

PRESS RELEASE



OFFICE NEXT MOSCOW 2014 | V. INTERNATIONAL FORUM FOR OFFICE DESIGN, TECHNOLOGY AND REAL ESTATE

MAY 27 – 29 2014 | GOSTINY DVOR | MOSCOW

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THE 5TH OFFICE NEXT MOSCOW OUTLINED THE MAIN TRENDS IN CORPORATE INTERIORS AND COMMERCIAL REAL ESTATE FOR THE COMING YEAR

Nuremberg / Moscow, June 12, 2014

Office Next Moscow – the 5th International Forum for Office Design, Real Estate and Technology took place for the fifth time in Moscow from May 27 to 29, 2014 in Gostiny Dvor. The event unites three business formats: the exhibition Trends, the conference Talks and the award for the best office interior – Best Office Awards.

Office Next Moscow celebrated its fifth anniversary in a new location, Gostiny Dvor, which allowed the organizers of the event to make the scale of the Forum even bigger. The supporting programme was significantly expanded, the number of exhibitors of office furniture novelties and technologies increased. Apart from the conference Talks, visitors could inform themselves also at a smaller discussion platform, the B2B-Lounge, as well as in special business formats like the Real Estate Lounge and the Customer Lounge. Here, tenants of offices and potential customers for business interiors solutions were able to meet with architects, designers and suppliers of office solutions to discuss all steps for the new arrangement of premises for an effective business.

The Real Estate Lounge presented three outstanding projects of business centers: “Dominion Tower” (DominionM), designed by world-renowned architect Zaha Hadid, “K2 Business Park» (Storm

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Properties) - the first A-class business center in Moscow, which received an excellent mark from REEAM Europe Commercial, and the skyscraper "OKO" from Capital Group, created by the leading international architectural firm SOM (Skidmore, Owings & Merrill LLP), designer of the famous skyscrapers - symbols of the XXI century.

During three days Office Next Moscow was visited by over 4.000 people from 26 countries. Among them were architects & designers (28%), purchasers & project managers (14%), suppliers & dealers (14%), producers & manufacturers (10%), administrative directors (7%), marketing managers (6%) and others such as consultants, brokers, facility managers, IT, HR or media managers. With 65% decision makers and 27% of the visitors involved in the decision making process, the visitor quality was on a very high level.

The conference Talks consisted of numerous presentations and seminars on commercial real estate, the nuances of selecting the rented premises, work organization, cases of design, mobility, transformation of office spaces, light and acoustic comfort. In the supporting program participated the representatives of Moskomarchitectura, specialists of ROSE GROUP, PPF Real Estate, Dominion-M, Forum Properties, CBRE, Colliers International, Cushman & Wakefield, Knight Frank, PwC, Ernst & Young, Mott MacDonald, SCG London, RRG and others - all together 50 speakers. The Conference Session Sponsor was Wilkhahn.

The exhibition of office solutions Trends presented the novelties and bestsellers of office furniture, flooring, lighting, solutions for ergonomics, acoustics, landscaping and management. Among the exhibitors were well-known international companies: Haworth, Kinnarps, Bene, Dauphin, Interstuhl, Sinetica, LAS, Martella, Isku, Milliken, Interface, Forbo, Lasvit, Solo Office Interiors, Nayada and others – in total over 60 companies from 13 countries.

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An excursion programme was organized exclusively for the guests of the Forum and guided them to the best new offices of leading companies. Besides, the best new products were awarded with a quality sign “NextProducts”, which were identified by a council of architects. Products of the following companies were awarded as “NextProducts”: NorkPalm, Interface, Mobica+, Johanson Design, Martela, Assmann Buromobel, Tecno, LAMM, Sinetica and Haworth.

The highlight of Office Next Moscow was the awarding ceremony for the best projects of corporate interiors, Best Office Awards, which takes place annually for the past five years.

Best Office Awards is the only award in the field of architecture and design projects of corporate interiors in Moscow. The award confirms its high and professional level year by year.

The number of participants in this prestigious contest is growing steadily. It counted 119 nominees for the Best Office Awards this year, among them are projects from Russia, the CIS, Europe, USA and Japan. The international jury consisted of 29 experts: architects, consultants, office real estate developers, administrative directors, project-managers, general contractors, and specialized media.

Over 1,000 people were waiting eagerly for the name of the winners of the Best Office Awards, which are:

Grand Prix: Baring Vostok Capital Partners | Paul Polikarpov

Audience Prize: Skincare | DWG Construction

Brand and Image: Baring Vostok Capital Partners | Paul Polikarpov

Business Center Atrium: Business Center Lesnaya Plaza | Aedas

Comfort and Ergonomics: Kaspersky Lab | ABD Architects

Design Idea: Google | OFFCON

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Foreign Project: Valmet, Finland | Gullstén-Inkinen Design & Architecture

Lighting Design: Baker & McKenzie | Sergey Estrin

Public Business Space: VIP-Area of the airport "Koltsovo" | NEFARESEARCH

Regional Office: Skybox - Business Area of the stadium Arena Kazan | Nikolai Novikov

Space Organization: Litrada | Remeika Design

The next Office Next Moscow will take place at Gostiny Dvor from May 26 to 28, 2015.

For photos and further press information, please visit:

<http://www.officenext-moscow.com/press.php>

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