

## Press Release: Professional Conference INTERIORS 2024 – “Be Creative”

The first Thursday in November traditionally belonged to interiors and design. The 13th edition of the prestigious professional conference INTERIORS was held at the Brno Exhibition Centre, welcoming professionals from across the industry. This year's main theme was “Be Creative!”, which was reflected not only in more than 15 inspiring presentations but also in a mini fair that livened up the foyer of the Rotunda lecture space.

What was discussed here?

The conference was opened with a presentation by Jan Hřebabecký, who introduced the two-year development of 3D printing with filament made from recycled PET bottles fished out of the ocean. This was followed by Ralph Olthoff, who presented sustainable materials from Avery Dennison that are pushing the boundaries of design. The architect duo Michaela Záhorovská and Simona Belicová presented the VANGUARD loft project, while Simona Lašáková and Jiří Marván from Keraservis impressed the audience with innovations in ceramics by Atlas Concorde, including the possibility of custom-made sinks.

After the first break, Tomáš Kučva stirred up a discussion with his topic on creative tile work, which led to a lively debate and a hands-on trial of Woodpasta samples in the foyer. Architect Ondřej Michálek from the Prochazka & Partners studio shocked the audience with candid behind-the-scenes insights into the realization of the Máj National interiors. Cathérine Vandepoel and Pavel Šafařík then revealed how Floorify floor covering designs are created. In the next presentation, Marek Pošta introduced not only Furnspin but also its modifications from the Hettich brand.

After lunch, Aleš Marek took the floor and inspired with the use of Viefe handles and their color range. Alina Schartner, the global ambassador of RAL, gave an inspiring talk showing which colors are and will be trendy, and how to work with them in interiors. Klára Soukupová from AGC followed, inspiring many designers to work with flat glass. Czech designer Václav Mlynář continued on the theme of glass, captivating the audience with his idea on how to create projects: SO PEOPLE LOVE THEM.

Petr Vacek captivated the audience with a demonstration of parametric modeling, which brings new dimensions to design. Next, Richard Sajdl took the stage, presenting with his signature humor and showcasing the work with the Revego system from Blum. Then Karel Vrzáček and Marco Olivieri took the mic and amazed everyone with their unique presentation about LUBE kitchens, literally stunning every listener! The conclusion was given by Ondřej Valach from Lumion. In his speech, he emphasized that excessive attention to detail in visualizations often does more harm than good – it exhausts the creator, while clients don't even notice them. His message was clear: focus on what really matters. An inspiring thought that concluded the rich program of the entire conference.

The event attracted more than 350 professionals from the interior design field, who left with not only a lot of inspiration but also enthusiasm for the next edition. It will take place **on November 6, 2025, under the theme "Be Ready for the Future"**.

And again, in the architecturally unique spaces of Brno's Rotunda. There's much to look forward to!