



## **Index Trade Fairs Mumbai 2008**

**28 September to 2 October 2008**

[www.indexfairs.com](http://www.indexfairs.com)



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Index Tradefairs once again emerged as India's numero uno platform for the furniture and interior industry with a hugely successful show from 28 September to 2 October 2008 at Bandra-Kurla Complex Mumbai. Spread over an area of 40,000 square meters, with 200 participants representing over 400 Indian and international brands, the five day fair attracted 25,591 visitors representing an enormous 53% increase over Index Mumbai 2007 figures of 16,714 visitors.

Index Fairs 2008 was formally inaugurated at the hands of H.E. Governor of Maharashtra, Shree S. C. Jamir on 28th September with the lighting the ceremonial lamp. The VIP Inauguration party on the dais included Ar. Prem Nath; Anuj Puri, Country Head Jones Lang LaSalle Meghraj; Fabio Rugge, Consul General of Italy in India; L.A. Khan, Group President, Universal Expositions Group, Erica Di Giovancarolo, Italian Trade Commissioner in India, and Sylvia Khan, Editor and Publisher of Index Furniture Journal.



A path breaking initiative by Index Fairs to encourage design talent in India, Index Design Boulevard (IDB) offered fresh Indian talent the opportunity to display their design concepts alongside international design greats, and was a special attraction of the fair. Two architecture firms from Mumbai, Planet 3 Studios Architecture and Collaborative Architecture created the concept of retail spaces while Rapidcorp from Bengaluru conceptualized an office space. These concept spaces adorned IDB along with internationally acclaimed exhibits from Italy, one curated by Alessandro Mendini around the theme, 'The Italian Way of Seating' and another space by designer Patrizia Moroso. IDB was inaugurated by Ar. Shrikant Nivasarkar, President, International Federation of Interior Architects and Designers in the august company of H. E. Governor of Maharashtra Shree S C Jamir.





Index Mumbai 2008 comprised five industry-specific fairs including Index Furniture, Index Contract, Index Office, Index Inter-Furn and Index Kitchen & Bath.



A highlight of this five-day event was Abitare Italia, a pavilion dedicated to furniture, lighting and accessories from Italy which included 32 companies under the banner of FEDERLEGNO ARREDO the Italian Association of wood, cork, furniture and furnishing manufacturers (representing the furniture industry in Italy). Cooperating in this initiative for the Indian market was the Consorzio Nuovi Mercati (CNM) under the aegis of the Italian Trade Commission (ICE), the Government agency which promotes, facilitates and develops trade between Italy and the rest of the world. Some companies who exhibited included La Murrina, Matteograssi, Fasem, Codutti, Magis, Smania, Max Design, CIA International, Rossi's Cucine and LIF Group of companies from Tuscany region. Besides this, companies and brands from USA , China, Taiwan, Philippines, Indonesia and Pakistan had a presence at the fair.





Some of the major Indian participants at Index Furniture included Dovetail, Royal Décor, Maya Organics, KY Continental, Parmar Interiors and Windows Dedons. Index Office boasted of some of the top brands PSL, Omfurn, Reasonable, Merino Industries, Next Furniture, Geeken, Ergocomp, Steel & Bhavik Industries. Index Kitchen & Bath had leading companies including Nolte, Jindal Architecture, Faber Heatkraft, Franke, Hafele, Cata Appliances, Spacewood, Kitchen Boutique and Tiara displaying their products. Hettich, Hafele, Assa Abloy, Hager, Utturkars, Collins, Ipsa and Atul Brass are some of the leading players on display at Index Inter-Furn.



With its strong design-centric reputation, Index Fairs has always attracted the crème-de-la-crème of the architect and designer community. Prominent architects who visited Index Mumbai 2008 included, Ar. Shakti Parmar, Shakti Parmar Associates; Ar. Sunil Gambani, Ar. Hafeez Contractor Associates; Ar. Kiran Patki, Principal, Kiran Patki Associates; Ar. Shimul Jhaveri Kadri, Principal, SJM Associates; Ar. Raja Aederi, Principal, Raja, Aederi Associates; Ar. Kshitij Limaye, Director, Sankalpan Architects; Ar. Kapil Gupta, Principal, Serie Architects; Ar. Seema Puri, Principal, Seema Puri Associates; Ar. Conrad Gonsalves, Conrad Gonsalves Associates; Ar. Senora Penkar, Market City Corporation and Ar. Nitin Killawala, Principal, G7 Architecture among others from Mumbai; Ar. NM Salim, N M Salim & Associates Kochi; Ar. H C Thimmaiah, Thimmaiah and Prabhakar Associates; Ar. Gayathri Shetty and Ar. Namith Verma, Gayathri & Namith Architects Pvt. Ltd., Ar. Anant Swami from Bengaluru and Ar. Renu Siraj, Siraj & Renu Associates from Hyderabad.

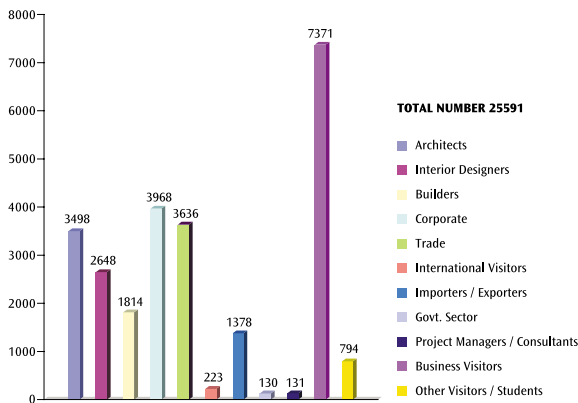
Ar. Shrikant Nivsarkar & Ar. Premnath,  
Ar. Dean D'cruz,  
Ar. Seema Puri  
Ar. George Mathai,  
Ar. Shiraz Hasan & Ar. Bobby Mukherji,  
Ar. Sunil Gambani & Ar. Kinnari  
Ar. Sanjay Puri  
Ar. Shakti Parmar  
Ar. Kamal Malik  
Ar. Kshitij Limaye

Known primarily as the premier business event of the industry, INDEX FAIRS are known to bring together the trade and industry segments as well as the all important specifiers from all parts of the country and overseas in very significant numbers. As is the norm, the entry to the tradefairs was restricted purely to business visitors for business-only hours of all five days of the fair, ensuring that participants had time to meet with and dedicate quality time to their top business prospects.

Special business meetings were lined up between the overseas participants and the visiting architects, interior designers, trade promoters, entrepreneurs and specifiers which turned out to be a huge success. This exercise witnessed enthusiastic business meetings that enhanced the business prospects of the participants.

An overall profile of the visitors for all five days indicates the growing level of interest about the furniture industry among the cross sections of the industry.

### PROFILE OF VISITORS - INDEX MUMBAI 2008



<b>Total</b>	<b>: 25591</b>
• Architects	: 3498
• Interior Designers	: 2648
• Builders / Corporate	: 3968
• Trade / International Visitors	: 223
• Importers / Exporters	: 1378
• Government Sector	: 130
• Project Managers / Consultants	: 131
• Business Visitors	: 7371
• Other Visitors / Students	: 794

### CONCURRENT EVENTS :

The highly regarded IFJ Seminars & Workshops, Series IV, were organized concurrently with Index Fairs, Mumbai, 2008. The first of the IFJ Seminars & Workshops organized on 28 September in association with the Chamber of Commerce of Udine, Italy, focused on the theme; "Contemporary Living, Design Thinking". The elite panel of speakers at this seminar included Giovanni Da Pozzo, President, the Chamber of Commerce & Industry, Udine, Italy; Patrizia Scarzella, Designer; Roberto Moroso, President, Moroso; Ar. Shrikant Nivasarkar, President, International Federation of Interior Architects and Designers and Manohar Gopal, MD, Featherlite Products.

“Hospitality: Emerging Sensibilities” was the theme of the IFJ Seminar on 29 September. Ar. Dean Dcruz, Mozaic Architecture, Goa (Inspirations), Ar. George Mathai, Tessaract Designs, Kochi (An Environment and Culture Responsive Approach), Ar. Bobby Mukherji, Bobby Mukjerji Associates, Mumbai (New Age Technology) and Ar. Sanjay Puri, Sanjay Puri Associates, Mumbai (Towards a New Direction in Hospitality Architecture) made their presentations moderated by Ar. Siraj Hasan, Siraj & Renu Associates, Hyderabad.



Ar. Kamal Malik, Ar. Prem Chandawarkar, Ar. Rajeev Kathpalia, Ar. George Mathai, Ar. Sanjay Puri, Ar. Dean D'cruz, Designer Patrizia Scarzella, Roberto Moroso, Ar. Bobby Mukherji

On 30 September, eminent architects made signature presentations on the theme, “Design and Identity”, an event which evoked an overwhelming response with a panel of architects that included Ar. Kamal Malik, Kamal Malik Architecture, Mumbai; Ar. Rajeev Kathapalia, Vastu Shilpa Consultants, Ahmedabad; Ar. L. Venkatesh, Associate, C R Narayan Rao Chennai and Ar. Prem Chandavarkar, Chandavarkar & Thacker Architects Pvt. Ltd. Bengaluru. IFJ Seminars and Workshops were co-sponsored by Hettich India.

Index 2008 was publicized widely all over India through the print and electronic media besides numerous billboards all over Mumbai announcing the event. Other business initiatives included a panel discussion co-sponsored by Hettich India in association with business channel CNBC on 27 and 28 September. The elite panel for the discussion included Ar. K Jaisim, Jaisim Fountainhead, Bengaluru; Ar. Kamal Malik, Kamal Malik Architecture, Mumbai; Ar. Nitin Killawala, Group7 Architecture, Mumbai and Dr. Andreas Hettich, Chairman of the Board of Directors, Hettich Holding GmbH & CO.oHG.

Index Mumbai 2008 not only brought those connected with the furniture industry under one roof for five days of extensive business but also had an important design and educational focus, that led to a better understanding on the markets and industry, among the exhibitors and the visitors.