



Press bulletin N° 3

## PLEASED TO MEET YOU, TECHNODOMUS!

**The new image of the Rimini Fiera expo debuted in Hanover to positive feedback from trade members.  
The second (visitor-oriented) stage of the advertising campaign begins now**

*Rimini, 9<sup>th</sup> June 2011* – A high-profile debut for the new image of **TECHNODOMUS 2012**, the International Expo of Wood Technology for the Furnishing and Construction Industries, the third edition of which will be held **at Rimini Fiera from April 20<sup>th</sup> to 24<sup>th</sup> 2012**. The scenario chosen was **Hanover's Ligna expo**, where – thanks to billposting in the city, 24 luminous screens in the German airport and the projection of images in the subway coaches and the stations – visitors and exhibitors were able to familiarize with the image of the Rimini expo at which they will be key players in ten months time.

**WOODWIDE TECHNOLOGY** is the extreme brevity of the concept that the organizers wanted to express thinking of market. The visual concept features a suggestive image of wood shavings that stand out on a metallic background, to communicate a concept of high quality in the machining and finishing of material, but also of great productive and applicative potential, as a virtuous result of the equation of Technology and Creativity.

**Rimini Fiera business unit manager Simone Castelli comments**, “The results of this investment went beyond our expectations and we had positive feedback from trade members for the media and dynamism of the increasingly visitor oriented advertising.”

Unanimous opinions were thus expressed during meetings with companies that are key players on the market held by five exponents of Rimini Fiera, in Hanover for the entire duration of the expo.

The **TECHNODOMUS 2012** team will now launch the second stage of the advertising strategy, also aimed at the utmost involvement of visitors, targeting **China** – with a presentation on June 20<sup>th</sup> in **Guangzhou** to a select group of top local furniture manufacturers and well as others from Russia and east Europe, India, Germany and Turkey

The promotion plan also foresees participation in expos in the construction, door and windows and furniture sectors in Paris, Dubai, Moscow and Shanghai.

### **TECHNODOMUS 2012 AT A GLANCE**

**Frequency:** biennial; **edition:** 3<sup>rd</sup>; **admittance:** trade members only; **hours:** 9.00 am – 6.00 pm, last day 9.30 am – 5.00 pm; **project manager:** Marco Cecchini; **visitor information:** tel. (+39) 0541 744 111 fax (+39) 0541 744 255 – **e-mail:** [technodomus@riminifiera.it](mailto:technodomus@riminifiera.it); **Web site:** [www.technodomus.it](http://www.technodomus.it)

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