**PRESS RELEASE**

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**PRINTERIORS INVITES VISITORS TO EXPERIENCE THE AIRPORT LOUNGE OF THE FUTURE AT FESPA 2018**

At this year’s [FESPA Global Print Expo](http://www.fespaglobalprintexpo.com/), taking place from 15 to 18 May in Berlin, Germany, Printeriors will take the form of an interactive visitor experience located in the Atrium of Messe Berlin.

Drawing on FESPA’s ‘take off’ campaign, Printeriors 2018 is themed as the *Airport Lounge of the Future 2030,* seeking to reimagine a futuristic airport arrival and transfer experience. Visitors will discover printed interior décor applications including furniture, wallcoverings, flooring, window graphics and soft furnishings provided by FESPA 2018 exhibitors.

Within the Printeriors setting, visitors will find a bar, seating areas, workspace and catering options all featuring printed décor elements, making it a truly immersive environment where they can take a break, work or meet with industry peers.

For the design of Printeriors 2018 FESPA has hosted a competition with ArtsThread, a global network for up-and-coming creatives. The competition invited submission of three different patterns for use across Printeriors, which will be printed directly onto a range of decorative applications.

As in previous years, FESPA seeks to inspire print service providers, sign-makers and interior designers on the uses of print – screen, digital and textile – for interior décor applications. Through the Printeriors showcase, FESPA aims to illustrate the creative potential, versatility and cost effectiveness of print for interiors. The feature will also connect visiting interior designers with print suppliers and manufacturers, helping to turn their interior design ideas into printed reality.

Duncan MacOwan, Head of Events at FESPA comments: “As we’ve seen over recent years, print for interior décor has grown considerably due to developments in print techniques, inks and substrates. Printeriors 2018 will showcase the vast potential and creative scope of print for interior applications.

“The location of Printeriors, directly in the entrance of FESPA 2018, will make it easy for all visitors to experience and by making it a practical space in which to work, meet, eat and drink, we hope to bring these applications to life in a range of realistic settings. Printeriors will clearly illustrate the power of printed décor to enhance offices, retail outlets, leisure and event spaces, hotels and hospitality businesses as well as domestic interiors.”

The use of ArtsThread to elicit designs for Printeriors has enabled FESPA to connect with young creative professionals who already use print for interior décor applications or will do in the future. Duncan MacOwan says: “We’ve had some inspired entries from the competition and we’re looking forward revealing the winning creative that best showcases the scope of what can be achieved using print.”

All visitors to FESPA Global Print Expo 2018 will be able to visit Printeriors free of charge with their main entrance ticket. For more information on Printeriors and to pre-register to attend FESPA 2018, visit: [www.fespaglobalprintexpo.com](http://www.fespaglobalprintexpo.com) and use code PRNM801 for free entry.

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**About FESPA**

Founded in 1962, FESPA is a global federation for the screen printing, digital printing and textile printing community. FESPA’s dual aim is to promote screen printing and digital imaging and to share knowledge about screen and digital printing with its members across the world, helping them to grow their businesses and learn about the latest developments in their fast-growing industries.

**FESPA Profit for Purpose**
FESPA shareholders are the industry. FESPA has invested millions of Euros into the global printing community over the last seven years, supporting the growth of the market. For more information visit [www.fespa.com](http://www.fespa.com)

**FESPA Print Census**

The FESPA Print Census is a global research project to understand the wide format, screen and digital print community. It is the largest data gathering project of its kind. The survey is published in several languages and can be completed online: [www.fespa.com/completemycensus](http://www.fespa.com/completemycensus).

**Forthcoming FESPA events include:**

* FESPA Asia, 22-24 February 2018, BITEC, Bangkok, Thailand
* FESPA Global Print Expo, 15-18 May 2018, Messe Berlin, Berlin, Germany
* European Sign Expo, 15-18 May 2018, Messe Berlin, Berlin, Germany
* FESPA Awards, 16 May 2018, Berlin, Germany
* FESPA Africa, 12-14 September 2018, Gallagher Convention Centre, Johannesburg, South Africa
* FESPA Mexico, 20-22 September 2018, Centro Citibanamex, Mexico City, Mexico
* FESPA Eurasia, 6-9 December 2018, CNR Expo, Istanbul, Turkey
* FESPA Brasil, 20 – 23 March 2019, Expo Center Norte, São Paulo, Brazil

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