



Press Release

Krasnodar, 11st February 2015

YugBuild - the foundation of the modern building industry in Southern Russia

From 25–28 February 2015, YugBuild, the 25th international architectural and building exhibition and the largest business event for industry specialists in Southern Russia, will take place at Kuban Expocentre.

This year YugBuild will feature over 300 companies from 10 countries: Azerbaijan, Germany, Greece, Italy, China, Serbia, Turkey, Ukraine, Finland and Russia. The exhibition will cover over 13,000 m².

YugBuild will consist of two areas: Architecture & Building and Interiors, combining 17 themed sections demonstrating a whole range of building technologies, materials and interior solutions, covering virtually all angles of the architecture and building sector.

Exhibitors in the Architecture & Building area will present the latest developments in building materials and equipment, machinery, ventilation systems, electrics, building automation systems and engineering equipment. The Interiors area will offer visitors a whole range of materials and services for internal finishings and room decoration; interior solutions, paint and coatings, sanitary ware, building finishings, doors and locks.

Business Programme

From 24-26 February, the Forming a Comfortable Environment as a Factor of Urban Development, Landscape Architecture and Urban Design international conference will be held. Organisers of the exhibition include the Administration of Krasnodar City Municipal Formation, the Department of Architecture and City Construction of the Krasnodar Region, Southern Regional Committee of the Association of European Business in Russia, the French Federation of Landscape Architects (FFP), and its official representative in Russia IB2C France SAS.

The conference will focus on issues surrounding the creation of comfortable urban environments oriented around residents and visitors, which can be implemented with the help of landscape urbanism and urban design to fulfil convenience, security, and aesthetic requirements. The event is intended to introduce progressive projects and ideas for creating comfortable cities, new planning standards and principles, and to create constructive dialogue between specialists, government authorities, and the public.

The conference programme includes a master class from Michel Pena on Krasnodar's public space (1 day, preliminary registration necessary), exchanging experience, and discussions on a wide range of issues on landscape architecture and urban design: social, ecological, aesthetic, historical, restoration, architectural and artistic, engineering and technical, legal, commercial, and others.

The following experts will take part in the events: Elina Baranskaya, Sochi's chief artist, Alexander Vodyanik, academic, public figure, and member of eco-educational commission for the Ministry of Natural Resources and Environment of the Russian

YugBuild
25-28 February 2015
International architectural
and building exhibition

Kuban Expocentre,
Krasnodar,
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Federation, Irina Garnier, official representative of the French Federation of Landscape Architects in Russia, and leader of its partner IB2C France SAS, Sergey Georgievskiy, Director of Archpolis Centre for Territorial Initiatives and specialist on specialist area based development, Yves Pilorge, Director of the French Federation of Landscape Architects and Head of Creteil welfare services, Michel Pena, Landscape Architect and French Urbanist, Alexander Popadin, Director of Urban Planning bureau Heart of the City, expert, cultural specialist, writer, and member of the board of the Kaliningrad regional cultural foundation, Yuri Rysin, Chief Architect of the Krasnodar region, and many more.

On 25th February an inter-regional conference on Real Estate Development of Southern Russia: New Market Challenges will be held. The main discussion topics will be issues of effective cooperation between builders and suppliers under the new economic conditions, and technologies for house sales in a buyers' market. The organisers of the conferences are Expert media company, and Expert Yug magazine.

On the same day, the National Agency for Architecture and Town Planning will hold an international architecture and town planning conference called Architectural Planning: Atypical Standards. The conference will bring together leading Russian and international architects, among whom will be Tony Fretton, Head of Tony Fretton Architects, Alexei Ginzburg, Manager of Ginzburg Architects, Yuri Vissarionov, Manager of PTAM Vissarionov, Anton Nadtochiy and Vera Butko, managers of architectural firm Atrium, Alexey Vorontsov, President of Architects and Designers Guild, SRO, and Sergey Melnichenko, General Director of Moscow Chamber of Architects, and others. Participants will discuss housing design features in the new economic situation, and the role and significance of patent solutions for standard designs.

On 26th February, Smart Cities, the international town planning conference will be held with professionals of the architecture and building industry in Russia and the CIS. During the event, reports will be presented on the following topics: Town Planning and Smart Cities, the Social Infrastructure of Smart Cities, and the Engineering Infrastructure of Smart Cities. Participants will discuss urban solutions for developing countries and countries with transition economies; they will share experience of implementing projects, look at the principles of interaction between major urban systems, and much more. The conference will contribute to the development of new models in town planning and infrastructure to improve the quality of life for urbanised areas. The conference will be organised by the Department for Architecture and Town Planning of the Krasnodar region.

The second day of the events programme continues with the press conference Prospects of the Door Market of Southern Russia, organised by Dvernoye Delo agency. The conference will be of interest both to large manufacturers and suppliers, and to companies supplying goods to consumers.

There will be numerous seminars and presentations from exhibitors on each day of the exhibition at company stands and in the conference halls.

Please visit the exhibition website for an electronic ticket to the exhibition:
www.yugbuild.com

YugBuild, the 25th international architecture and building exhibition, is organised by KrasnodarEXPO, part of ITE Group.

The exhibition will take place with support from the Administration of the Krasnodar Region, the Administration of Krasnodar City, the Ministry of Construction, Architecture and Road Sector of the Krasnodar Region, the Department of



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Architecture and Town Building of the Krasnodar Region, the Krasnodar Region Association of Self-Regulating Organisations of the Construction Sector, the National Union of Designers, the Krasnodar Regional Organisation of the Russian Architects Union, the Russian Union of Builders, the Kuban Union of Builders, SRO Regional Association of Builders of Kuban, the National Agency on Architecture and Town Planning, the International Academy of Architects, and Dvernoye Delo agency.

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