

PLEASE
HAVE A
SEAT

PLEASE



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15 Oct.
— 14 Nov. 2021

An exhibition to take a seat for.

PLEASE, HAVE A SEAT — is a new concept by the Biennale Interieur. A new place where people can gather, for business or for pleasure, and where we can enjoy design in all its aspects: culture, entrepreneurship and innovation.

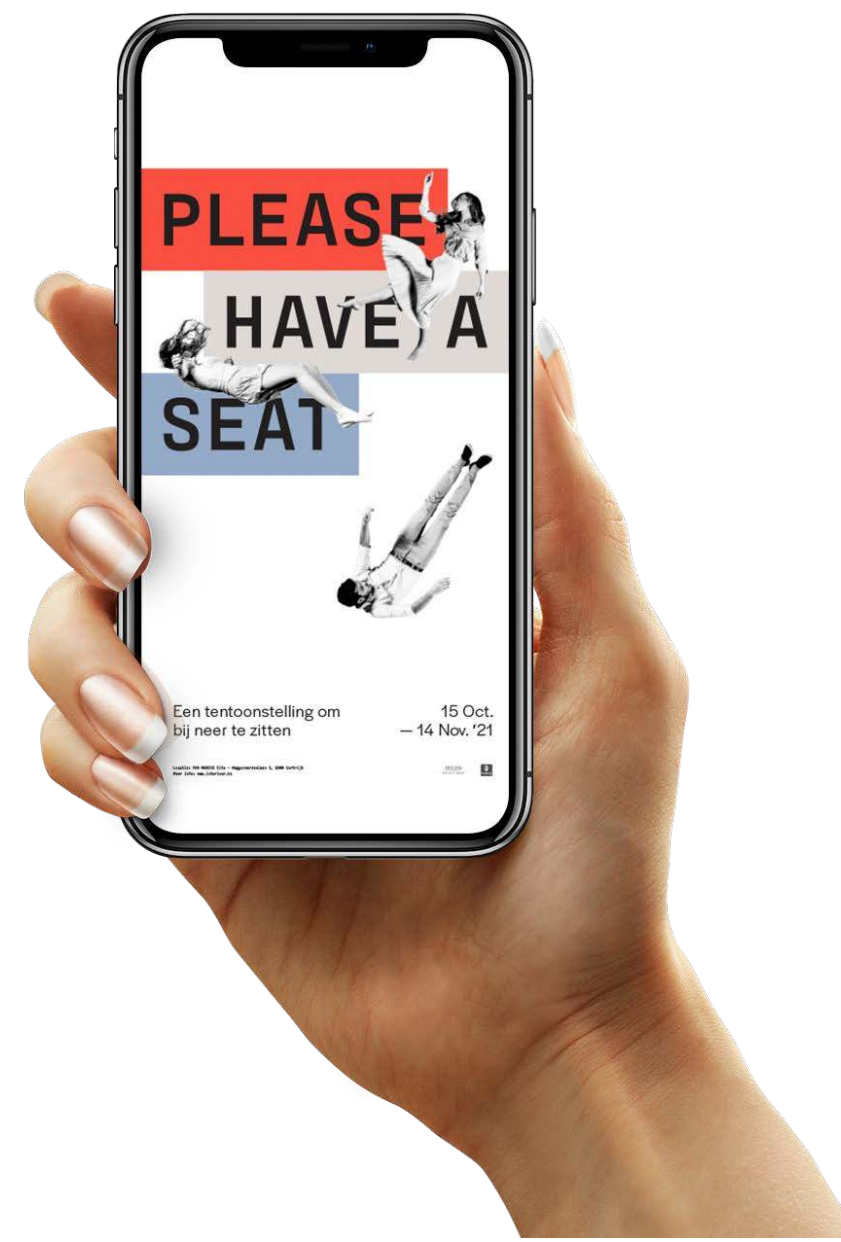


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PLEASE, HAVE A SEAT — offers a new platform for brands, designers and audience to meet, whether it's in real life or with a digital distance. **PLEASE, HAVE A SEAT** connects 2 elements: an curated, **interactive overview exhibition and an inspiring gallery of contemporary chairs.** It is an open, accessible event with an artistic as well as a commercial touch.

The first edition of this new event will take place in the autumn of 2021, and is an addition to the renowned Biennale, which continues to take place in the even years.

GALLERY



A gallery of hundreds of chairs gives an inspiring overview of different styles, brands, materials, pricing, ... and offers a selection of must-know or must-have chairs of the moment. The seating items will also be able to be touched, looked at and tested, and are up for sale on the spot, using a digital tool for online shopping.

Don't think of booths, cubicles and pedestals, but envision a striking, playful scenography in which the selected items will stand out, taking visitors by surprise.



The gallery will be surrounded by a cultural exhibition in which **PLEASE, HAVE A SEAT** tells the story of seating furniture. Varied **interactive chapters** will give an interesting, surprising overview of the world of seating, from the first seating items to the current innovations in sustainability. The chair as a statement, as a practical element in our interiors, as an experience, as a way of communication, as an experiment, ... all shapes and variations will be explored.

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EXHIBITION





PEOPLE, BRANDS AND GETTING TOGETHER
- online en offline - take central stage.



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With this **curated mix of culture and business**, **INTERIEUR** emphasizes both aspects of design, maintaining the link between innovation, aesthetics and commerce. The location might surprise as well. The former factory halls on the Van Marcke site in Kortrijk offer an extraordinary backdrop, as it will be the first time the setting is explored in a new way.

Setting and scenography will be taken care of by **MAISTER**, a well-known creative agency, who will make sure there's more to see than a hall full of chairs. People, brands, and getting together will take center stage.

- One month, from **Thursday to Sunday**
- **10.000 visitors** in 5 weekends, corona-proof set-up
- Extraordinary location: a **historical business-site** which will be open for the first time.
- Not a traditional fair set-up, but a **scenographical walk, with a uniform look that makes the items themselves stand out**
- An additional marketing and sales possibility
- Different **hospitality formulas available** for clients and business partners
- Features on **social media and website**
- (Inter)national word-of-mouth by extensive **press contacts**

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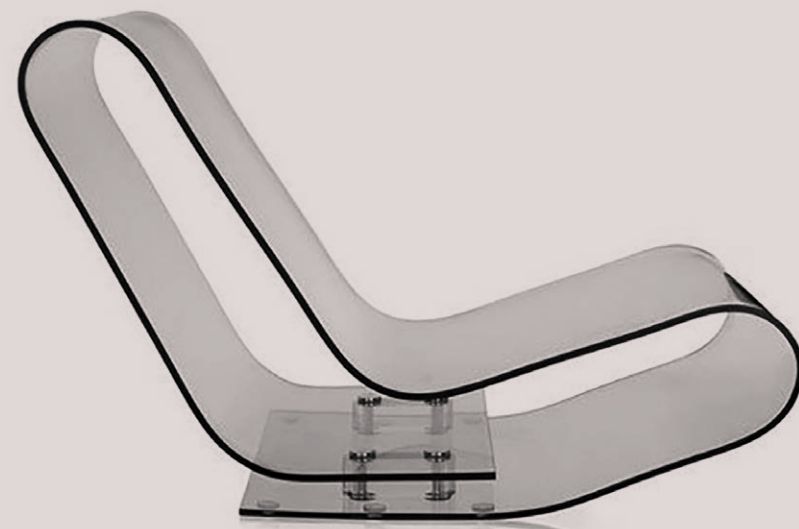
PRICING



ASSETS



- A **centrale spot** in a new concept
- **Physical presence and digital additions**
- Sustainable fair concept - a clean scenography instead of stand-alone booths means no staff, no set-up, and a more ecological approach.
- Different **peripheral events** supporting each other (Wonder Kortrijk, Architect@Work,)
- A **broad audience**: professionals, architects, designlovers, day trippers, ...
- ROI directly measurable because of a **digital on-site sales possibility**



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PLEASE, I'LL TAKE PART

Want to be part of this new concept? Register on this page. Your registration will be confirmed by email, and you will receive all payment details afterwards. All information about shipping and logistics will also follow shortly.

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Een tentoonstelling om
bij neer te zitten

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DELEN
PRIVATE BANK



Location: 100 Middelste - Nieuwsteedse 2, 1000 Kortrijk
More info: www.interieur.be

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