**NEWS RELEASE**

4 March 2019

***PRINTERIORS* TO HIGHLIGHT INTERIOR AND EXTERIOR DECOR APPLICATIONS AT**

**FESPA GLOBAL PRINT EXPO 2019**

*Printeriors* 2019 will showcase both interior and exterior décor applications at [FESPA Global Print Expo 2019](http://www.fespaglobalprintexpo.com/) in Munich, Germany from 14 to 17 May 2019.

*Printeriors* forms part of the visitor experience at FESPA Global Print Expo, showcasing the many benefits and opportunities of using print for interior décor. Similarly to last year’s feature, *Printeriors* 2019 will take the form of an interactive visitor experience, located in the East Entrance of Messe Munich, demonstrating a host of interior décor applications, such as wallpaper, lightboxes, soft furnishings including curtains and cushions, table tops and sideboards, window graphics and chairs.

New to Printeriors this year is an outside element, located in the outside hospitality areas at Messe Munich that will demonstrate exterior décor applications. Within this area, visitors will be able see and interact with an array of printed exterior décor applications including deck chairs, parasols and sustainable outdoor signage solutions.

FESPA is working with illustrator, Jasper Goodall, on the designs for the Printeriors applications, which will be based on the elements – earth, air, fire and water – under the strapline: “Inspired by Nature – Powered by Print”. Having one set of designs means that there will be better cohesion and contrast between the applications printed throughout *Printeriors*.

*Printeriors* aims to connect brand owners, interior decorators, designers and architects with PSPs and manufacturers, offering them a unique showcase event to witness the possibilities of print for interior décor. Visitors inspired by the applications within *Printeriors* will be able to speak with the exhibitors on the show floor who can help turn interior décor ideas into reality.

Duncan MacOwan, Head of Events at FESPA comments: “Over the last few years, led by the developments in digital print technology, print has been transforming the way designers and architects work. Last year we decided to change the focus of Printeriors to an interactive feature, located in the entrance of FESPA Global Print Expo, which proved popular with both visitors and exhibitors and we’re hoping that by doing the same this year, it will make it easy for all visitors to FESPA Global Print Expo 2019 to experience.

“The extension of Printeriors to include an outdoor area allows us to display a comprehensive range of applications, and where visitors will be able to experience Printeriors outside while taking a break from the show floor.”

For more information on Printeriors and FESPA Global Print Expo 2019 visit: [www.fespaglobalprintexpo.com](http://www.fespaglobalprintexpo.com/). For free entry to the exhibition, use code FESM907 when registering.

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**About FESPA**

Founded in 1962, FESPA is a global federation of Associations 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**
The 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.

**Forthcoming FESPA events include:**

* FESPA Brasil, 20-23 March 2019, Expo Center Norte, São Paulo, Brazil
* FESPA Global Print Expo, 14-17 May 2019, Messe München, Munich, Germany
* European Sign Expo, 14-17 May 2019, Messe München, Munich, Germany
* FESPA Mexico, 22-24 August 2019, Centro Citibanamex, Mexico City, Mexico
* FESPA Africa, 11-13 September 2019, Gallagher Convention Centre, Johannesburg, South Africa
* FESPA China, 8-10 November 2019, Canton Fair Complex, Guangzhou, China
* FESPA Global Print Expo, 24-27 March 2020, Fiera de Madrid, Madrid, Spain

**Issued on behalf of FESPA by AD Communications**

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