INCLUDES 1 POWER OUTLET

LOGO MANUFACTURING

120 EUR

3,5 METRES TALL WALL OPTIONS

160 EUR/RMT

PLASTERED, JOINT FITTED AND COVERED
WITH A LAYER OF WHITE PAINT

RAIL-SUSPENDED,
DIMMABLE REFLECTORS

150 EUR/PC

110 EUR/RMT

WALL STRUCTURE MADE FROM UNTREATED
FURNITURE BOARDS

ALL-YEAR COVERAGE

The exhibition's official platforms continue to offer quality design-related content year-round in order to nurture interest and create new points of connection for consumers. **S/ALON BUDAPEST** is regarded as a truly special and inspiring event amongst both professionals and visitors, and the fair's active community of designers, decorators, retailers and manufacturers continue to share memories and photographs at the time of the event and afterwards. The professional photographs created at exhibitor stands vow their viewers both in print and online platforms, further fueling the fair's considerable online reach.



CONTACT

Detailed information can be requested
at the following addresses:

Judit Fülöp / *general manager*

judit.fulop@konsilo.hu

Zoltán Nagy / *marketing manager*

zoltan.nagy@konsilo.hu



WEBSITE

SALONBUDAPEST.COM



FACEBOOK

SALONBUDAPEST



INSTAGRAM

SALONBUDAPEST