

## **Prepare for the future, save time, be spoilt for choice!**

From the 14<sup>th</sup> to 22<sup>nd</sup> of October Home & Living Expo and the National Housing Week (Semaine Nationale du Logement) are combining over 33,000m<sup>2</sup>, the essentials of housing and everything that goes with it.

HOME! a place for meeting, getting information, a trend indicator and a treasury of ideas.

HOME is a generic name which combines two exhibitions, Home & Living Expo created three years ago and the National Housing Week, a historic event by the Ministry of Housing. These two exhibitions present a preview of all the developments in housing, building, renovation, furnishing and decoration.

### **Four partners are joining together...**

The Box is the organiser of the two events. The coming together of both projects has been made possible thanks to the collaboration with the Ministry of Housing, the Trade Chamber (Chambre des Métiers) and the members of the Luxembourg Federation of the Furnishing Industry (Fédération de l'Ameublement Luxembourgeoise). *"This partnership has resulted in 250 exhibitors showcasing together over 9 days, around a central theme; housing. A success that we have been proud to celebrate for 3 years in October,"* declares Morgan Gromy, COO, Luxexpo The Box.

### **The focus of interest is on the exhibitors, the guarantee for a wider range of products for the public.**

This year, the exhibitors have increased the surface area of their stands by 7% on average, 19% for the members of the Trade Chamber! This increase is a pledge of variety and quality. By discovering new products, new brands and new services by new providers, the public remains the main beneficiary.

### **Combining the pleasant and the useful**

Home & Living Expo and the National Housing Week are two trade shows of investment goods, which require time for reflection, advice and very often the presence of a couple, of the children of the parents, even of the grandparents. As the visit takes place as a family outing, the commercial aspect is rounded off by an entertainment program, exhibition areas and culinary journeys.

The content of the events, which has been in place for three years, has been scaled up; the public will discover five interactive event platforms, one per hall, devoted to the whole family:

- Home-Explorer - After-work conferences every day, initiated by the Ministry of Housing
- Creative workshops – Activities for children organised by Caritas
- Light-Experience – The shining world
- Urban Projects – Showroom presented by the OAI, the Order of Architects and Consulting Engineers
- Creative-Corner – The DIY initiative
- KidsCity – Workshops for children organised by LUCA – Luxembourg Center for Architecture
- Sitting-Experience – A tribute to the chair
- Tailor-Made – The craft industry in Luxembourg

Find all the information about the EXPO areas and interactive events at

<https://homeandlivingexpo.lu/en/expo> and <https://semainenationaledulogement.lu/expo/>

Each platform offers a specific catering space, a sector very much appreciated by the visitors and exhibitors, which illustrates the efforts made by the organiser:

- Endless Taste - All-you-can-eat menus & snacks
- Lëtzebuenger Stuff – Specialties from Luxembourg

- Food-Factory - Homemade burgers, Pizza & Pasta
- Table du Chef - High quality kitchen
- Tea & More - Fingerfood, salads, pastry & Assiettes prestige

Discover the five culinary worlds as well as the menus for all tastes and styles at <https://homeandlivingexpo.lu/en/catering-en/>

### **Caritas for the little ones**

The little ones will be taken care of by Caritas with play and educational workshops.

### **A host of benefits for the public**

The period: october is the perfect time to discover the coming spring trends, trendy colours and the latest news on housing. Autumn fairs are therefore excellent monitoring tools for immediate, upcoming and future projects.

The variety on offer: each year the exhibitors strive to surprise the public. This year there will be more than 250 of them spread over 33,000 m<sup>2</sup> during 9 days. By way of comparison, it's twice to three times more outlets than the biggest shopping centres in the country, united around a central theme which makes this program one of the most important commercial events in the Greater Region.

Time saved: the average length of a visit is 3 hours. Very often visitors get information from 3 or 4 exhibitors and come back 2 or 3 times before making the decision to buy. So this event enables the visitors to find several and new suppliers at one place in record time.

Added to these advantages is the opportunity to meet and discuss directly with specialists and advisors about one's own project. At a time when the virtual world predominates, the show is a prime example for a real-world event.

### **Prepare your visit online**

By visiting HOME, the public finds itself in the right place at the right time to get maximum benefit from the exhibitors' know-how and from what is up to date.

- Visit [www.HomeAndLivingExpo.lu](http://www.HomeAndLivingExpo.lu) and [www.SemaineNationaleDuLogement.lu](http://www.SemaineNationaleDuLogement.lu) to
  - o download your free tickets
  - o discover the exhibitors' list with all the offered innovations, prototypes, launches, special prices and events : <https://homeandlivingexpo.lu/en/exhibitors> / <https://semainenationaledulogement.lu/les-exposants>
- Comment and share the highlights of the event with your social media network: Facebook, Twitter, LinkedIn, Instagram, Youtube.

### **Car or public transport**

The new south car park of The Box was inaugurated in March. The number of parking places was doubled from seven hundred to one thousand four hundred. Visitors of the Home & Living Expo and the National Housing Week will be able to take advantage of this opportunity for the first time.

The SOUTH entrance is served directly by public transport as well as the free shuttles from the European school and Coque car parks.

*"Everything is in place to provide the most convenient visit! We invite everybody to download the free entry-tickets directly from the websites of one of the two exhibitions and hope that the public will come in droves to discover the Shops, Expo & entertainment areas,"* declares Jean-Michel Collignon, CEO, Luxexpo The Box.

Contact us for further information

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HOME & LIVING EXPO 2017 – Press release

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Practical information

Websites: [www.HomeAndLivingExpo.lu](http://www.HomeAndLivingExpo.lu)  
[www.SemaineNationaleDuLogement.lu](http://www.SemaineNationaleDuLogement.lu)

Social networks : [Facebook](#) | [Twitter](#) | [LinkedIn](#) | [Instagram](#) | [Youtube](#)