

LAUD

INTERNATIONAL ARCHITECTURE
EXPO CONFERENCE

landscape architecture | urban design

Budapest • Warsaw • Bucharest

abplus
events



ORDINUL
ARHITECTORILOR
DIN ROMÂNIA

Next editions of LAUD

LAUD
Warsaw, 2015
May 27

LAUD
Bucharest 2015
June 24

Trade Events for Architects and Contractors organized by ABplus Events

ARCHITECTURE EXPO CONFERENCE **INGLASS**
Glass Architecture and Engineering

www.ieglass.eu

ARCHITECTURE EXPO CONFERENCE **GIS**
interior architecture | design | lighting

www.iegis.eu

ARCHITECTURE EXPO CONFERENCE **RIFF**
roofs | insulations | façades

www.ieriff.eu

 **CONTRACTOR**
INSTALLATION ENTREPRENEURS EXPO CONFERENCE

event organized under aegis of **CAMEX**

www.instalatii.contractor.com.ro

 **CONTRACTOR**
CONSTRUCTION ENTREPRENEURS EXPO CONFERENCE

event organized under aegis of **CAMEX**

www.constructii.contractor.com.ro

Message of the General Manager of ABplus Events



“For 17 years, together with our partners, we have been in pursuit of excellence in the fields of architecture and construction, through international events organized for architects and contractors.

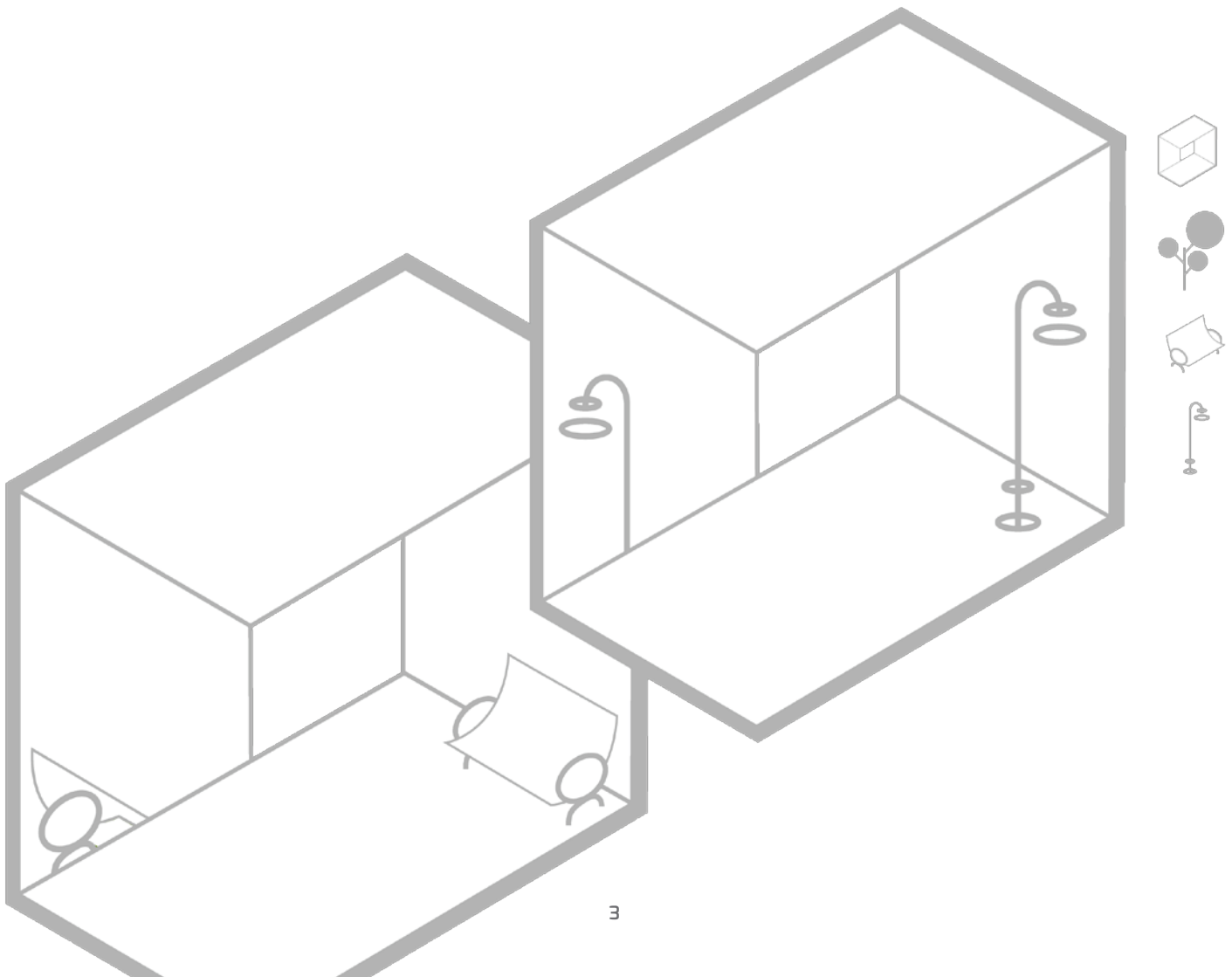
ABplus Events, as Professional Trade Events and Congress Organizer, is the creator of the concept of national network of construction trade shows. The experience of these 17 years of the Central and Eastern European markets positions our events as one of the most effective business networking platforms in the region, a source of constantly updated information, supporting the continuous training of specialists and the promotion of young talents.

Bringing together hundreds of practicing architects and contractors in Europe, Asia and the United States of America, the ABplus events promote projects, achievements and recent best practice examples in architecture and construction industry.

I invite you to join the new editions of our events!”

Florin Mindirigiu

Co-Founder and CEO ABplus Events



Testimonials



“ LAUD is a very good idea, it helps to grow culture between local practitioners because you can mirror with other people. I was positively surprised with all the projects presented from Eastern Europe I did not know about, also about the plans of the municipality in Bucharest – it looks positive to me. These examples show that it's a growing culture.

The project I presented drew the attention because of the amazing mission. What was amazing was that politicians decided to spend money to undo things, not build more, but to go backwards. And this is new for the discipline. Normally, most of the projects are about building new things or rebuilding. Here, we could really erase things that had been done. What caused the attention of so many people was the mission and the way we did it - we were very respectful in adding very few things.

If you have the chance to go there, I can promise you that you will be very impressed of the place, because of the powerfulness of the landscape.”

arch. Martí FRANCH

FOUNDER, ESTUDI MARTÍ FRANCH, SPAIN

Winner of the European Biennial of Landscape Architecture and Special Guest of LAUD 2014



“ It was a very good combination of fresh designers who are somewhere at the beginning or in full swing of their career and who allow us, in fact, to anticipate the future. What pleased me very much was that the public had the opportunity to see what this effort to produce quality interiors means, as the speakers presented their projects behind the scenes, where we saw a huge labor, which one must be both driven and subtle to understand when decoding the result.

Another thing that I find important is that this conference highlights the exceptions and things that can be inspiring, models to follow. The world does not know them, does not see them and this justifies the public's appetite for this conference. A great benefit is also its educational role.”

arch. Mariusz ŚCISŁO

President of THE ASSOCIATION OF THE POLISH ARCHITECTS SARP

Chairman GIS Warsaw 2015 International Architecture Expo Conference



“ LAUD conference was announced as being highly attractive in the field of landscape architecture and, through the presence of some outstanding speakers, has confirmed this appeal through the interest shown by the public and a full day of lectures and presentations, to which questions and interactions with participants were added. The field of landscape architecture at the top was covered with examples of international practice excellence. If we consider our situation, where the need for a higher quality of the communities in which we live, of green spaces and public spaces in general, well-designed and accessible is growing, we can say that LAUD came at the right time, drawing attention to the performances reached by others in the field, amid an uninterested attitude from the part of the authorities at different levels for this area. The natural and anthropic landscape must be considered as the fundamental infrastructure of the fabric of life, the continuing support of architecture and heritage essential to communities – this is the message that we are sending through LAUD to all those responsible of our state. ”

arch. Șerban ȚIGĂNAȘ

President of THE ORDER OF THE ARCHITECTS OF ROMANIA

Co-organizer of the Romanian editions of LAUD

LAUD in focus

LAUD

International Architecture Expo Conference

is dedicated to landscape architecture and urban design. LAUD is addressed to architects, landscape architects, city chief architects, city managers, directors within city halls and companies with solutions for architecture, design and outdoor planning.

Special Guest:

2014: arch. Martí FRANCH
ESTUDI MARTÍ FRANCH, SPAIN



Facts & Figures:

180

participants in
every edition / per day

10

countries represented
in the latest editions

Event structure:

- ✓ Conference: official plenary sessions, thematic plenary sessions, thematic sections
- ✓ Masterclasses
- ✓ Exhibition: thematic sections
- ✓ Business networking areas: coffee-break area, lunch area, speakers' lounge



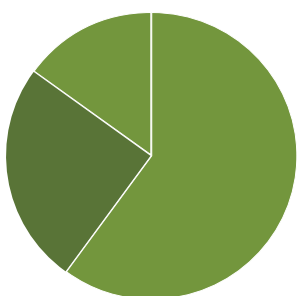
Opportunities within LAUD:

- ✓ multiple networking and business matchmaking opportunities among the most influential architecture offices in Romania, Poland and Hungary
- ✓ direct access to the future architectural projects
- ✓ direct access through the communication campaign with three important communities of architects: Romanian, Polish, Hungarian – over over 15.000 architects; 180 architects / per day participating on average in every event



WE KNOW OUR AUDIENCE

Speakers



90%

of the participants are active architects, members of professional organisations from Hungary, Poland and Romania

60%

international highly-awarded speakers in renowned competitions such as:

- ✓ European Biennial of Landscape Architecture
- ✓ International Landscape Design Industry Association Design Innovation Award

- ✓ Landscape Institute Award
- ✓ Civic Trust Awards
- ✓ European Garden Heritage Network EGHN Award
- ✓ Peter Youngman Award for an Outstanding Contribution to Landscape

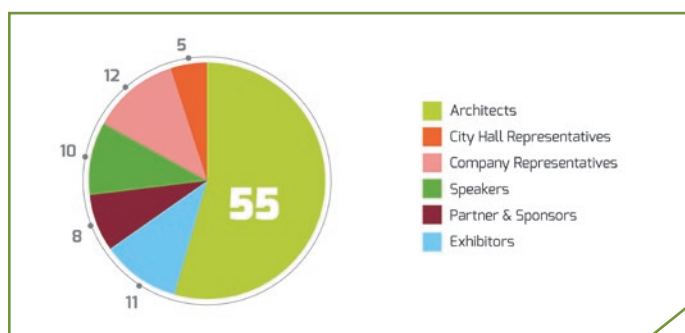
25 %

Polish/Romanian/Hungarian highly awarded speakers

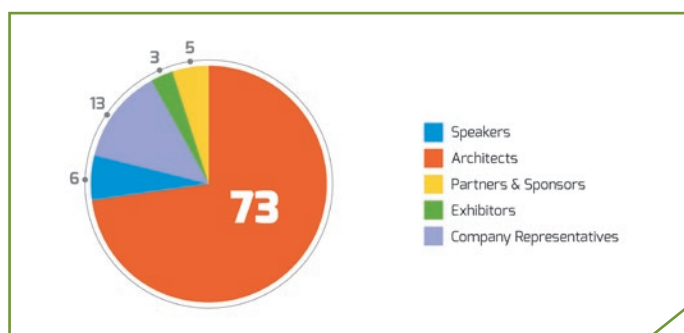
15 %

Partners, sponsors, companies

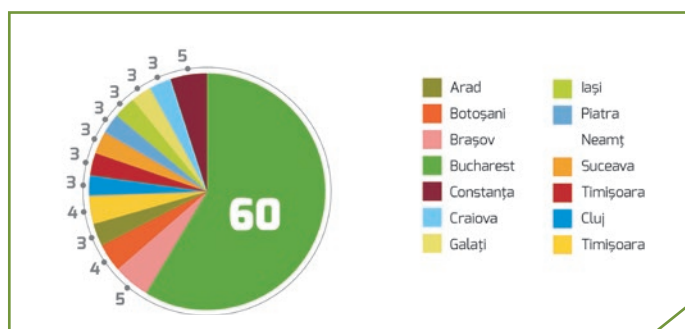
Structure of participants in the latest edition of LAUD Bucharest



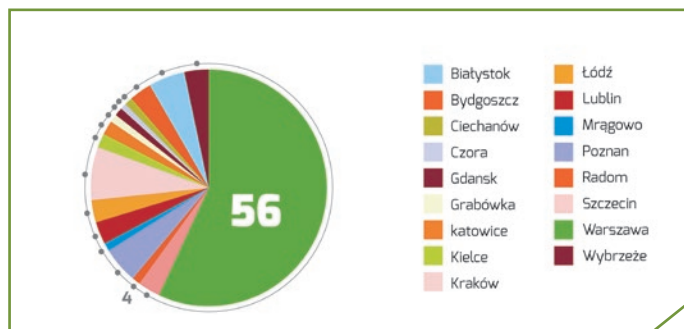
Structure of participants in the latest event in Warsaw



Geographical distribution of architects at the latest edition of LAUD Bucharest



Geographical distribution of architects at the latest event in Warsaw



LAUD

highly-awarded speakers



**arch. Peter
LATZ**
LATZ+PARTNER, GERMANY



**arch. Tilman
Latz**
LATZ+PARTNER, GERMANY



**arch. Luca
PERALTA**
LUCA PERALTA STUDIO, ITALY



**arch. Maria
GONZALES**
SOL 89, SPAIN



**arch. Martí
FRANCH**
ESTUDI MARTÍ FRANCH, SPAIN



**arch. Markus
JATSCH**
MARTHA SCHWARTZ PARTNERS, UK



**arch. Chris
CHURCHMAN**
CHURCHMAN LANDSCAPE ARCHITECTS, UK



**arch. Phil
ASKEW**
LONDON LEGACY DEVELOPMENT
CORPORATION, UK

LAUD

highly-awarded speakers



**arch. Șerban
ȚIGĂNAȘ**
THE ORDER OF THE ARCHITECTS OF ROMANIA



**arch. Cristina Iuliana
ENACHE**
"ION MINCU" UNIVERSITY OF ARCHITECTURE
AND URBANISM, ROMANIA



**arch. Mihaela
HĂRMĂNESCU**
"ION MINCU" UNIVERSITY OF ARCHITECTURE
AND URBANISM, ROMANIA



**landscape engineer Nicolas
TRIBOI**
ATELIER FOAIE VERDE, ROMANIA



**arch. Cerasella
CRĂCIUN**
"ION MINCU" UNIVERSITY OF ARCHITECTURE
AND URBANISM, ROMANIA



**landscape architect Alexandru
CIOBOTĂ**
ROMANIAN LANDSCAPE ARCHITECTS
ASSOCIATION, ROMANIA



**landscape engineer Andrei
CONDOROȘ**
EUROPEAN REGION OF THE INTERNATIONAL
FEDERATION OF LANDSCAPE ARCHITECTS,
ROMANIA

One day programme

FULL DAY CONFERENCE



08:00 - 09:00
Registration of participants
Welcome coffee

Exhibition Visit

Organized visits for architects: 180
Matchmaking
Activities in the Business Networking areas



09:00 - 09:20
OFFICIAL OPENING CEREMONY

Audience: approx. 180 architects

Message of the organizers
Message of the President: MEK, SARP, OAR
Message of the Official Partner



09:20 - 11:00
OFFICIAL PLENARY SESSION

Audience: approx. 180 architects

Presentation of guest architects – 20 minutes each
Presentation of the Official Partner – 20 minutes
Presentation of the Main Partner – 15 minutes

Q & A session – 5 minutes



11:00 - 11:30
Networking coffee-break

Exhibition Visit

Organized visits for architects: 180
Matchmaking
Activities in the Business Networking areas



11:30 - 13:10
THEMATIC PLENARY SESSION 1

Audience: approx. 100 architects

Presentations of guest architects – 20 minutes each
Presentations of Sponsors – 10 minutes each
Presentations of Companies – 10 minutes each

Q & A session – 5 minutes



13:10 - 14:10
Networking lunch

Exhibition Visit

Organized visits for architects: 180
Matchmaking
Activities in the Business Networking areas



14:10 - 15:50
THEMATIC PLENARY SESSION 2

Audience: approx. 100 architects

Presentations of guest architects – 20 minutes each
Presentations of Sponsors – 10 minutes each
Presentations of Companies – 10 minutes each

Q & A session – 5 minutes



15:50 - 16:20
Networking coffee-break

Exhibition Visit

Organized visits for architects: 180
Matchmaking
Activities in the Business Networking areas



16:20 - 18:00
OFFICIAL PLENARY SESSION

Audience: approx. 180 architects

Special guest presentation – 30 min
Presentations of guest architects – 20 minutes each
Presentation of the Main Partner – 15 minutes each

Q & A session – 5 minutes

Conclusions



SIMULTANEOUS THEMATIC SECTIONS - 1 hour each

Audience: approx 25 architects

Presentation of the guest architect – 40 minutes
Presentation of the guest company – 20 minutes

One day program

FULL DAY EXHIBITION

Book your space in the business networking area of the event!

Visiting program: 08:00 - 18:00

Approx. 180 specialist visitors / day

- ✓ architects
- ✓ landscape architects
- ✓ urban planners
- ✓ speakers
- ✓ special guests
- ✓ city managers
- ✓ top management of companies in the industry



LAUD Domains

General thematic categories:

Landscape architecture

Urban design

Subcategories:



Landscape architecture

- Green roofs
- Lakes and waterfalls
- Outdoor pools and fountains
- Artesian wells
- Terraces locks
- Verandas, greenhouses, winter gardens



Pavings

- Pavings, decks and border stones
- Waterproofing film and special protections
- Decorative stone
- Decorative brickwork
- Natural stone



Outdoor sports equipment, sports games

- Play spaces and playgrounds
- Sports fields
- Children playground equipment
- Swimming pools, saunas, pools, fountains
- Skating rinks



Products for gardening, park and green space landscaping

- WPC composite fences, metal fences, ornamental and modular fences
- Artificial turf and synthetic turf
- HPL decorative foil
- Flower garden pots and decorative concrete pots
- Exterior tables and chairs
- Garden and park furniture
- WPC furniture composite
- Garden ornaments
- Plants, shrubs, trees
- Bicycle carriers
- Technologies and equipment for irrigation
- Tools, horticulture care products



Urban environmental design

- Wooden houses, steel and wood gazebos
- Flagpoles, poles
- External clocks
- Retractable awnings
- Outdoor lighting
- Vertical gardens
- Landscape plantations
- Urban design
- Gutters, storm drains and sewage disposal



Parking, traffic control equipment

- Routing equipment, control and monitoring
- Automatic barriers
- Car lifts
- Equipment parking
- Exterior noise protection screens
- Outdoor information, display, advertising
- Billboards, urban maps
- Parking platforms
- Access gates
- Gates and fences
- Product for embankments, platforms, roads, tracks
- Traffic lights
- Car parking systems



Urban space maintenance

- Septic tanks, wastewater treatment
- Sweepers
- Polyurethane waterproofing membranes
- Ecological toilets
- Equipment for exterior landscaping

Applications in the projects:

Urban spaces
Outdoor public areas

Squares, markets,
pedestrian

Parks
Gardens

Environmental
restoration

Type of Package

Included Services

	OFFICIAL PARTNER	MAIN PARTNER	SPONSOR	COMPANY PRESENTATION	EXHIBITION STAND	PROMOTION PACKAGE
✓ Direct association with a unique thematic event, dedicated to architects, designers, lighting specialists	●	●	●			
✓ Exclusivity within the event, a unique position on all the materials, print and online	●					
✓ Message in the official opening of the event	●					
✓ Presentation of 20 minutes in the official plenary session - the first presentation (250 architects in the auditorium)	●					
✓ Preferential position in the program of the conference	●					
✓ Nomination in the official plenary sessions, with the name and title held within the event	●	●				
✓ Exclusivity depending on the field of activity		●				
✓ Presentation of 15 minutes in the official plenary session (250 architects in the auditorium)		●				
✓ Presentation of 10 minutes in a thematic plenary session (125 architects in the auditorium)			●			
✓ Speaker in the program and in the communication campaign	●	●	●	●		
✓ Full list of participants in the event	●	●				
✓ The list of participants in the session/section in which the presentation takes place	●	●	●	●		
✓ Personalised newsletter sent to an international database of over 20000 contacts: architects, contractors, top management, companies in the industry	●	●				
✓ Personalised newsletter sent to a national database of over 35000 contacts: architects, contractors, top management, companies in the industry	●	●				
✓ Media exposure with the title held within the event	●	●	●			
✓ Presentation of 10 minutes in a thematic section (25 architects in the auditorium)				●		
✓ The presence of the company with the logo and the title held within the event on all presentation materials: program, brochure or CD, badges, electronic background, roll-up, spider/ background, portfolio, newsletters, newsalerts, website	●	●	●			
✓ Participant in the conference: full package	●	●	●	●		
✓ Full acces to the speaker's lounge	●	●	●	●		
✓ Full acces to the networking area of the event	●	●	●	●	●	
✓ Insert of a presentation material in the event portfolio	●	●	●	●	●	●
✓ Exhibition stand – module of 4 sqm, 2x2 m	●	●			●	
✓ Exhibition stand of 8 sqm - module of 4 sqm, 2x2 m	●					
✓ Roll-up display in the networking/coffee-break/lunch area	●	●				
✓ Roll-up display in the thematic section				●		
✓ Roll-up display in the plenary thematic section	●		●			
✓ Roll-up display in the official plenary session	●	●				

Thank you to our partners !

ORGANIZERS:



INSTITUTIONAL PARTNERS:



SPONSOR:



PARTICIPATING COMPANIES:



LAUD in pictures



LAUD







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