

AUSTRIA IST ÜBERALL.



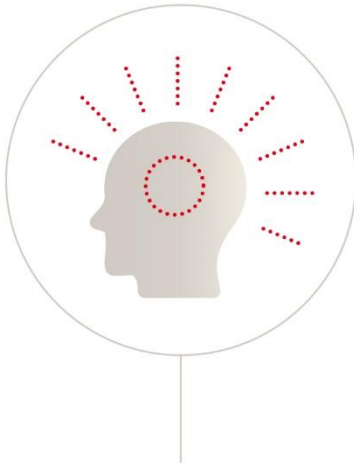
## WEBINAR 8. MAI 2019 INNOVATIVE CONCRETE DESIGN IN UNGARN

Thomas Moschig, MA

Wirtschaftsdelegierter Stellvertreter  
AußenwirtschaftsCenter Budapest

WORLDWIDE BUSINESS SUPPORT - grenzenlose Unterstützung, damit Sie wachsen können.  
Mit unserem Büronetz über 100 AußenwirtschaftsCentern in über 70 Ländern ...

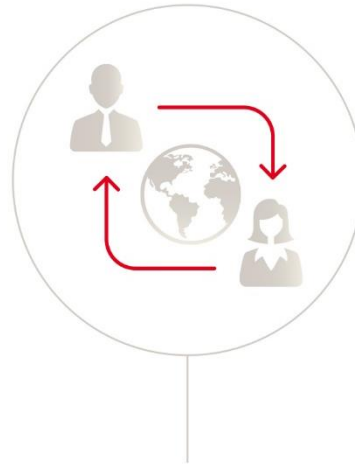
# UNSERE SERVICES



## WISSEN

- Kompetente Expertinnen und Experten,
- Information zum Download und bei Veranstaltungen zu Themen, Märkten und Branchen

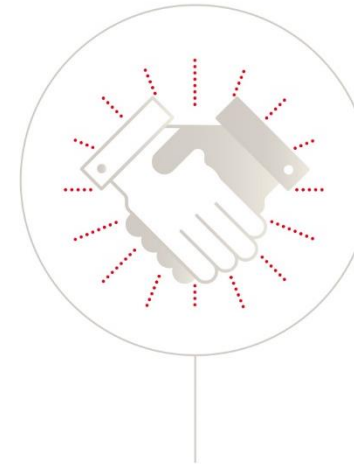
- damit Sie dort anfangen,  
wo andere erst hinmüssen.



## PLATTFORMEN

- Marktplätze, Messebeteiligungen, Ausstellungen,
- punktgenaue B2B Veranstaltungen,
- Peer-Netzwerke und ein weltweites Webportal

- damit Ihr Unternehmen und Ihr  
Produkt überall die richtige Bühne  
haben.



## PARTNER

- Kontakte zu verlässlichen Partnerinnen und Partnern,
- zuverlässige Beziehungsnetzwerke und umfassende Beratung

- damit Erfolg berechenbar wird.

# MARKTVORSTELLUNG UNGARN

Ungarn ist für die österreichische Exportwirtschaft

- weltweit an 7. Stelle
- in der EU an 5. Stelle
- in der Region Zentraleuropa an 2. Stelle

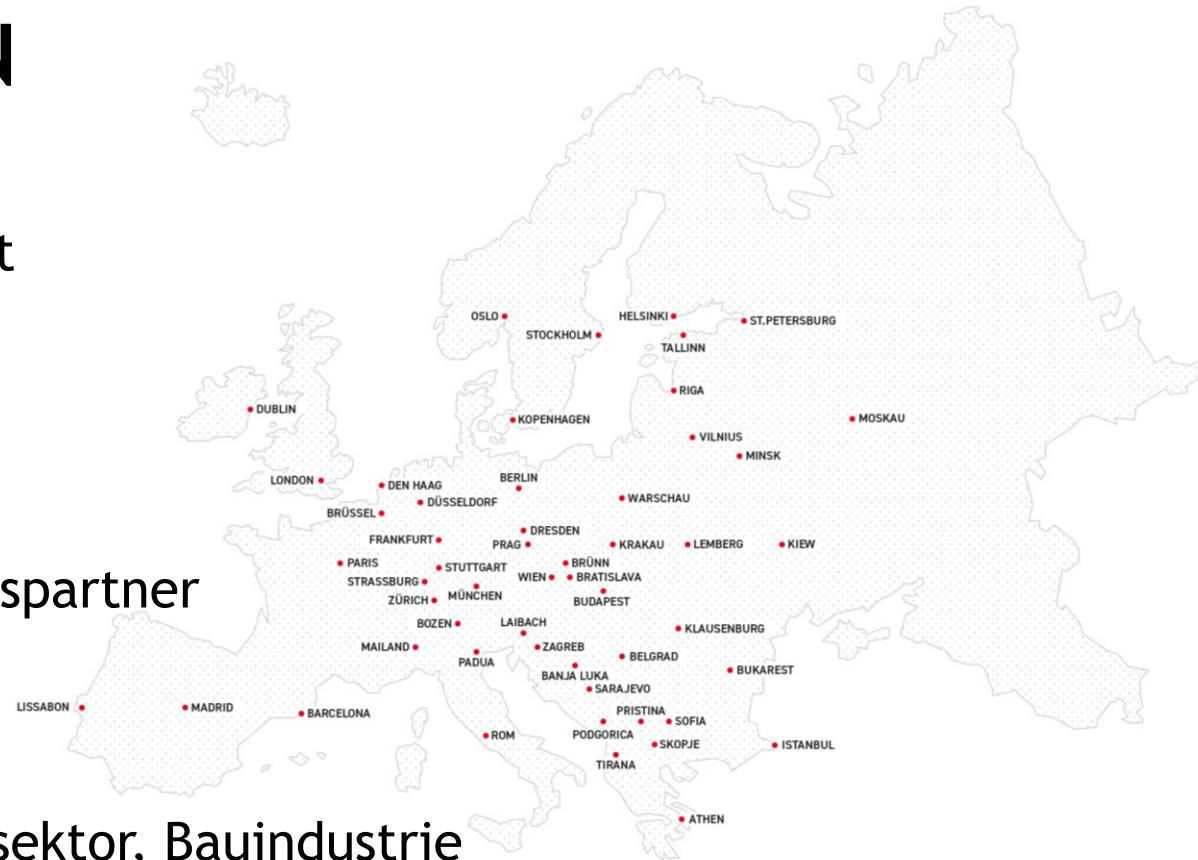
Österreich ist für Ungarn der 2. wichtigste Handelspartner

Wichtigste Sektoren:

- Industrie, Lebensmittelhandel, Dienstleistungssektor, Bauindustrie

Trending:

- Informations- und Kommunikationstechnik (IKT), Startups, Kreativindustrie



# (INNOVATIVE CONCRETE-) DESIGN IN HUNGARY

- Budapest as Hungary's creative hub
- Budapest UNESCO "Design City"
- significant changes in Budapest in the last couple of years, insider tip in the CEE region
- creative industry offers growth potential (private, government, international)
- creative industry accounts for almost 7-8 % of Hungarian GDP
- concrete design: internationally trending, not competitive (yet)



## TODAY'S GUESTS & TOPICS

### Otto Feuertag - Innovative Hungarian Design

Europa Design, CEO

President and Co-founder of the Federation of Home Decorators



### Simon Nagy - Concrete-Design

Sales Manager

IVANKA Factory AG (the “Concrete Company”)



*[Q: you can insert your questions during the presentation]*



**LAKBERENDEZŐK**  
ORSZÁGOS SZÖVETSÉGE



**EUROPA DESIGN**

# WEBINARIUM / ON CREATIVE INDUSTRY in Hungary

Presentation by **Mr. Otto Feuertag**  
Co-founder and vice president: **The Federation  
Of Home Decorators**  
Founder and Owner: **Europa Design**



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How can you  
create your  
creative market  
in Hungary?





# Creative Industry Introduction in Numbers

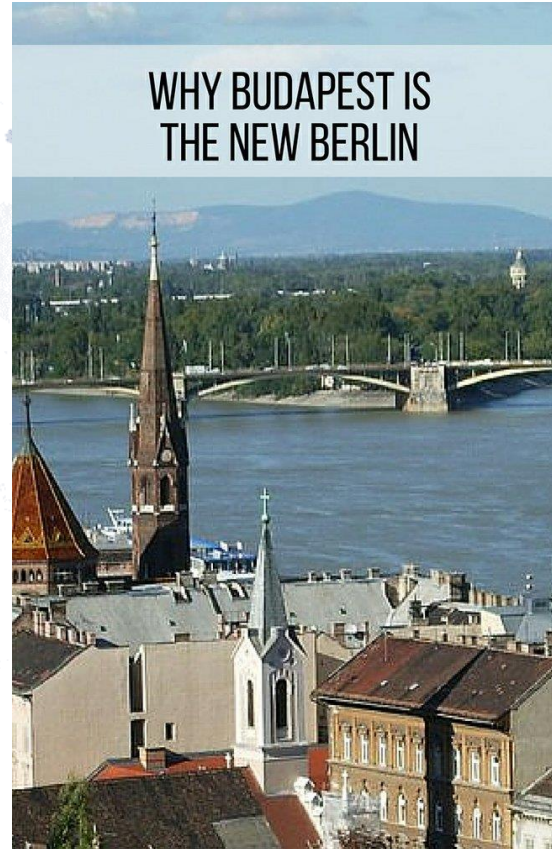
- Creative Industry represents **8%** of the GDP of Hungary
- Growth: **5 X** of average economy
- It is called **Pleasure economy**, since service is more important than product.
- **IOT and APPS** make the difference!



Is Hungary a  
mystery, or the  
new CREATIVE  
Berlin?

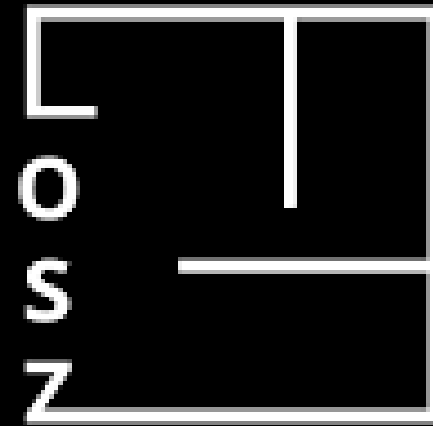


Agenda:  
Introduction  
The key players  
The heritage  
The supporters  
Facts and figures  
Challenges



The Federation of Hungarian Home decorators controls the B2C sector in Style. And the B2B suppliers to the private sectors.

Provides education, organizes trade shows and conferences. 200+ members



**LAKBERENDEZŐK**  
**ORSZÁGOS SZÖVETSÉGE**



# B2B Support services active in the Hungarian Market





# The 7 Chapters of the Creative Industry and their heritage or presence in the Country.



## Communications

Advertising  
Audio Services  
Graphic Design  
Marketing  
Print Production  
Public Relations  
Publishing  
Social Media  
Video Production



## Design

Architecture  
Engineering  
Industrial Design  
Making  
Manufacturing  
Textiles  
Urban Systems



## Entertainment

Animation  
Education IT  
Film & Digital Media  
Gaming  
Post-Production  
Theme Parks + Recreation  
Toys



## Fine Arts

Arts Organizations  
Arts Venues  
Interactive Arts  
Museums, Galleries  
Music  
Performing Arts  
Visual Arts



## Software & Hardware

Augmented Reality  
Education Technology  
Health IT/ Medical Devices  
Mobile Applications  
Responsive Environments  
Robotics  
Software Development



## DATA Science

Big Data  
Big Sensor  
Embedded Computing  
Parallel Computing  
Pervasive Computing  
Telecommunications



## Creative Industry Support Services

Consulting  
Corporate R&D  
Co-Working Spaces  
Government R&D  
Incubator/Accelerators  
Post Secondary Education  
Professional Societies  
Selected Business Services  
Trade Associations  
University R&D  
Venture & Seed Capital



- Mr. Furniture designer....
- Marcel Breuer the Hungarian master and ambassador of **BAUHAUS**



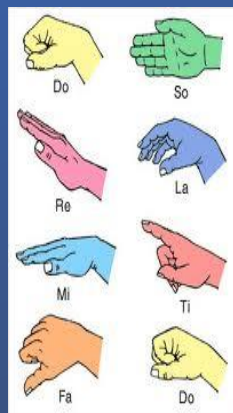


Breuer's interior  
design in the  
USA. Iconic  
Wassily chair !



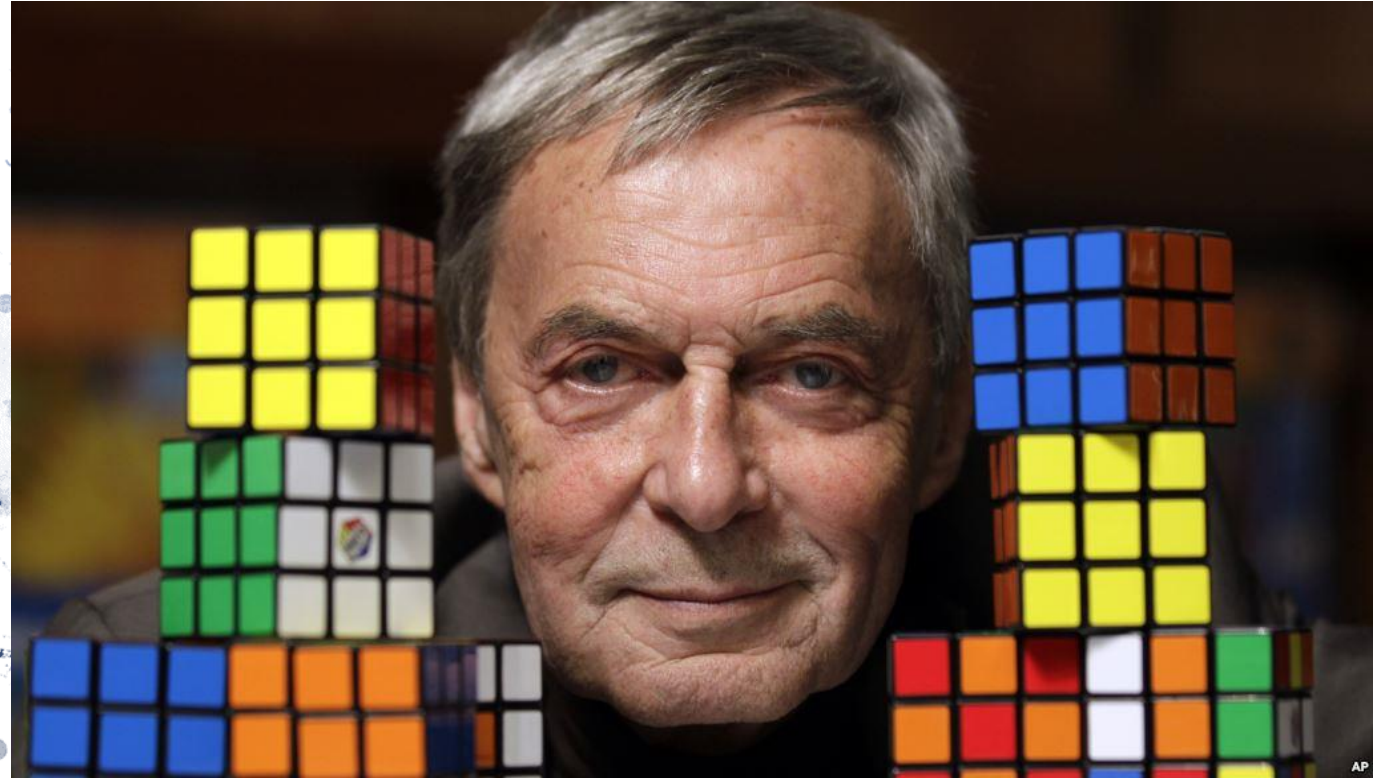


Hungarian  
creative  
Musicians.  
Design in  
Music  
education....





The ICON of  
the 80s  
Mr. RUBIK





International  
Mathematical-Design  
Success. The GÖMBÖC  
(with 2 equilibrium  
points)

The French –  
Hungarian  
connection in  
graphic design-  
and fine art.





The interactive  
presentation  
software with 45  
million + users.





Startup Story:  
Reliable video  
streaming  
service – now  
belongs to IBM



Hungarian  
creativity  
supports future  
communication.

## IBM CLOUD VIDEO SERVICES UNIT

This newly-formed IBM unit leverages assets from strategic acquisitions and IBM's R&D labs.

### STRATEGIC ACQUISITIONS



Manages video as a strategic source of data



Propels cloud-based video services across industries



Enables cost-efficient object storage



Speeds large video file transfer over broadband

### IBM INNOVATION



#### 1000+ Patents

Since 1995, IBM has been awarded more than 1,000 patents in video software and services



#### Visual Analytics

IBM has developed tools to identify, organize and classify objects contained within images



#### Speech to Text

IBM has developed a technology to convert speech into multiple-language editable text

The first  
international  
flagship of the  
Hungarian  
fashion industry.






A dream story  
came true!


RUNWAY

LATEST SHOWS >

SEASON >

DESIGNER >



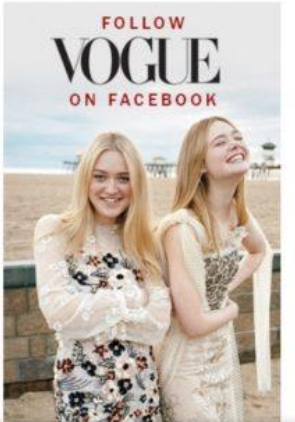


NEW YORK, FEBRUARY 9, 2019  
by LAIRD BORRELLI-PERSSON

Budapest designer Sandra Sandor debuted menswear at her Fall presentation today in a homey '70s-inspired set, energized by live music. The context worked for her clothes, which are quite livable, combining comfort, simplicity, and function at a great price point. You might call her aesthetic minimal nomad, and there's a straightforwardness to her designs that makes menswear a natural extension of what she does.

Men were buying from the women's

FOLLOW  
VOGUE  
ON FACEBOOK





Film industry, a  
creative  
heritage: From  
Casablanca- to  
Son of Saul



Some sectors are  
very proactive:  
Textile and Rug  
design.





2 Universities  
dominate the  
Creative higher  
education:  
A private and a  
governmental.  
Design industry  
is a National  
Strategy!



Creative industry  
trade shows, and  
design weeks:  
space to  
grow.....





# S/ALON

## BUDAPEST

New shows for  
the public.



Private multi-  
brand exhibitions  
during design  
week!  
A Meeting point  
for professionals...





Your challenge is  
to speed up  
Design  
Consciousness  
and Brand  
Awareness!  
Media?

epiteszforum.hu





# FURNITURE Industry in Hungary

## Furniture industry facts:

Revenue per capita:	140 USD
Local furniture production:	800 million EUR
Furniture industry revenue :	1650 million EUR
Sales Channels:	12% online only!

8 major retail chains active : mid low market

(Ikea, Kika, Ysk, Abra Meble, ID Design, Zara Home, Bo Concept)

Habitat, Interio is not present.





TRENDS

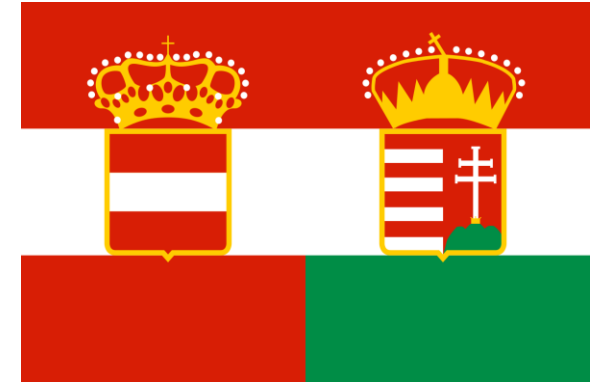
VS

Local taste?

A Hungaricum?

- A very conservative mid class market, educated during the cold war.....
- After the Berlin wall, only investment, and industry arrived.
- No or Minor CHANGE in MINDSET!
- Other V4 countries and CEE region neighbours spending on high design and Luxury items are 2-3 X Higher.
- Stronger Sense of SHOW off is driving the luxury thinking, but not in Hungary

# Austria vs Hungary in Design thinking in B2C



In Austria : Healthy balance between heritage and modernism.

In Hungary: ( 45+ age group) lack of trust against new Trends,  
Foreign „things”, the value of design is ranked 3rd-4th place  
behind price, functionality and quality.

Generation Y, Z, is healthier, and design focused.

B2B Sector: Not major differences between Austria. International trends are presented.



NEXT steps:  
find or create  
influencers  
among 45+ age  
group as well, to  
fill up the GAP

- Hungarian SME Creative sector is active, and open for international cooperation in technology or common fund raising.
- They are great in Social media
- Visit TED X
- PechaKucha for short introduction
- Follow Startup Safary



Let's  
start



Thank You!

Q&A?

Please feel free to contact me:

[Feuertag@europadesign.hu](mailto:Feuertag@europadesign.hu)

[www.europadesign.hu](http://www.europadesign.hu)

[www.lakberendezok.hu](http://www.lakberendezok.hu)



# INNOVATIVE CONCRETE-DESIGN



# IVANKA = CONCRETE

IVANKA, founded by Katalin Ivanka and Andras Ivanka in 2002 as a Budapest based family-run garage company, has become a leading architectural and designer concrete brand renowned for its progressive design and technological solutions with concrete.

Since its inception, IVANKA has made a name for adding a design perspective to what is otherwise widely viewed as an industrial material. They have taken concrete and elevated the material to a new level, creating products that defy normal concrete capacities and rock today's conventional image of this material.

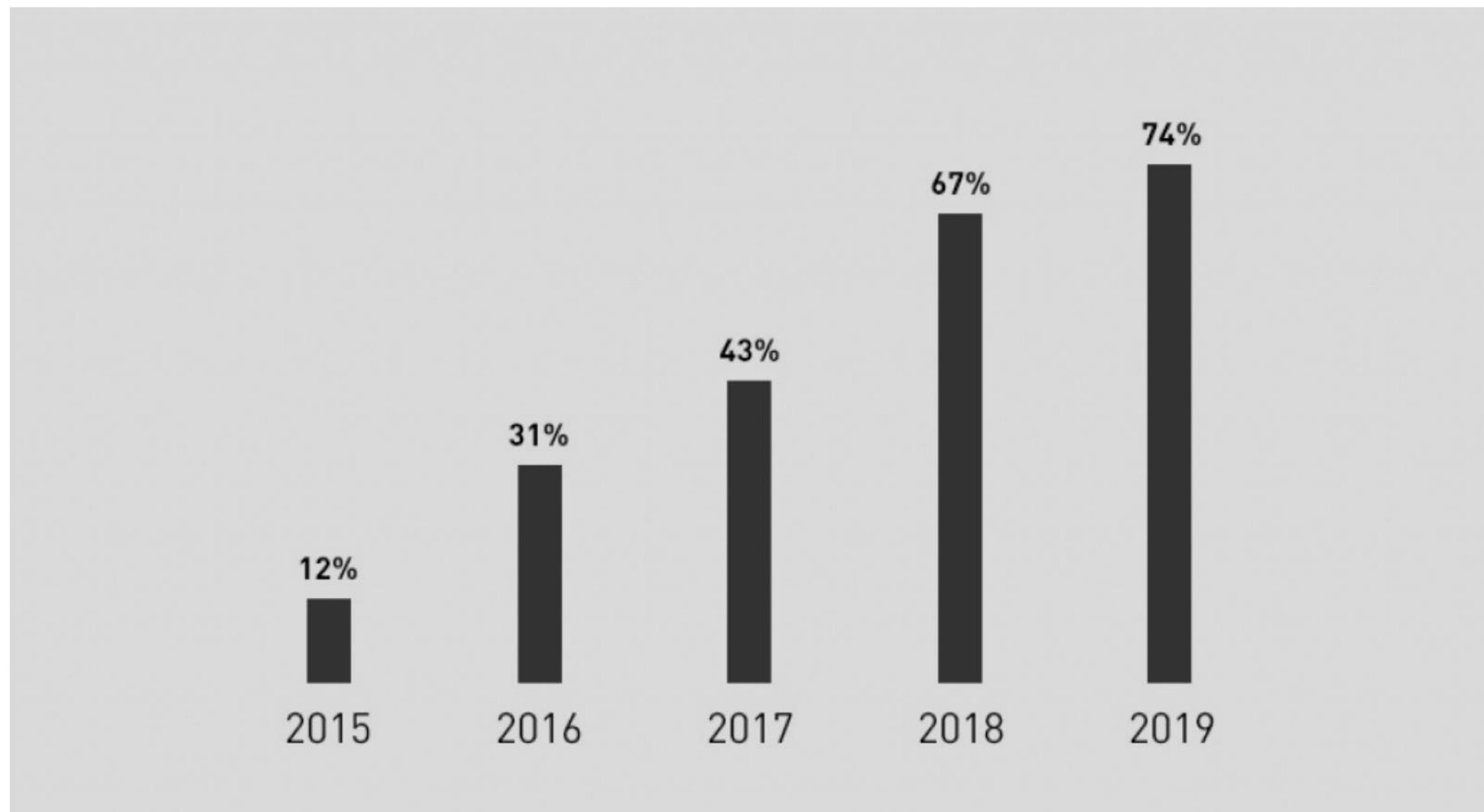
Multiple international successes marked important milestones in the life of the company – the SEEYOU Gravestone, embracing a 21st century taboo subject, the AEROM Concrete Sound audiophile loudspeakers, the wearable design of 'CONCRETE GENEZIS' – the world's first ready-to-wear capsule collection based on a cement-textile innovation and the 'The Water of Life' / RAINHOUSE project with DRINK RAIN! campaign: a revolutionary system made with bio-concrete that turns rain into the highest quality drinking water, a new global perspective in sustainable development.

The company is a specialist in manufacturing facade systems, interior wall and floor coverings, furniture and bathware products, urban and outdoor elements and highly customized solutions, such as monolith exposed staircases, sculpted surface aesthetics, lightweight, light transmitting, perforated, engraved and graphical applications.

## INTERNATIONAL PROFESSIONAL NETWORK

Among their clients you will find: Vodafone, Mercedes-Benz, Saint Laurent Paris, MGM Grand Las Vegas, Liberty London, Harvey Nichols international luxury lifestyle stores, G-Star RAW, Holcim, BMW, Fairmont Hotels, Andaz by Hyatt or W from Starwood. IVANKA has been honored to work with internationally known professionals such as Marcel Wanders, Tom Dixon, Perkins Eastman and Zaha Hadid Architects.

## ANNUAL INCOME % OF THE HUNGARIAN MARKET



# SERVICES



ARCHITECTURE, DESIGN  
& ENGINEERING SERVICES



PROJECT MANAGEMENT



RESEARCH AND DEVELOPMENT



TECHNOLOGICAL INNOVATION



FACTORY PRODUCTION



PACKAGING PRODUCTION  
PLANNING & OPTIMIZATION



WORLDWIDE SHIPPING

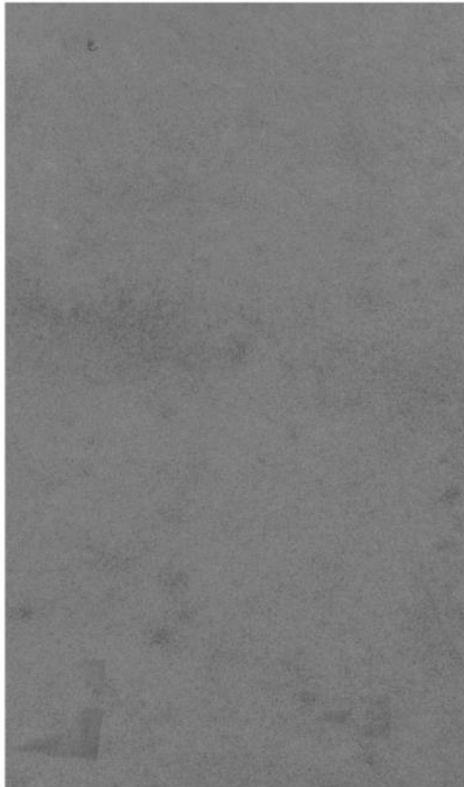


INSTALLATION

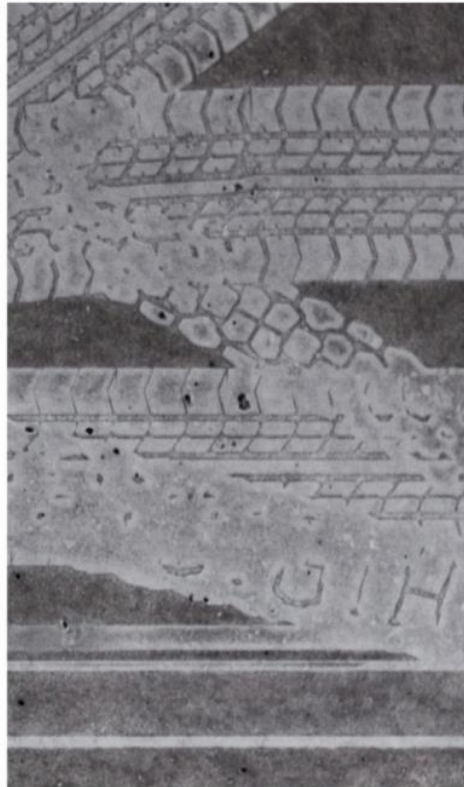


# FACTORY PRODUCTION

STANDARD



CUSTOM



FABRICATION



MADE TO MEASURE



# MATERIAL

## CONCRETE HISTORY & FUTURE

proven over time - old-new (thousand years history)  
21<sup>st</sup> century technologies

## CHARACTERISTICS

real - living - natural - perfectly imperfect - original

## QUALITY & TECHNOLOGY

high-performance - durable - long-lasting  
adaptive - sculptural - wide range of colours & textures  
sustainable - recyclable

## FUNCTIONS

versatile applications  
facades - interiors - exteriors / urban  
vertical & horizontal - walls & floorings



## HOTEL CLARK / 2018 BUDAPEST

Ádám Clark square is the heart of Hungary and the entryway to Buda Castle at the same time it is one of the capital's most emblematic attractions. The hotel's contemporary facade- covered by IVANKA PANEL also designed a lion- faced tile for Hotel Clark, the symbol inspired by the iconic lions of the Chain Bridge with a look that is deeply rooted in the city's rich art-deco architectural heritage.

Bespoke project

Specified IVANKA product: highly customized facade PANELS, special lion- faced 3D tiles

200 pieces unique coloured special 3D lion-faced tiles in total, 147 large 3D elements of unique coloured PANELS, 1.5 tons each

Architect: Anthony Gall

General contractor: Market Építő Zrt.





**Hotel Clark**  
2018 Budapest, HU  
courtesy of Hotel Clark



## RESIDENTIAL UNITS / 2013 VIENNA

Bespoke project

Specified IVANKA product: monolith window frames  
for French balconies

Related services:

design & engineering services  
project management  
customized factory production  
worldwide shipping  
installation

Highlighted features:

precast one-piece items shipped to Vienna and  
installed by crane

Concrete in numbers:

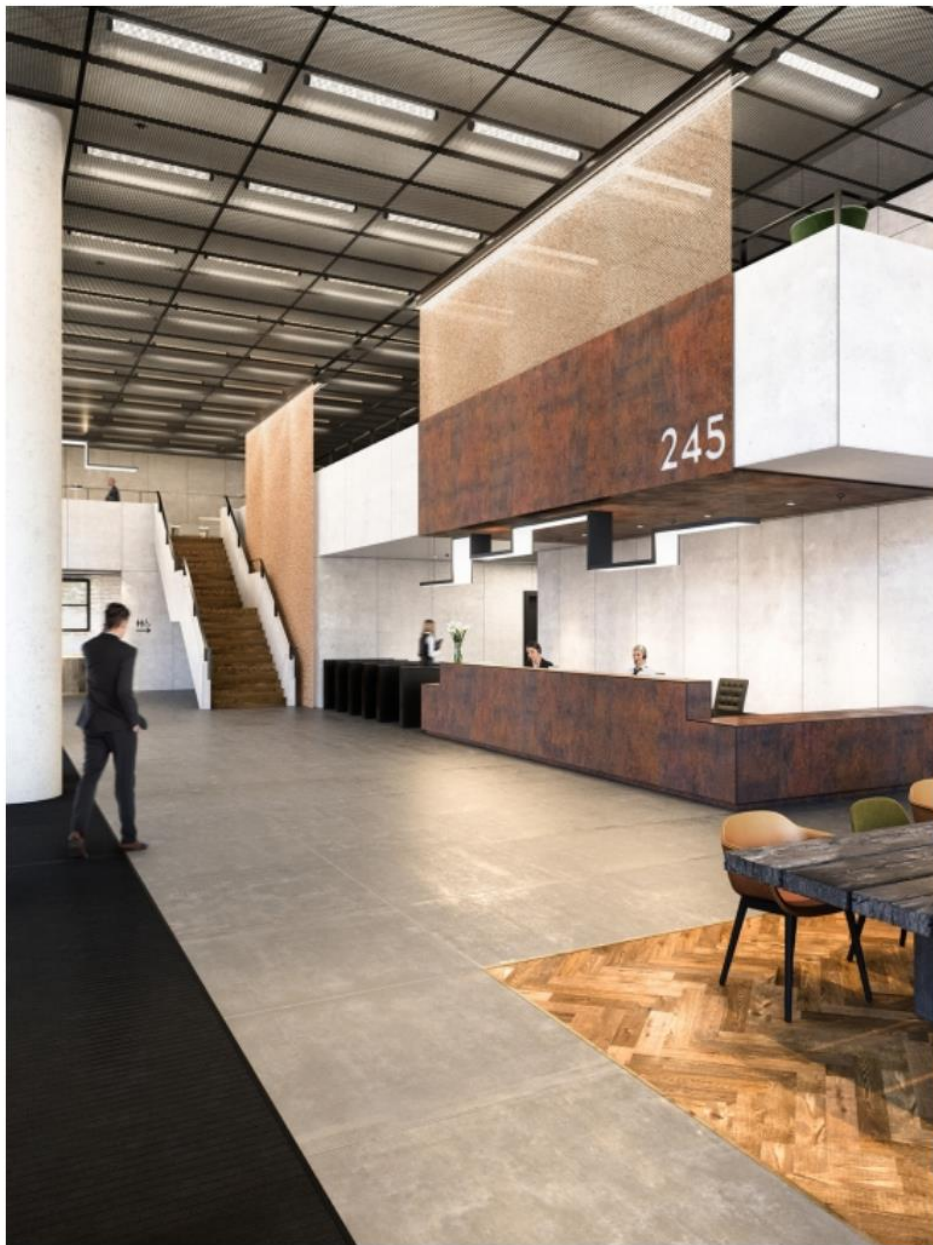
24 pieces 0.8 tons each

Architecture: OPW Architects



**Residential Units**  
2013, Vienna, AUT





## 245 HAMMERSMITH / 2019 LONDON

The Big Red Workplace- the new beating heart of Hammersmith, London- creating a bigger, better place to be. In the focus of the lobby area is the 3000 Threads 3000 Hands artwork, by Patricia de Isodoro. Responding to technical challenges and customer needs, 25 mm thick IVANKA PANEL porous elements were designed with non- looking mechanical fixing solutions.

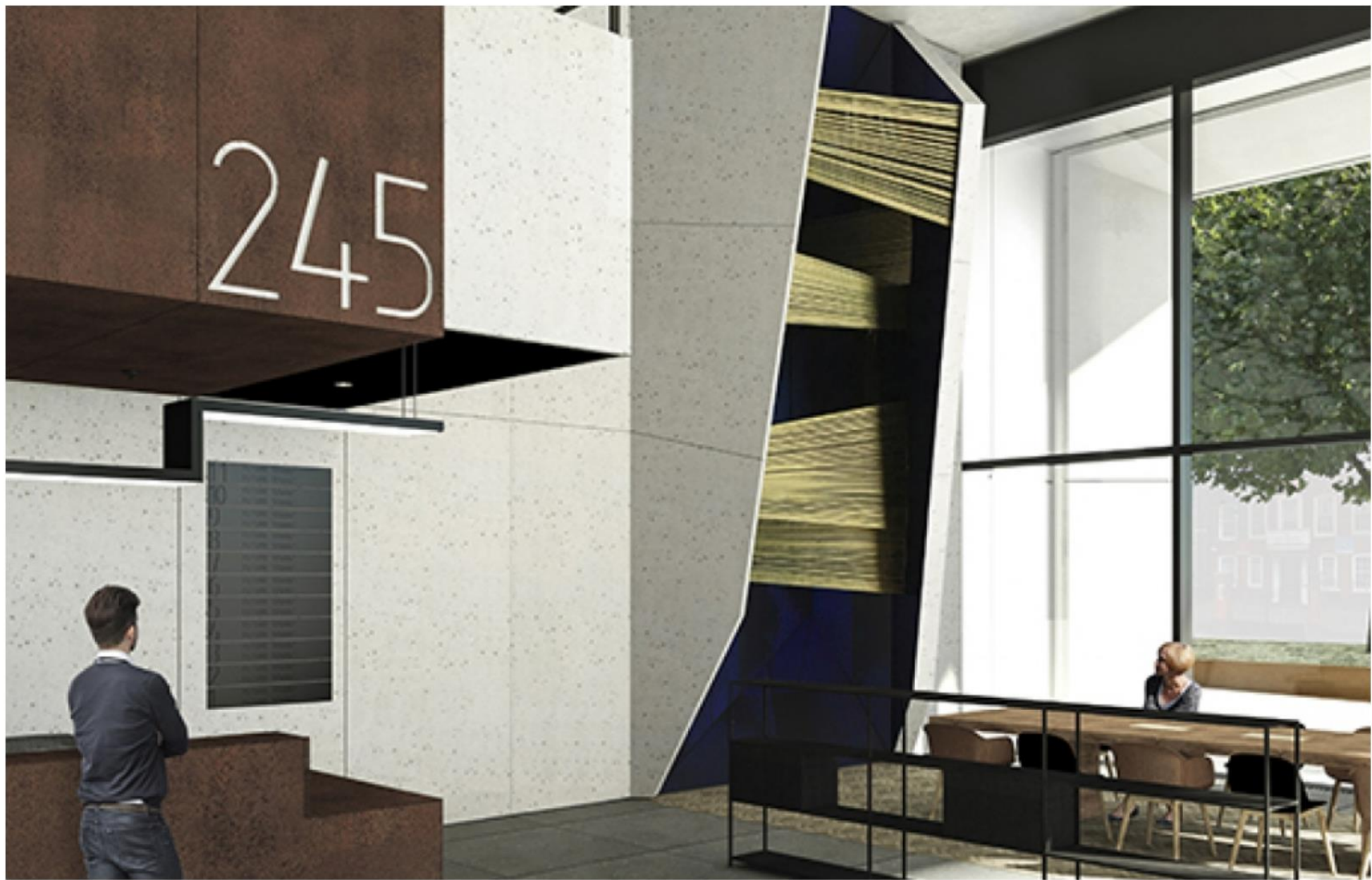
Bespoke project

Specified product: customized PANELS

Concrete in numbers: 504 square meter

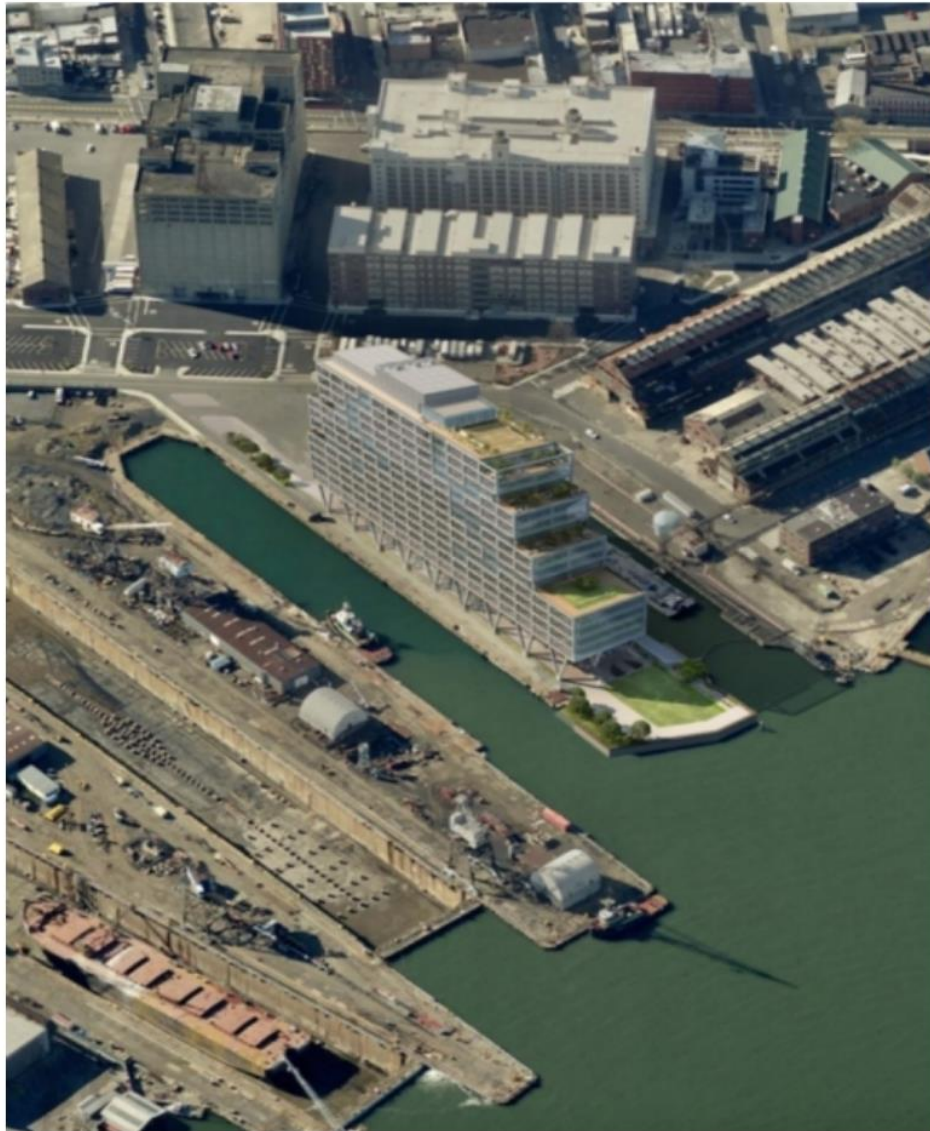
Architect: Sheppard Robson Architects

Interior designer: Patricia de Isodoro



245 Hammersmith - The Big Red Office  
2019 London, UK  
courtesy of Patricia de Isodoro





## DOCK 72 BNY / 2019 NEW YORK

In 2017 DOCK 72 was launched, one of the largest commercial facilities of the past decades outside Manhattan. A total of 8,773 square meters of concrete PANELS, developed by IVANKA, was attached to an aluminium-glass curtain wall. IVANKA is known to answer to technical challenges with unique solutions.

To avoid rain infiltration between the surfaces, there was a need to design a completely new system in fixing the different parts together. Our engineers developed and delivered the perfect solution.

Bespoke project

Specified product: customized PANELS

Concrete in numbers: 8773 square meter

Architect: S9 Architecture and Engineering

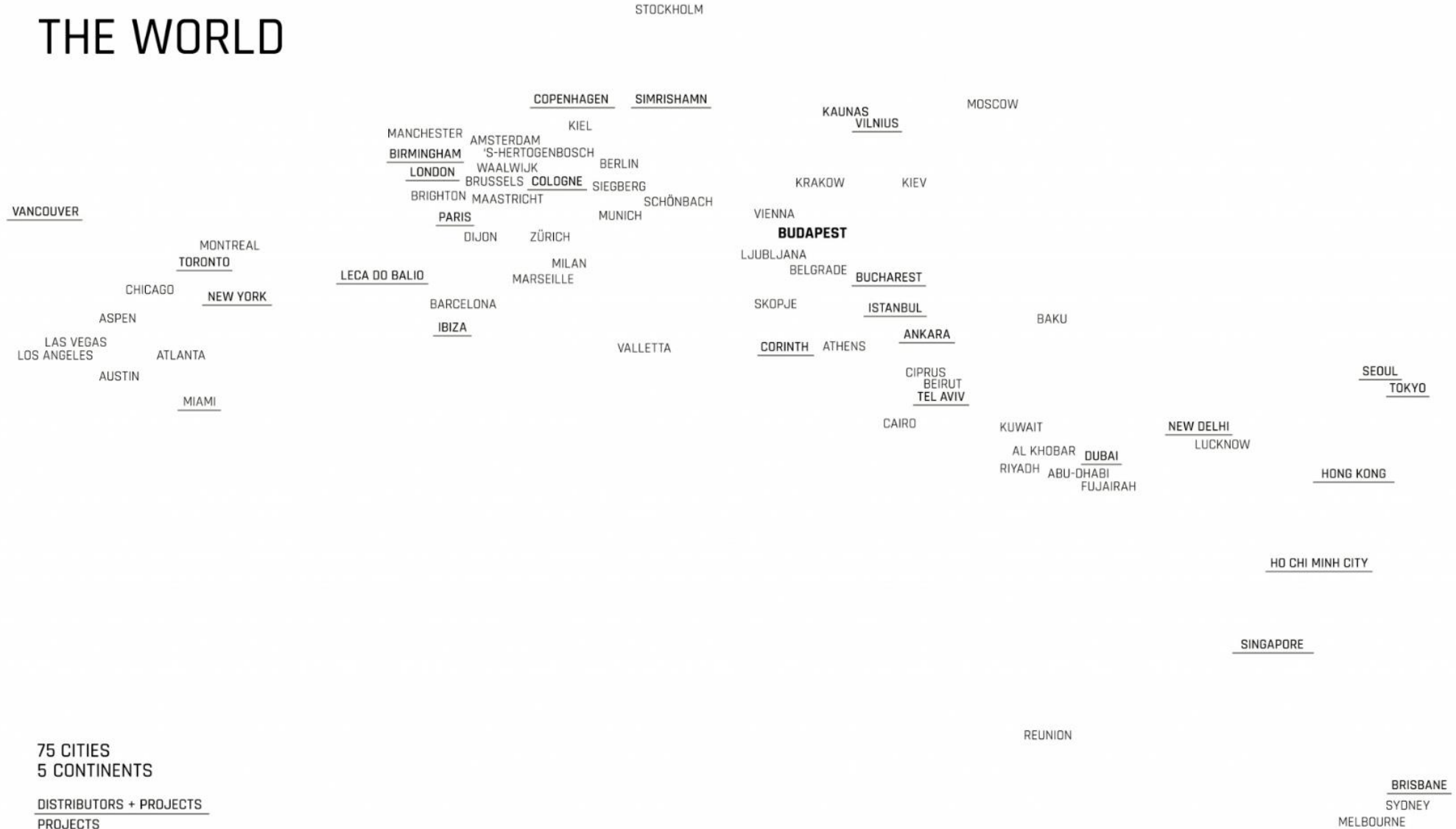
Developer: Boston Properties, Rudin Development





**DOCK 72 - Brooklyn Navy Yard**  
2018 Brooklyn, USA  
courtesy of S9 Architecture and Engineering

# IVANKA AROUND THE WORLD







## Questions & Answers

### Otto Feuertag - Innovative Hungarian Design

Europa Design, CEO

President and Co-founder of the Federation of Home Decorators



### Simon Nagy - Concrete-Design

Sales Manager

IVANKA Factory AG



# UPCOMING EVENTS IN BUDAPEST



[bit.ly/DesignWeekBudapest](https://bit.ly/DesignWeekBudapest)

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**K** Kreativwirtschaft

—

**A** Austria



**T**



**IVANKA**