



**Budapest • Warsaw • Bucharest**

**abplus**  
events

## Next editions of LAUD

# LAUD

Warsaw, 2017  
October 11

## LAUD

Bucharest 2016  
June 14

## LAUD

Budapest 2017  
November 24

## Trade Events for Architects and Contractors organized by ABplus Events

ARCHITECTURE EXPO CONFERENCE **GIS**

interior architecture | design | lighting

[www.iegis.eu](http://www.iegis.eu)

ARCHITECTURE EXPO CONFERENCE **RIFF**

roofs | façades | floors | insulations

[www.ieriff.eu](http://www.ieriff.eu)

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

[www.ieglass.eu](http://www.ieglass.eu)

Architecture Expo Conference **LAUD**

landscape architecture | urban infrastructure

[www.ielaud.eu](http://www.ielaud.eu)

 **CONTRACTOR**  
ENGINEERING & CONSTRUCTION CONTRACTING CONFERENCE

event organized under aegis of **CAMEX**

[www.constructii.contractor.com.ro](http://www.constructii.contractor.com.ro)

 **CONTRACTOR**  
INSTALLATION ENTREPRENEURS EXPO CONFERENCE

event organized under aegis of **CAMEX**

[www.instalatii.contractor.com.ro](http://www.instalatii.contractor.com.ro)

# Message of the General Manager of ABplus Events



“For 20 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.

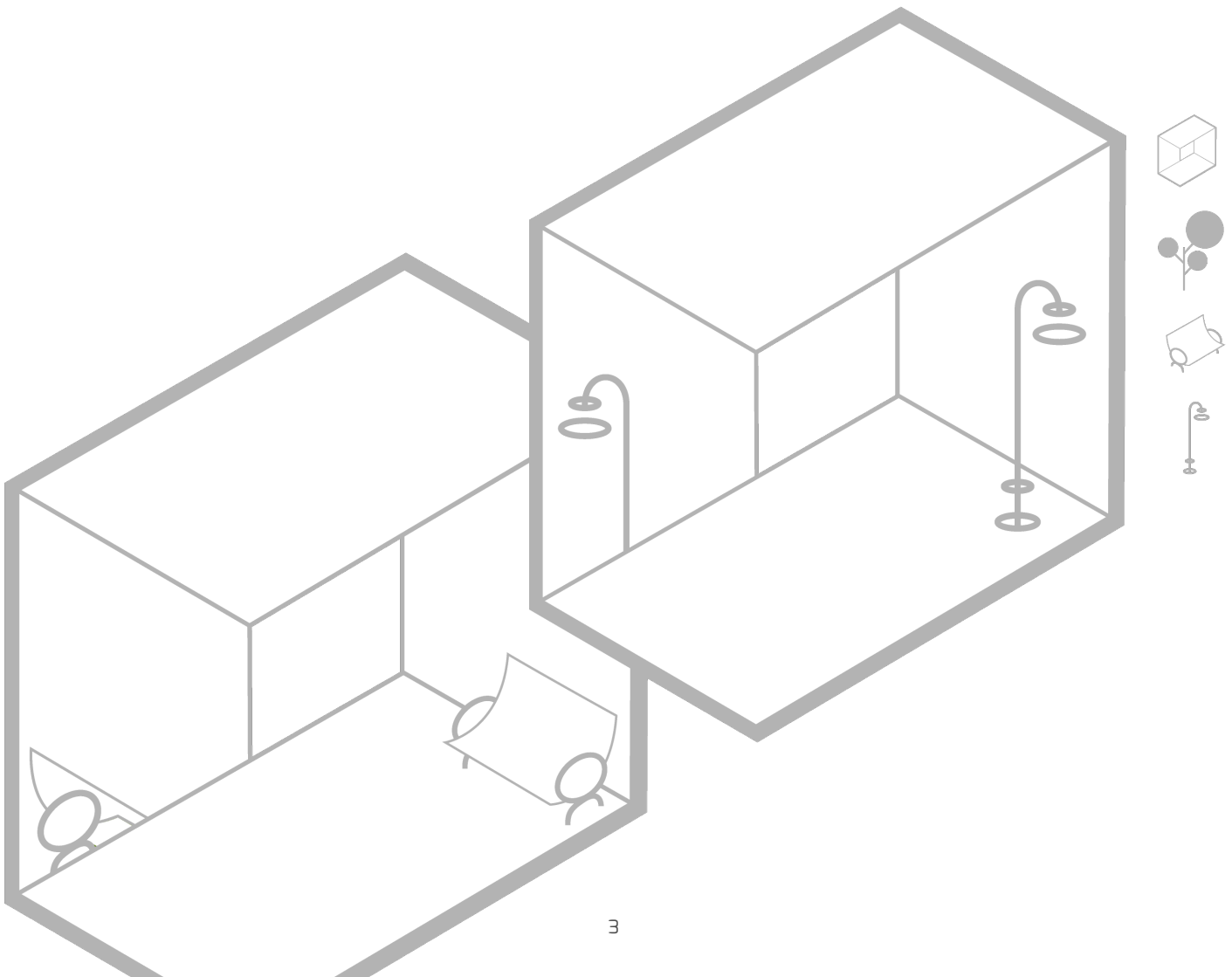
ABplus Events, as Professional Trade Events and Congress Organizer, is the creator of the concept of national network of construction trade shows. The experience of these 20 years of the Central and Eastern European market positions our events as one of the most effective business networking platforms 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.”

## arch. Martí FRANCH

FOUNDER, ESTUDI MARTÍ FRANCH, SPAIN

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



“ I find important 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



“ 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





“ The communication at LAUD lectures was very interesting and I have seen many people that had experience. I held a master class about post-industrial landscape architecture, it was very relaxed. I had a good time. The presentations were very good and they had a lot of information.”

**prof. emeritus Peter LATZ**

LATZ+PARTNER, Germany  
Special Guest LAUD Bucharest 2015



“ LAUD is very well organized and there are interesting speakers. About the audience, the first funny thing is I don't know anybody, and usually, if I go to a conference in England, I know a lot of the people there. It is a very interesting experience to meet new people and share ideas.”

**prof. Robert TREGAY**

LDA DESIGN, UK  
Keynote Speaker LAUD Warsaw 2015



“ We found a very kind atmosphere at LAUD, and for us, these kinds of meetings are very interesting because they help us understand better the architecture of this part of Europe. It was great because it was so intense and we were impressed. So many interesting projects, so many great architects, it was a great conference.”

**arch. Maria GONZALEZ**

Sol89, Spain  
Keynote Speaker LAUD Bucharest 2015

# LAUD in focus

## LAUD

### International Architecture Expo Conference

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

#### Special Guest:

**2015:** prof. emeritus Peter LATZ  
LATZ+PARTNER, GERMANY

**2014:** arch. Martí FRANCH  
ESTUDI MARTÍ FRANCH, SPAIN



#### 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



#### Facts & Figures:

# 180

participants in  
every edition / per day

# 50

countries represented  
in the latest editions

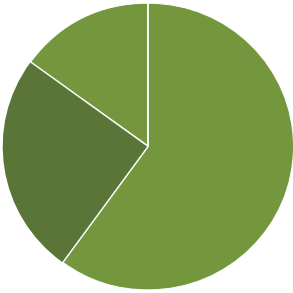
#### Opportunities within LAUD:

- ✓ 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

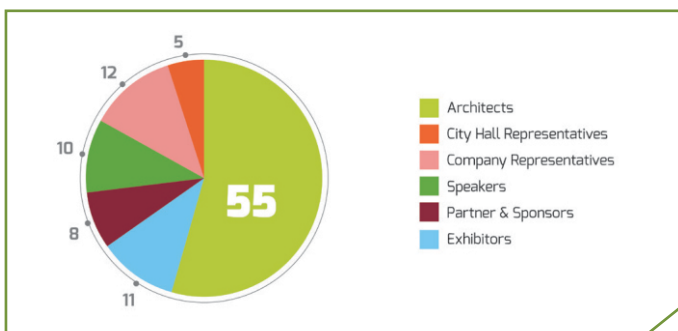
**25 %**

Polish/Romanian/Hungarian highly-awarded speakers

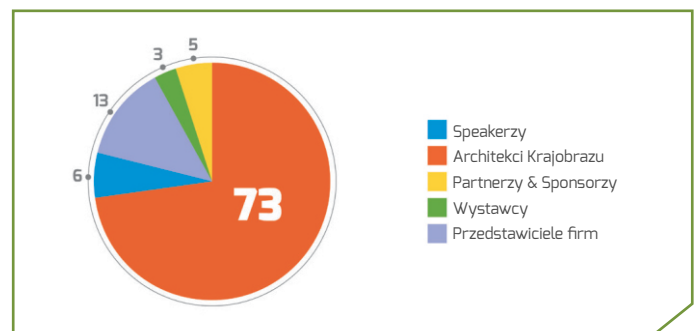
**15 %**

Partners, sponsors, companies

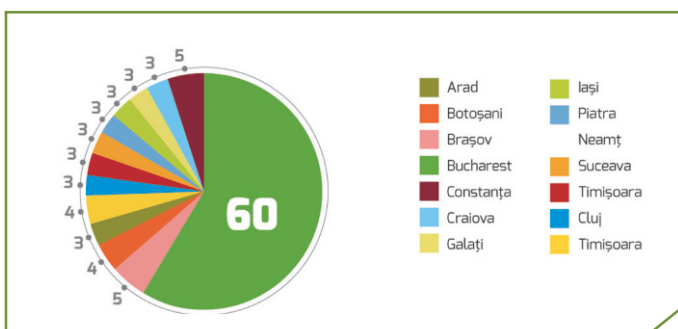
## Structure of participants in the latest edition of LAUD Bucharest



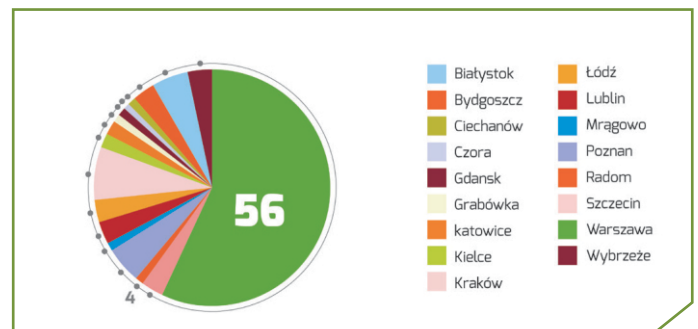
## Structure of participants in the latest event in Warsaw



## Geographical distribution of architects at the latest edition of LAUD Bucharest



## Geographical distribution of architects at the latest event in Warsaw



# LAUD 2015 & 2016 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 2015 & 2016 highly-awarded speakers



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



**Thomas  
KOCK**  
POLYFORM, DENMARK



**Jana  
CREPON**  
INSIDE OUTSIDE, THE NETHERLANDS



**prof. Robert  
TREGAY**  
LDA DESIGN, UK



**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



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

# LAUD 2016 & 2015 highly-awarded speakers



**arch. Marwan  
ZGHEIB**  
MZ ARCHITECTS, LEBANON



**arch. Juanjo  
LÓPEZ DE LA CRUZ**  
SOL 89, SPAIN



**LEON JH  
SMET**  
ANTHOS, THE NETHERLANDS



**arch. GRZEGORZ  
BUCZEK**  
President of the Executive Board of TUP  
The Society of Polish Town Planners



**Piotr  
MURDZA**  
SAK - LANDSCAPE ARCHITECTURE  
ASSOCIATION, POLAND



**arch. Giuseppe  
TORTATO**  
GIUSEPPE TORTATO ARCHITECTS, ITALY



**dipl. ing. arch. Bozenna  
WAWRZYNIAK MANKO**  
RKW Rhode Kellermann Wawrowsky  
Architektur+Städtebau, GERMANY



**arch. Dorota  
RUDAWA**  
RS ARCHITEKTURA KRAJOBRAZU, POLAND



**arch. Urszula  
FORCZEK-BRATANIEC**  
EM4 BRATANIEC ARCHITECTURE STUDIO  
POLAND



**arch. Marcin  
BRATANIEC**  
EM4 BRATANIEC ARCHITECTURE STUDIO  
POLAND

# 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, TUP, SAK, 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 minute



# 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





## General thematic categories:

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Landscape architecture

Infrastructure

## Subcategories:

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### 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:

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Urban spaces  
Outdoor public areas

Squares, markets,  
pedestrian

Parks  
Gardens

Environmental  
restoration

# Type of Package

	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	●					
✓ 20 minutes presentation in the official plenary session - the first presentation (200-250 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	●	●				
✓ Presentation of 15 minutes in the official plenary session (200-250 architects in the auditorium)		●				
✓ Presentation of 10 minutes in a thematic plenary session (80-100 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 access to the speaker's lounge	●	●	●	●		
✓ Full access 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 6 sqm - module of 6 sqm, 2x3 m	●					
✓ 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!

## INSTITUTIONAL PARTNERS:



ORDINUL  
ARHITECTILOR  
DIN ROMANIA



## PARTNERS:





# LAUD in pictures



# LAUD





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Check out our community portal  
and see our latest news on  
**trade events for architects and contractors!**

 <http://share-architects.com>

 [share@abplusevents.com](mailto:share@abplusevents.com)

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 EN: +4-0745.573.731, +4-0745.573.730

 [www.ielaudeu](http://www.ielaudeu)

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