

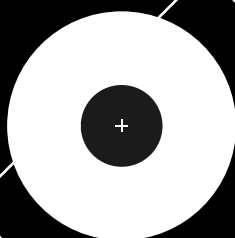
BIG

EVENTS - 3
PRINT - 14
DIGITAL - 18
VENUE - 22
PACKAGES - 24

PARTNERS



BIG SEE PLATFORM



BIGSEE
WHERE LIFE IS CREATIVITY

WHY BIG SEE?

BigSEE systematically explores, evaluates, exposes promotes and develops business and creative excellence from South-East Europe.

BigSEE platform represents an unique forum and community for discussion and development of the cultural, economic and political role of the region and its importance and impact on the globalised world.

55.000-65.000 VISITORS

400-500 EXHIBITORS

30.000-70.000 READERS

800-900 AWARDED PROJECTS

250-300 LECTURERS

350 MILLION PEOPLE

In South-East Europe life is good. It is sometimes really hard, too. There are more nations and languages and religions than in any similarly sized region. People here don't have much in common. Everything happens too fast.

These complexities are as frustrating now as they were life threatening throughout history. With countless rulers and artists and philosophers being born across the region, being creative often meant just managing to stay alive.

So when people here talk about disruption, it's something that happens every day. Outstanding creativity is as normal as the air we breathe, and being native means actually knowing where you belong: to millennia of mind blowing milestones.

19 COUNTRIES

Albania, Austria, Bulgaria, Bosnia and Herzegovina, Cyprus, Czech Republic, Greece, Croatia, Italy, Hungary, Kosovo, North Macedonia, Moldova, Montenegro, Romania, Slovakia, Slovenia, Serbia, Turkey

BRANDS

Volvo / Geberit / Hansgrohe Group / Zumtobel Group / Intra Lighting / Tem / Pirc International / Bauta / Norica / Bauder / Oben-Auf / Kip / Elementare / Pilon AEC / Helios / Zavarovalnica Triglav / Kalcer / Promat / Doorsolutions / Mizarstvo Košak / KSL Studio / Kult Interior / Maramo / Menerga / M Sora / Neff / Ograje Kočevar / Prefa Aluminiumprodukte / Velux / Rothoblaas / Senčila Ralux / Eternit / Fluidmaster / Gnezdo / Gonzaga / Interrier Showroom / Vistra butik / Julius Blum / Baumit / 3A Composites / Ekokoncept / Sika / Ravago / Knauf Insulation / Hauraton / Akrapovič / Pipistrel / Adria Mobil / Elan / Alpina / Kolpa / Gorenje / Unior / J&J / Bene / Zanat / XAL / Luigi Lavazza / HEAD Sport / Candy Hoover Group / Nunc / Gazzda / Artisan / Sixay Furniture

UNStudio / feld72 / Tillner & Willinger / Frantzen et al architecten / Delugan Meissl Associated Architects / Sadar + Vuga / Plusminus30 / Bevk Perović / Biro Gašperič / Kombinat / Superform / Enota / Atelje Vozlič / Arcea / Aksi / Riba – Rupnik & Brodar Architects / Jmm Architects / Dorte Mandrup Arkitekter / JDS Architects / Valvomo Architects / Olssonlyckefors Arkitekter / A-Lab / Snohetta / H Architectes / Search / Arx Portugal Arquitectos / Estudio Carme Pinos / 3LHD / Zvi Hecker / Cebra / C.F. Moller Architects / Estudio Entresitio / Mangado Y Asociados / Tony Fretton Architects / Nieto Sobejano Arquitectos / Ensemble Studio / J. Mayer H. Architects / Mjolk / Jva-Jarmund/Vigsnæs Arkitekter / Roedig.Schop Architekten / Diane Pernet / Izet Curi / Neli Mitewa / Maja & Ivan Lalić / Saša Teskeredžić / Alan Hranitelj / Dijana Vučinić / Andrija Rusan / Janez Koželj / Mateja Benedetti / Foraeva By Lana Dumitru & Vlad Tenu / Sabrina Stadlober / Innocad Architecture / Afroditi Hera / Matija Čop / Marjan Pejovski / Ktz / Studio F+P+Porsche / Giorgetti / Gigodesign / Lutz Kücher / Johannes Scherr Design / Wilsonic Design

Ministry of Culture / Museum of Architecture and Design / Center for Creativity / Ministry of Economic Affairs and Technology / SPIRIT - Public Agency Slovenia / ITA - Italian Trade Agency / The Center of the Architecture of Slovenia / The Designers Society of Slovenia / Brumen Foundation / Creative Center Poligon / Trend Awards / The Chamber of Architecture and Spatial Planning of Slovenia (ZAPS) / Faculty of Design / ALUQ / NTF / University of Maribor / Young Balkan Designers (YBD) / Secondary school of design and photography Ljubljana / Advantage Austria / Instytut Adama Mickiewicza / The Chamber of Commerce and Industry of Slovenia and Wood Industry Cluster / Holzcluster Steiermark / proHolz Steiermark

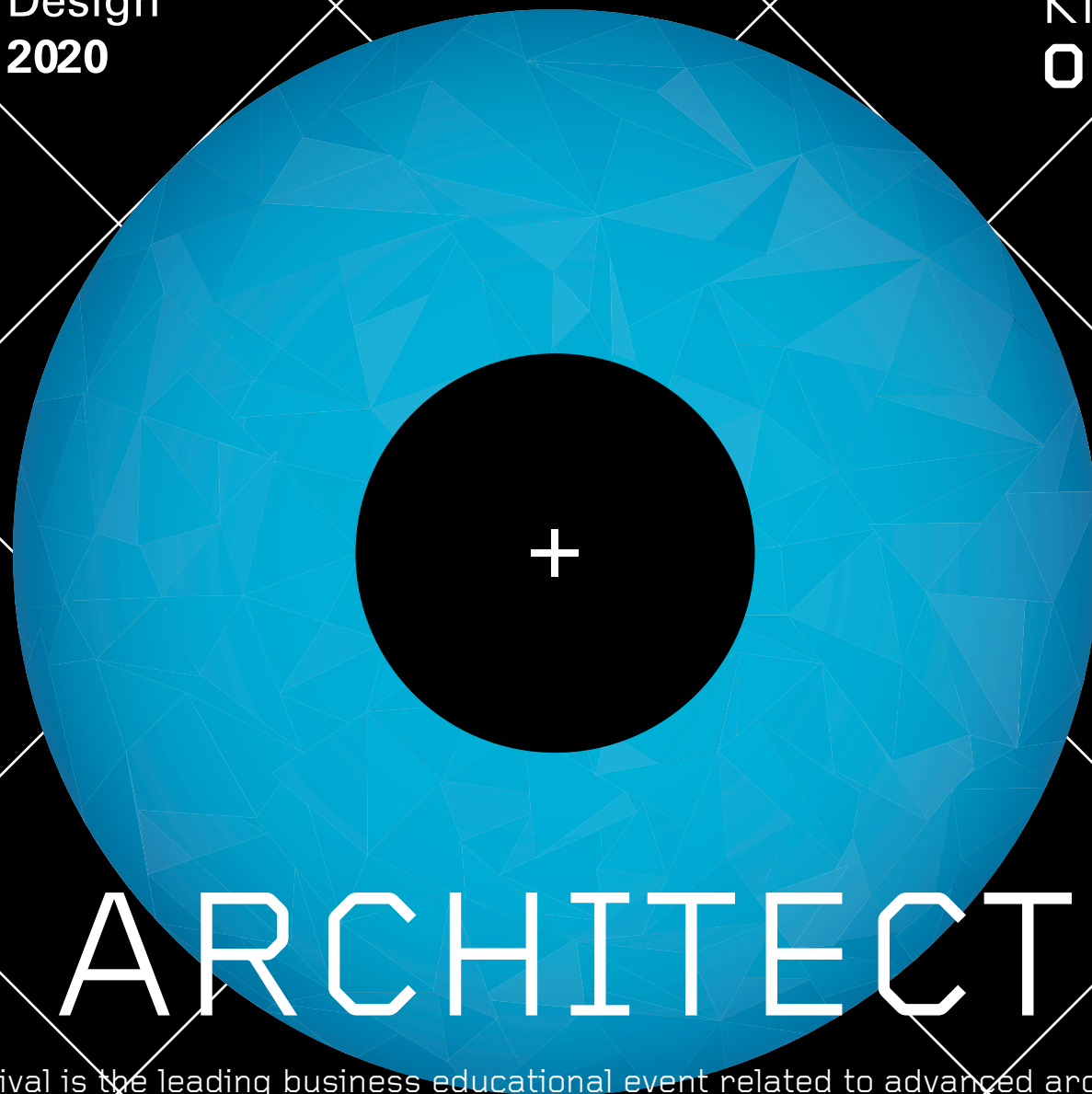


EVENTS



Month of Design
Ljubljana **2020**

KNOW YOU 
OCT. 15-16



BIG ARCHITECTURE

Big architecture festival is the leading business educational event related to advanced architecture in the region. It is intended to strengthen business success and attractiveness of the Southeast Europe by researching, evaluating, and promoting architectural excellence.



BIG ARCHITECTURE 2020

OCTOBER 15

- 10.00–17.30:** Interior 180°: presentations of winning projects
10.00–22.00: Architecture Tradeshow with Architect Match
13.30–17.30: Big Architecture Conference: Light in architecture
18.00–22.00: Big SEE Interior Design Award Ceremony
- 18.00 - 19.00: Award Winners reception
 - 19.00 - 20.00: Award Winners dinner party
 - 20.00 - 22.00: Award ceremony with networking

TARGET GROUPS AND VISITORS

Architect, interior planners, civil engineering registrars, investment advisers, project leaders, urbanists, state and local decision-makers, real estate investors, lecturers, architecture students as well as interior design and design students, media representatives and all those who are interested in quality architecture and progressive investment environment.

OCTOBER 16

- 10.00–17.30:** Big Architecture Conference:
- Know you / Know how / You know
 - Intelligent Facades
- 10.00–17.30:** Architecture 180°: presentations of winning projects
10.00–22.00: Architecture Tradeshow with Architect Match
18.00–22.00: Big SEE Interior Design Award Ceremony
- 18.00 - 19.00: Award Winners reception
 - 19.00 - 20.00: Award Winners dinner party
 - 20.00 - 22.00: Award ceremony with networking

REACH

Expected visitors: **1.000 attendees**
Hiše Magazine: **5.000 readers**
Website, social media: **50.000 readers / month**
E-newsletter: **60.000 subscribers**



ARCHITECTURE CONFERENCE

The conference explores the relationship between quality design, innovation, response and change. A selection of internationally-engaged architects addresses these issues through their exceptional work and through a dynamic dialogue-process within the framework of the event.



LECTURES 180°

A series of short, concise presentations of the BigSEE awarded projects.



BIG ARCHITECTURE PROGRAMME 2020



BIG SEE AWARDS

Those awards are intended to research, promote and connect authors, investors and partners in various projects and expose the architectural excellence of the Southeast Europe.



BIG ARCHITECTURE TRADESHOW AND ARCHITECT MATCH

Tradeshow for advanced architecture and professional civil engineering. It aims to familiarize architects and other expert decision-makers with new materials, innovative technologies and advanced solutions related to planning and implementation of high-quality architecture. It is also a great opportunity for the architects and interior designers to present their work.



BIG SEE EXHIBITION

Exhibition taking place at the national pavilions is to display the awarded South-east European projects in architecture and interior design. The exhibition aims to promote business and creative excellence and provide an in-depth insight into the current state of creativity in the region.



AWARD CEREMONY

The Award Ceremony with winners dinner offers the opportunity to make international network and establish new contacts with architects from the region.



GUIDED TOUR OF JOŽE PLEČNIK LJUBLJANA

Tour offers a detailed insight into the majority of works that the world famous Ljubljana born architect Jože Plečnik left behind in the central part of his native city.

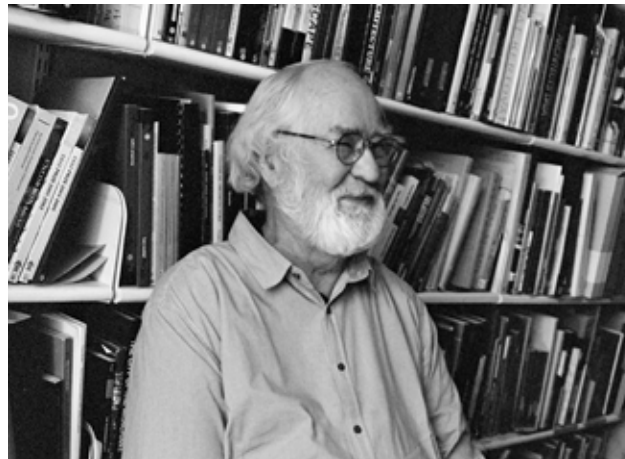


BIG ARCHITECTURE SPEAKERS 2020



RENATO BOCCHI

Professor at the Iuav University of Venice (2005-08), holding courses of Theory of Architecture at Iuav Venice and at the Doctorate of the University of Rome "Sapienza". [More here](#) →



JUHANI PALLASMAA

Juhani Uolevi Pallasmaa is a Finnish architect and former professor of architecture and dean at the Helsinki University of Technology.

Among the many academic and civic positions he has held are those of Director of the Museum of Finnish Architecture 1978-1983, and head of the Institute of Industrial Arts, Helsinki. [More here](#) →



JANKO ROŽIČ

Slovenian architect, urbanist, architectural theoretician, a lecturer and an essayist, with his own architectural studio, Open Circle. [More here](#) →



UFFE LETH; LETH & GORI

Founding partner of Leth & Gori and a lecturer at the Royal Academy School of Architecture in Copenhagen. [More here](#) →



UROŠ LOBNIK

Lecturer at the Faculty of Civil Engineering, Transportation Engineering and Architecture at the University of Maribor, where he is the head of the Department of Architecture and Section for Spatial Planning. [More here](#) →



BIG ARCHITECTURE SPEAKERS 2020



BRIAN CODY; ENERGY DESIGN CODY

University professor at Graz University of Technology and head of the Institute of Buildings and Energy. [More here ↗](#)



**JOCHEN LAM;
TRANSSOLAR KLIMAENGINEERING**

Jochen is a member of the TRNSYS development team and an expert in thermal modelling of buildings and systems. [More here ↗](#)



**DR. PHILIPP LIONEL MOLTER;
STUDIOMOLTER**

Founder of Studiometer - an interdisciplinary workshop researching and practicing in architecture and design. [More here ↗](#)



**BC ARCHITECTS & STUDIES
BC MATERIALS**

BC is BC architects, studies and materials. BC stands for Brussels Cooperation and points to how BC grew – embedded within place and people. [More here ↗](#)

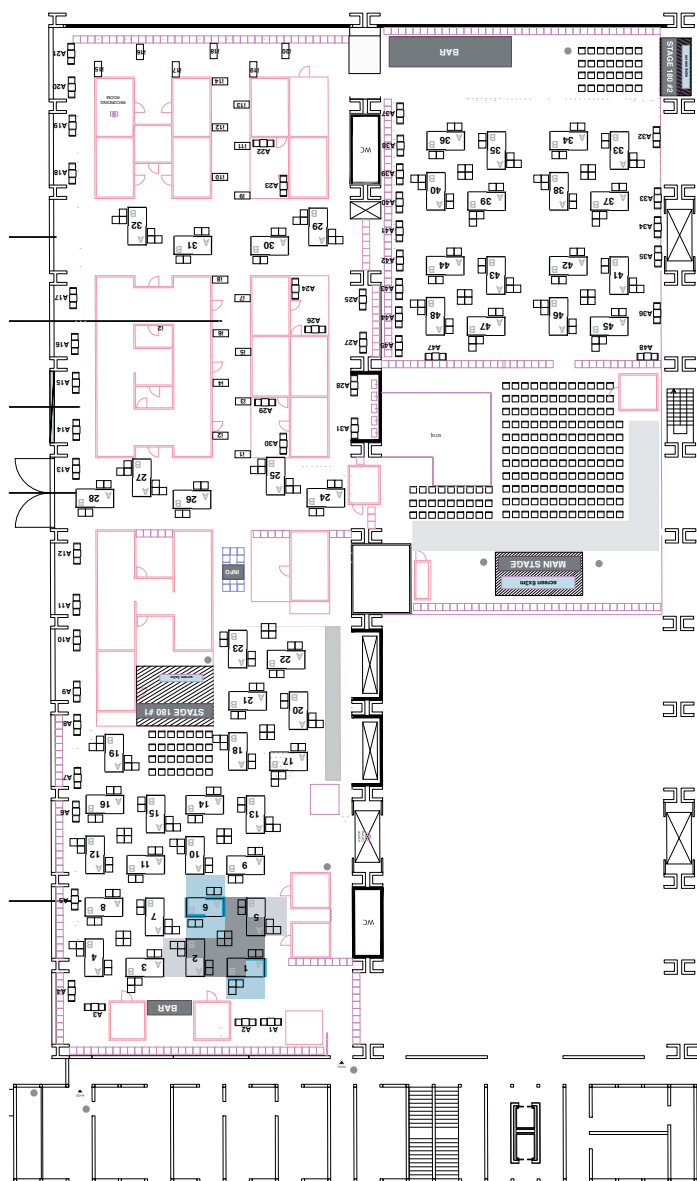


RAUL PANTALEO; TAMassociati

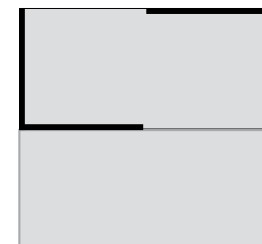
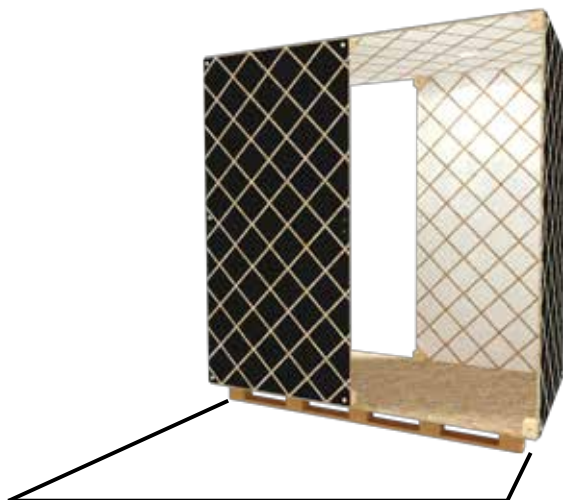
Italian architect, graduated from the Faculty of Architecture in Venice. He is one of the co-founder of "TAMassociati", a practice specializes in impact design. [More here ↗](#)



FLOOR PLAN AND EXHIBITION UNITS

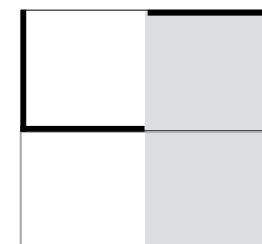


WHOLE



250 X 125 cm

HALF



125 X 125 cm



BIG ARCHITECTURE - EXHIBITORS PACKAGES

BA BASIC

- Equipped exhibition unit 4,5 m² (Half object; 4 walls, mark, desk, bench)
- Architecture 180° (3 min presentation)
- Architecture Show (short promo & PR event)
- Novelty presentation on web (1-3 photos, 500 characters, slo. and ang.)
- Wall board 40x40 cm with exhibitors's logo
- Exhibitor's logo on e-invitations, website, and all event's displays
- Distribution of promo materials at official festival info point
- 5 VIP daily tickets

2.500 EUR

BA PLUS

- Equipped exhibition unit 9 m² (Whole object; 8 walls, mark, desk, bench)
- Architecture 180° (3 min presentation)
- Architecture Show (short promo & PR event)
- Novelty presentation on web (1-3 photos, 500 characters, slo. and ang.)
- Web interview (What's next?)*
- Exhibitor's logo on e-invitations, website, and all event's displays
- Wall board 40x40 cm with exhibitors's logo
- Distribution of promo materials at official festival info point
- 10 VIP daily tickets

3.500 EUR

BA EXTRA

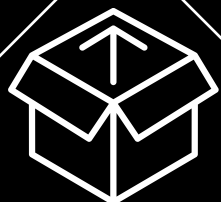
- Architect Match (10 organised meetings with architects)
- Equipped exhibition unit 9 m² (Whole object; 8 walls, mark, desk, bench)
- Architecture 180° (3 min presentation)
- Architecture Show (short promo & PR event)
- Novelty presentation on web (1-3 photos, 500 characters, slo. and ang.)
- Web interview (What's next?)*
- Video on LCD screens (video up to 200 Mb or 3-5 pictures, 1980 x 1080 px)
- Exhibitor's logo on e-invitations, website, and all event's displays
- Wall board 40x40 cm with exhibitors's logo
- Distribution of promo materials at official festival info point and in bags
- 20 VIP daily tickets

5.000 EUR

ADDITIONALLY

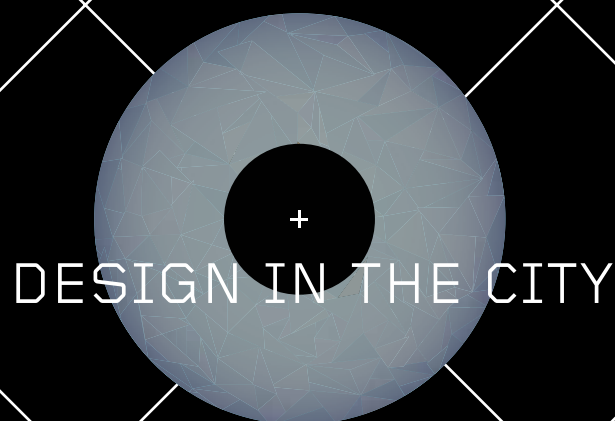
- **Lecture 15 min »Architecture Solutions«:** 1.000 EUR; Themes: **October 15: Light, October 16: Intelligent façades**
- **Electric plug:** 50 EUR
- **Advertising in Hiše magazine:** 50 % discount

* **Web interview What's next?:** answer to the question What are the challenges of today's time and how you respond to them with your own professional practice (portrait photo, 1000 characters, publication by editorial discretion)



Month of Design
Ljubljana **2020**

KNOW YOU 



DESIGN IN THE CITY

Urban project that exposes all kind of creative points and events: destinations and events with a creative character like exhibitions, installations, workshops, lectures, discussions, guided tours, culinary experiences, pop-up shops, open doors, parties, etc.

VISITORS

Professionals and design enthusiasts.

Events visitors: **100.000**

BigSEE Journal readers: **20.000**

Digital read. /month: **50.000**

E-newsletter **subscribers: 60.000**

CONDITIONS OF COOPERATION

- Publication in the BigSEE Journal and web
- Participation in competition Best Creative Intervention of the Month of Design
- Street mark and distribution display
- 100 publications

Registration fee: 50 EUR

ADDITIONAL EXPOSURE - BASIC

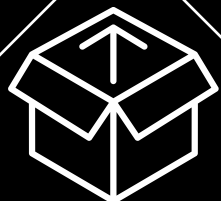
- Extended publication of the creative point / event on 1/4 page in BigSEE Journal
- Highlight on the first page of the website
- Posting on Facebook and Instagram
- Setting up an event on Facebook

250 EUR

ADDITIONAL EXPOSURE - PLUS

- Extended publication of the creative point / event on 1/2 page in BigSEE Journal
- Highlight on the first page of the website
- Posting on Facebook and Instagram
- Setting up an event on Facebook
- Posting an interview on the webv and FB

500 EUR



Month of Design
Ljubljana 2020



EAT & DRINK DESIGN

Unforgettable design and culinary experience for Chefs and brand experts.

VISITORS

Professionals and wider audience.

REACH

Expected visitors: **1.000**
Digital read./month: **50.000**
E-newsletter subscribers: **60.000**
BigSEE Journal readers: **20.000**

SPONSORSHIP

- Culinary station 9 m²
- Brand inclusion in culinary performance
- Exposure in the event's programme
- Brand logo in all digital media
- Distribution of promo materials
- 30 VIP coupons

4.000 EUR



ARTPART

Innovative artistic experiment for the brands and creatives outside established art venues. Exclusively included in the gala opening event of the Month of Design.

VISITORS

Professionals and wider audience.

REACH

Expected visitors: **1.000**
Digital read./month: **50.000**
E-newsletter subscribers: **60.000**
BigSEE Journal readers: **20.000**

SPONSORSHIP

- Exhibition/installation unit 9 m²
- Brand inclusion in art performance
- Exposure in the event's programme
- Distribution of promo materials
- 30 VIP invitations

4.000 EUR

KNOW YOU



BIG SEE EXHIBITION

Taking place in the national pavilions of the City of Design.

VISITORS

Professionals and wider audience.

REACH

Expected visitors: **10.000**
Digital read./month: **50.000**
E-newsletter subscribers: **60.000**

SPONSORSHIP / 6 MONTHS

- Distribution of promotional materials at the exhibition and all main events
- Partners wall board 40x40 cm with exhibitors's logo

1.500 EUR



ARCHITECTURE TERRACES

Debates with the authors/users of the projects and invited experts on editor's topics in architecture.

VISITORS

Professionals and wider audience.

REACH

Expected visitors: **30+**

Hiše magazine readers: **5.000**

Digital read./month: **50.000**

E-newsletter subscribers: **60.000**

DATES 2020/2021

SEP 24, 2020 - H117 / DEC 3, 2020 - H118 /

MAR 10, 2021 - H119 / APR 22, 2021 - H120

/ JUN 17, 2021 - H121

SPONSORSHIP TERRACE BASIC

- Logo in all digital media & invitations -
- Video projection on LCD screens
- Distribution of promo materials
- 50 % off - Hiše magazine ads

500 EUR

SPONSORSHIP TERRACE PLUS

- Equipped exhibition unit 9 m²
- 3-minute brand presentation
- Logo in all digital media & invitations -
- Video projection on LCD screens
- Distribution of promo materials
- 50 % off - Hiše magazine ads

1.000 EUR



FEEL THE HOUSE

Exhibition for innovative building materials.

VISITORS

Professionals and wider audience.

REACH

Expected visitors: **40.000**

Digital read. / month: **50.000**

E-newsletter subscribers: **60.000**

NOVEMBER 11-15, 2020 / Fair Ambient

MARCH 10-14, 2021 / Home Fair

SPONSORSHIP

- On wall framed exhibit 30x30 cm
- 500 information cards 4x4 cm
- Logo on e-invitations and website
- Material presentation on web exhibition

1.500 EUR / EXHIBITION



PRINT



HIŠE MAGAZINE



ISSUE DATES 2020/21

H117 - Sept: Issue date: 22. 9. /
Deadline for ads: 14. 9.

H118 - Dec: Issue date: 1. 12. /
Deadline for ads: 20. 11.

H119 - Mar: Issue date: 9. 3. /
Deadline for ads: 27. 2.

H120 - April: Issue date: 21. 4. /
Deadline for ads: 9. 4.

H121 - Jun: Issue date: 16. 6. /
Deadline for ads: 7. 6.

FORMAT: 227 x 273 mm
FREQUENCY: 5 times/year
CIRCULATION: 5.000
LANGUAGE: Slovene

ABOUT THE MAGAZINE

Since 1999 HIŠE has been Slovenia's leading architecture magazine, aiming to raise the general culture of living. It showcases family houses, interiors, essays on architectural topics and interviews with important architects. It targets architects, developers, constructors, investors, and general public with refined tastes and sharp aesthetic criteria.











The magazine's mission is to inform investors about good architecture, culture of living and progressive concepts in relevant fields.

READERSHIP

The advertising in Hiše reaches professionals in the fields of architecture, interior and garden design, builders (50 %) and investors (50 %). It addresses an educated and sophisticated audience who are also demanding consumers with above average incomes. Readers: under 30 years: 22 %, 30-50 years: 58 %, 50-70 years: 20 %.

Subscribers (50%), retail & events (50 %): City of Design events, fairs Dom (Home) Ljubljana, MOS Celje, Ambient Ljubljana

PRICE LIST

| PLACEMENT | PAGES | SIZE (W X H) | PRICE € |
|---|-------|--------------|---------|
| INSIDE | | | |
|  FULL PAGE | 1 | 227 x 273 mm | 2.200 |
|  FULL PAGE ON THE RIGHT | 1 | 227 x 273 mm | 2.400 |
|  SPREAD | 2 | 454 x 273 mm | 3.500 |
|  1/2 PAGE | 1/2 | 199 x 119 mm | 1.300 |
|  1/4 PAGE | 1/4 | 96 x 119 mm | 700 |
| COVERS | | | |
|  GATEFOLD | 3+1 | 650 x 273 mm | 6.000 |
|  SPREAD (2. AND 3. PAGE) | 2 | 454 x 273 mm | 3.800 |
|  COVER 2 | 1 | 227 x 273 mm | 2.700 |
|  COVER 3 | 1 | 227 x 273 mm | 2.700 |
|  COVER 4, BACK COVER | 1 | 227 x 273 mm | 3.200 |

Discounts for more than three ads up to 30 %.

VAT not included. Pricelist applies to fully prepared advertisements.

Basic terms and conditions: To order an advertisement, a purchase order including all the legally required information must be sent in writing.

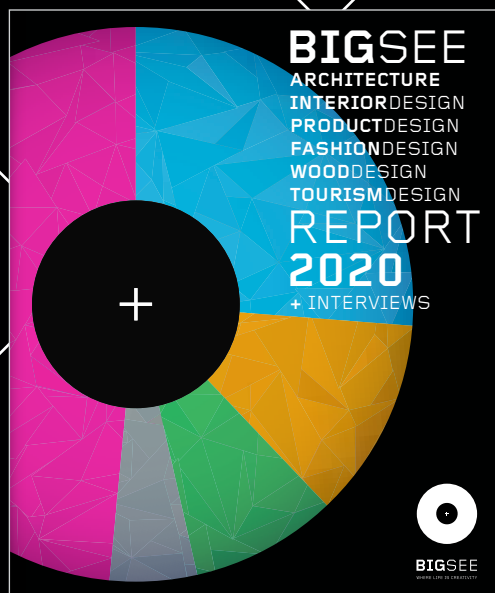
Payment of the advertisement: 8 days after publication.

Cancellation of an advertisement: In case of cancellation more than 20 days before the publication date, the client must pay 40% of the value of the advertisement ordered, and 100% if cancellation is made less than 20 days before the publication date.

Formats of files containing advertisements (PC or MAC):
.TIFF / .JPG (CMYK, 300 dpi, high quality), .PDF (CMYK, 300 dpi)



BIG SEE REPORT



ISSUE DATE 2020

BigSEE Report

Issue date: 13. 10.

Deadline for ads: 20. 9.

FORMAT: 227 x 273 mm

FREQUENCY: 1 issue/year

CIRCULATION: 10.000

LANGUAGE: English

ABOUT THE REPORT

An in-depth insight into the creative excellence of the South East Europe through presentations of BigSEE award-winning projects in the categories of architecture, interior design, product design, fashion, innovative woodworking in creative tourism.

Through reflections, visions and ideas the magazine will explore undiscovered business potentials of the region.










READERS

Businessmen, politicians, people working in development sector, architects, designers, marketing agencies, investors etc.

DISTRIBUTION

A network of protocol and business representative offices in South-East region and beyond, chambers, embassies, City of Design events, BigSEE winners.

PRICE LIST

| PLACEMENT | PAGES | SIZE (W X H) | PRICE € |
|---|-------|--------------|---------|
| INSIDE | | | |
|  FULL PAGE | 1 | 227 x 273 mm | 2.600 |
|  FULL PAGE ON THE RIGHT | 1 | 227 x 273 mm | 2.800 |
|  SPREAD | 2 | 454 x 273 mm | 4.200 |
|  1/2 PAGE | ½ | 199 x 119 mm | 1.600 |
| COVERS | | | |
|  GATEFOLD | 3+1 | 650 x 273 mm | 7.000 |
|  SPREAD (2. AND 3. PAGE) | 2 | 454 x 273 mm | 4.500 |
|  COVER 2 | 1 | 227 x 273 mm | 3.200 |
|  COVER 3 | 1 | 227 x 273 mm | 3.200 |
|  COVER 4, BACK COVER | 1 | 227 x 273 mm | 3.800 |

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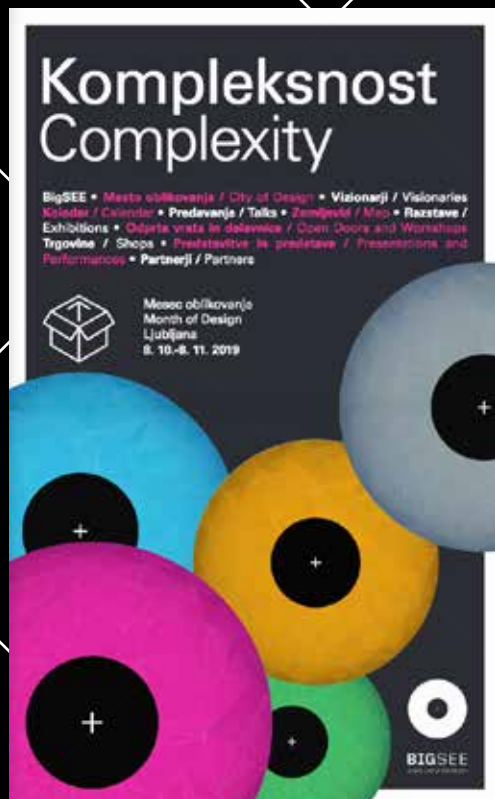
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Formats of files containing advertisements (PC or MAC):

.TIFF / .JPG (CMYK, 300 dpi, high quality), **.PDF** (CMYK, 300 dpi)



BIG SEE JOURNAL



ISSUE DATE 2020

BigSEE Journal

Issue date: 24. 9.

Deadline for ads: 10. 9.

FORMAT: 290 x 470 mm

FREQUENCY: 1 issue/year

CIRCULATION: 20.000

LANGUAGE: Slovene and English

ABOUT THE JOURNAL

Official accompanying guide of the Month of Design festival with the complete programme content, schedule and the map of the partner's events and locations.

With a wide range of events, exhibitions, workshops, open doors, fashion shows, design parties, pop-up shops, culinary events, lectures, round tables, guided tours it is a gateway to the Slovenian and international design ecosystem.










READERSHIP

Managers, entrepreneurs, architects, designers, academics, brand experts, opinion makers, media representatives and other representatives of expert, active urban people and lay public from Slovenia and the region of South-East Europe.

DISTRIBUTION

Free of charge on more than 100 Month of Design partnership points in Ljubljana.

PRICE LIST

| PLACEMENT | PAGES | SIZE (W X H) | PRICE € |
|---|-------|--------------|---------|
| INSIDE | | | |
|  FULL PAGE | 1 | 227 x 273 mm | 2.600 |
|  FULL PAGE ON THE RIGHT | 1 | 227 x 273 mm | 2.800 |
|  SPREAD | 2 | 454 x 273 mm | 4.200 |
|  1/2 PAGE | 1/2 | 199 x 119 mm | 1.600 |
| COVERS | | | |
|  GATEFOLD | 3+1 | 650 x 273 mm | 7.000 |
|  SPREAD (2. AND 3. PAGE) | 2 | 454 x 273 mm | 4.500 |
|  COVER 2 | 1 | 227 x 273 mm | 3.200 |
|  COVER 3 | 1 | 227 x 273 mm | 3.200 |
|  COVER 4, BACK COVER | 1 | 227 x 273 mm | 3.800 |

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Cancellation of an advertisement: In case of cancellation more than 20 days before the publication date, the client must pay 40% of the value of the advertisement ordered, and 100% if cancellation is made less than 20 days before the publication date.

Formats of files containing advertisements (PC or MAC):

.TIFF / .JPG (CMYK, 300 dpi, high quality), **.PDF** (CMYK, 300 dpi)



DIGITAL



WEBSITES

ABOUT

BigSEE website platforms stand for the main BigSEE idea and mission with a purpose to recognise the great production and potential of an array of spheres and sectors. It expands from architecture and design to business, science, education and politics.

As such the website platforms follow the BigSEE's annual program which brings people from the creative and business sectors from all 19 SEE countries together into the BigSEE initiative – as part of awards, conferences, debates, discussions, festivals, exhibitions and pavilions. Because it's determined to bring the business of creativity and the creativity of business closer together – to work and succeed together.

GROUPS OF INTEREST

Business and creative elite, managers, policy makers, media representatives, investors, architects, interior designers, product designers, woodworkers, tourism managers, opinion makers and other interested groups.

REACH

www.bigsee.eu

26.000 visitors/month

Facebook: BigSEE - where life is creativity

15.000 followers

Instagram: bigsee_where life is creativity

3.000 followers

BRAND PROFILE / YEARLY

House of Music Innsbruck, Innsbruck
April 13, 2019 | Innsbruck, Austria, BigSEE Architecture Award 2019 | Interior, Public and Commercial Architecture

Prominently located in Innsbruck's cultural center, this project was conceived for open cultural exchange across all ages and genres. The unifying element is music. The building's simple volume serves extreme programmatic complexity as it houses multiple musical institutions, concert halls, extensive support administration, dining, a national music library, and outdoor terraces with views of Innsbruck and the Alps. State theater director Johannes Reichmeier declared it a "unique project that has to exist."

Continuously immersed, the building's transparent base and open spaces allow the outdoors to visually flow inside while interior functions pour out to the street to engage audiences beyond these extending performances. The large concert hall, with its great glass facade, becomes a plain air stage and the entry plaza, an auditorium. Transparency is dramatized against the building's glazed ceramic cladding, which glimmers with iridescent blacks and browns as light conditions change day and night. The interior is clearly organized around a way it enters the center of inspiration and creation where instrumental staves and spacious landings invite social interaction. Ceramic panels line the outer walls of the concert hall but for acoustical reasons and ambience, the large interior is wood. The small is a serene black velvety material. For sound and vibration isolation, each uses hermetic box-in-box construction. Strengthening Innsbruck's long musical heritage, this state-of-the-art building links past and future as it integrates daily life with popular and high culture.

What makes this project one-of-a-kind?
Prominently located in Innsbruck's cultural center, this project was conceived for open cultural exchange across all ages and genres. The unifying element is music. The building's simple volume serves extreme programmatic complexity as it houses multiple musical institutions, concert halls, extensive support administration, dining, a national music library, and outdoor terraces with views of Innsbruck and the Alps.

Credits
Architecture: Brück Heide and Dettl
Client: Innsbrucker Immobilien GmbH
Year of completion: 2018
Location: Innsbruck, Austria
Total area: 12,403 m²
Site area: 4,955 m²
Photos: Roland Heide

Intra Lighting
April 13, 2019 | Innsbruck, Austria, BigSEE Architecture Award 2019 | Interior, Public and Commercial Architecture

Intra Lighting's vision is giving solutions to every challenge regarding illumination. The company does not only create architectural luminaires but more so provides holistic lighting solutions answering customer's needs. From 1968 a team of experienced professionals actively collaborates with architects and lighting designers worldwide. The thirty-year tradition, constant investments into research and development, a sense of aesthetics, and nonetheless environmental consciousness, places the company among the leaders in their field.

Winning projects
Luminaires VITKA
Luminaire ZOE

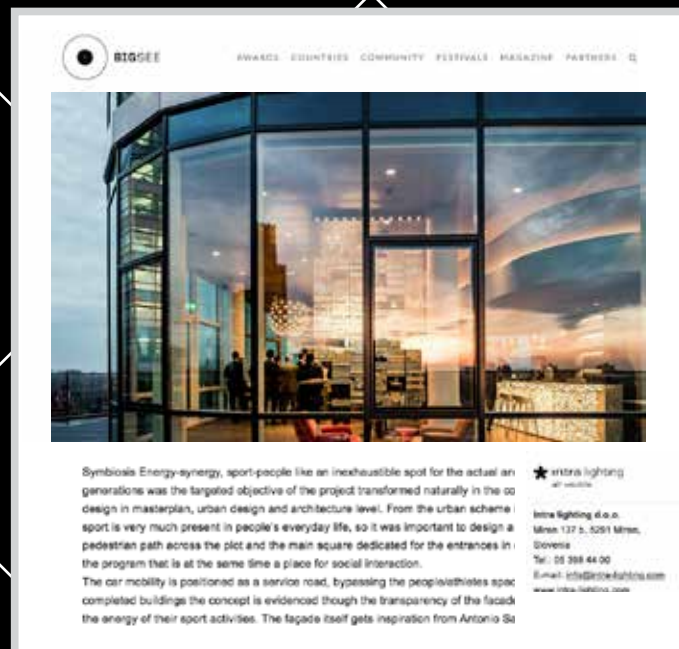
- exclusive company reference card: 2,000 characters, 3-5 images, logo b&w, website links & social media channels, HQ address, showroom locations, market sector, contacts
- exposure in a randomly featured brands section on the bigsee.eu front page
- brand profile in "Partners" section
- possible inclusion of other contents (advertisements, BigSEE talks, interviews, video clips)
- relation to BigSEE winning projects

2.000 EUR



WEBSITES

ADVERTORIALS / MONTHLY



Customized articles providing readers with in-depth insights into a brand. Content types with carefully prepared articles may refer to artist co-branded, brand story or product news. After a month published period advertorial stays on a website for an indefinite period.

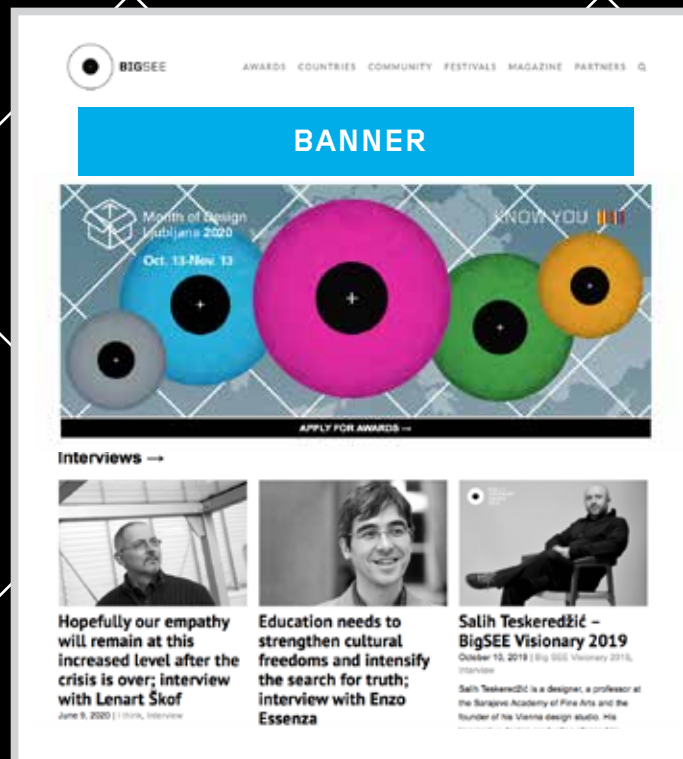
Specifications

Content 2,000 characters, main photo (1100 px x 737 px), 3-5 photos with subtitles, logo, brand website links & social media channels placement

2 in column: 1.000 EUR

3 in column: 800 EUR

BANNER / MONTHLY



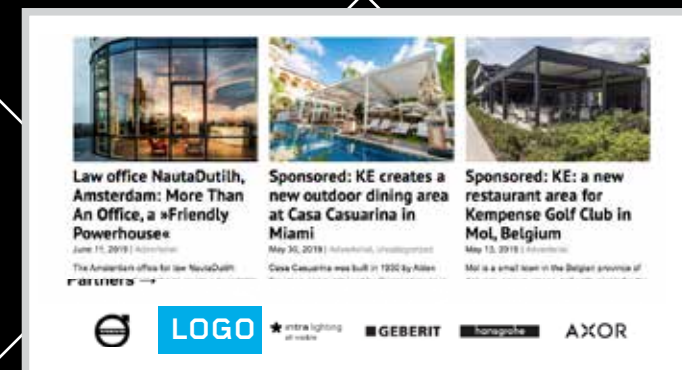
Banner enables companies to showcase an advertising campaign in a visually striking way. Motion graphics or html5 scripts can be used to gain higher attention in the run of site.

Specifications

900x100 px, jpg, link

1.000 EUR

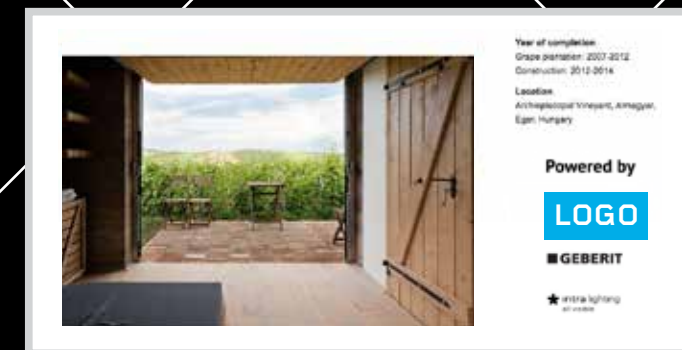
LOGO MAIN PAGE / MONTHLY



Logo at the bottom of the main page.

Logo Main page: 300 EUR

LOGO POWERED BY / MONTHLY



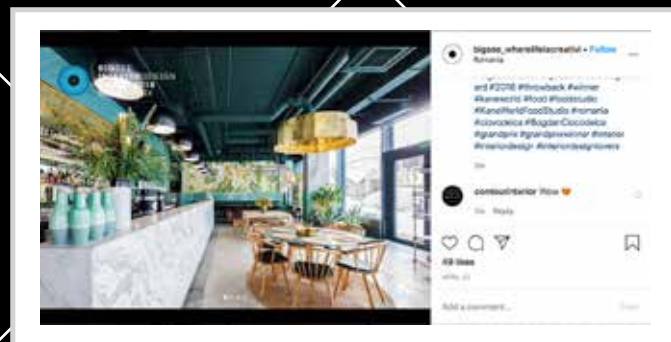
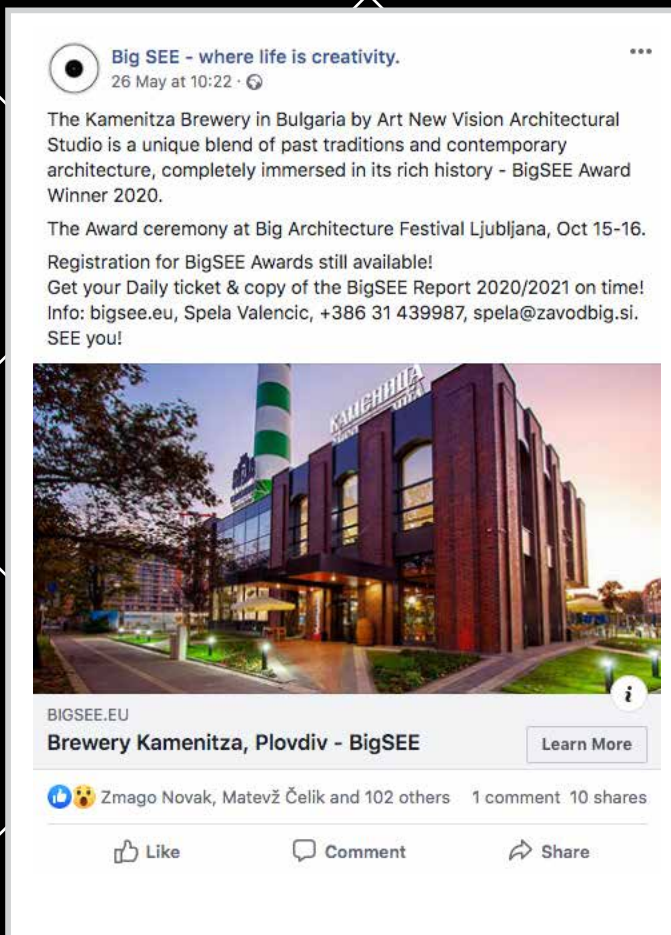
Logo Powered by is positioned in a footer of all projects posts.

Logo Powered by: 500 EUR



SOCIAL MEDIA CAMPAIGNS & E-NEWSLETTERS

FACEBOOK & INSTAGRAM / MONTHLY



BigSEE Social media channels enable brands to be promoted through our network with more than 18.000 social-media followers on Facebook and Instagram. Our bespoke posts offer a comprehensive insight into your company profile. It is a great opportunity to sponsor a post and reach your specific target group in a specific country.

PRICE LIST

A: 1 sponsored post on Facebook & Instagram: **600 EUR**

(reach 260.000 – 740.000 / month)

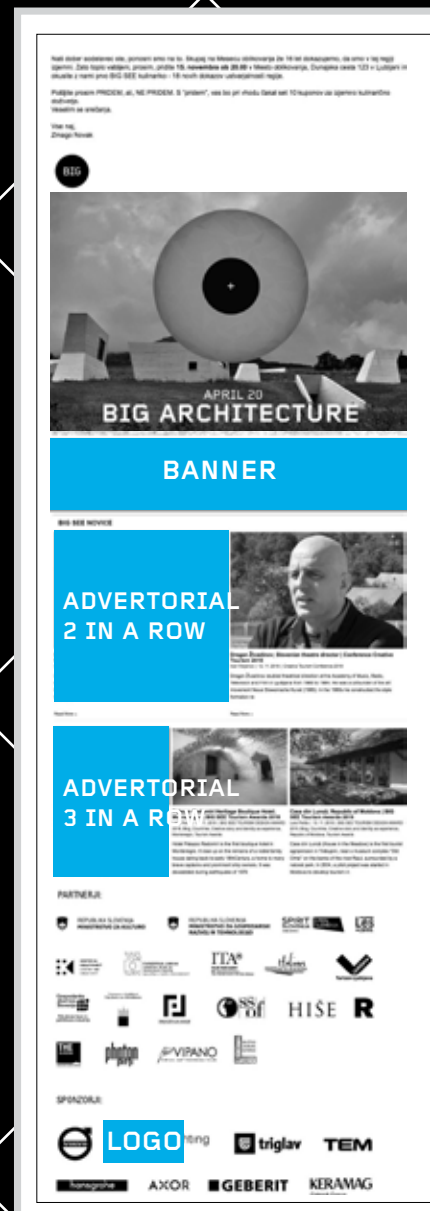
B: 1 sponsored post on Facebook & Instagram: **1.000 EUR**

(reach 1.000.000 – 1.500.000 / month)

C: 1 sponsored post on Facebook & Instagram: **2.000 EUR**

(reach 2.000.000 – 3.000.000 / month)

E-NEWSLETTER / MONTHLY CAMPAIGN



Zavod Big regularly sends e-newsletter to the architects, designers, entrepreneurs, investors, media representatives and other interested public thus informing them about the programme contents, BigSEE award winners and magazine publications.

READERS

Architects, investors, managers, policy makers, media, woodworkers, tourism managers, interior, product & fashion designers, opinion makers, media representatives and other interested groups.

REACH: 60.000 subscribers

Banner (only one per e-campaign) (750x100 px, jpg): 1.000 EUR

Advertorial; artist co-branded, brand story, product news (title, photo: 370x270 px, jpg., 200 characters):

- **2 in column:** 800 EUR

- **3 in column:** 500 EUR

Logo b&w Partners section bottom: 300 EUR

The word "VENUE" is written in a bold, white, sans-serif font, centered within a large white circle. The circle is set against a dark background with a white grid of diagonal lines forming a diamond pattern.

VENUE



CITY OF DESIGN

ABOUT THE CITY OF DESIGN

City of Design Slovenia is a pop-up centre for the creative economy and a place for new business opportunities, reflection and new visions, exchange and cooperation, ideas and solutions, promotion and presentation of the latest novelties. It is a space that has come to life in the former Mladinska knjiga print shop on Dunajska cesta in Ljubljana. The atmosphere in the factory halls of Savin Sever's architectural monument (the former Mladinska Knjiga printing house) is created by the high ceilings, contrasts of light, the scale of the exceptional industrial architecture and unexpected features, all powering the idea of a parallel city made from cardboard.

PLACE FOR EVENTS

The venue offers an excellent opportunity to organise various kinds of events, lectures and conferences, round tables, debates, presentations, meetings, exhibitions, fashion shows, trade shows or parties. It also offers the technical, promotional and PR support, as well as a wide range of design and technical equipment.

PRICE LIST - VENUE

Kralj's hall renting (72mx20 m): 4.900 EUR

Kralj's hall renting (35mx20m): 2.900 EUR

(includes an existing fixed layout: cardboard objects, the stage, and bar)

Assembly and disassembly of the Kralj's hall for (per day): 735 EUR / 435 EUR **Infrastructure tax** (in time of assembly and disassembly): 300 EUR

Heating: 500-1.000 EUR

Electricity: 300-500 EUR

Cleaning: 300-500 EUR





**365
PACKAGES**



365 ALL / 15.000 EUR

EVENTS

Exhibiting on Big Architecture - BA Plus

- Equipped exhibition unit 9 m² (8 walls, mark, desk, bench)
- Architecture 180° (3 min presentation)
- Architecture Show (short promo & PR event)
- Novelty presentation on web (1-3 photos, 500 characters, slo. and ang.)
- Web interview (What's next?)*
- Exhibitor's logo on e-invitations, website, and all event's displays
- Wall board 40x40 cm with exhibitors's logo
- Distribution of promo materials at official festival info point
- 10 VIP daily tickets
- Lecture Architecture Solutions (15 min) on the topic light in architecture (Oct 15) or intelligent façades (Oct 16) or welcome speech (1 min)

Sponsorship of five events Architecture terraces - Basic

- Brand logo on e-invitations, website, and all event's displays
- Video on LCD screens (video up to 200 Mb or 3-5 pictures, 1980 x 1080 px)

BigSEE exhibitions in the City of Design

- Distribution of promotional materials at the info point
- Partners wall board 40x40 cm with exhibitors's logo at the exhibition

Feel the House

- On wall framed exhibit 30 x 30 cm (material in frame)
- 500 information cards 4 x 4 cm (product name and contact)
- Exhibitor's logo on e-invitations and website exhibition
- Presentation on web exhibition (photo, 1.000 characters, b&w logo, contact info)

PRINT

- Advertisements in Hiše Magazine: 5-times, 1/1 (full page)
- Advertisement in BIG SEE Report: 1/1 (full page)
- Advertisement in BigSEE Journal: 1/1 (full page)

DIGITAL

Websites (www.zavodbig.com and www.bigsee.eu)

- Brand profile in "Partners" section 365 days in a year
- A one-month Web advertorial 2 in a column with social media campaign
- Web logo placed all-year-round in footer of front page

E-newsletters

- Advertorial 2 in a column in 2 e-newsletters
- E-mail logo in all e-newsletters on the topic of architecture and interior



365 ALL PLUS / 19.000 EUR

EVENTS

Exhibiting on Big Architecture - BA Extra

- Architect Match (10 organised meetings with architects)
- Equipped exhibition unit 18 m² (Two exhib. units; 16 walls, mark, desk, bench)
- Architecture 180° (3 min presentation)
- Architecture Show (short promo & PR event)
- Novelty presentation on web (1-3 photos, 500 characters)
- Web interview (What's next?)
- Video on LCD screens (video up to 200 Mb or 3-5 pictures, 1980 x 1080 px)
- Exhibitor's logo on e-invitations, website, and all event's displays
- Partner wall board 40x40 cm with exhibitors's logo on the event (May & Oct)
- Distribution of promo materials at official festival info point and in bags
- 20 VIP daily tickets
- Lecture Architecture Solutions (15 min) on the topic light in architecture (Oct 15) or intelligent façades (Oct 16) or welcome speech (1 min)

Sponsorship of five events Architecture terraces - Basic

- Brand logo on e-invitations, website, and all event's displays
- Video on LCD screens (video up to 200 Mb or 3-5 pictures, 1980 x 1080 px)

Eat&Drink Design

- Culinary station 9 m² (tasting table, lighting, electric plug, mark)
- Inclusion of the brand in culinary performance
- Programme exposure (website, social media, e-newsletter, BigSEE Journal)
- Brand logo on e-invitations, website and on all event's displays
- Distribution of promo materials at the Month of Design info points
- 30 VIP coupons

ArtPart

- Exhibition/installation unit in Art station 9 m² (lighting, electric plug, mark)
- Inclusion of the brand in art performance
- Programme exposure (website, social media, e-newsletter, BigSEE Journal)
- Brand logo on e-invitations, website, and all event's displays
- Distribution of promo materials at the the Month of Design info points
- 30 VIP invitations

BigSEE exhibition in the City of Design

- Distribution of promotional materials at the info point
- Partners wall board 40x40 cm with exhibitors's logo at the exhibition

Feel the House

- On wall framed exhibit 30 x 30 cm (material in frame)
- 500 information cards 4 x 4 cm (product name and contact)
- Exhibitor's logo on e-invitations and website exhibition
- Presentation on web exhibition (photo, 1.000 characters, b&w logo, contact info)

Big Cube in the centre of Ljubljana

- 14-day exposure on the Cube of Creativity in the centre of Ljubljana

PRINT

- Advertisements in Hiše Magazine: 5-times, 1/1 (full page)
- Advertisement in BIG SEE Report: 1/1 (full page)
- Advertisement in BigSEE Journal: 1/1 (full page)

DIGITAL

Websites

- Brand profile in "Partners" section 365 days in a year
- A one-month Web advertorial 2 in a column with social media campaign
- Web logo placed all-year-round in footer of front page
- Logo b&w "Powered by" all-year-round in footer of all projects posts

E-newsletters

- Advertorial 2 in a column in 2 e-newsletters
- E-mail logo in all e-newsletters on the topic of architecture and interior

VENUE

- Renting Kralj's hall for one day event / year



BIG

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