

Heimtextil Russia Program 2021

Design Space

14 September

11.00 – 11.30

Contact points with customers through various communication channels

Anna Simonova, Founder and Head of the Russian Academy of Design

11.30-12.00

Interior textiles as a continuation of the lifestyle

Galina Minina, interior textile designer, decorator and certified fashion designer

12.00-12.30

"Comfort" for designers - new products of the range and accents of the season

Irina Khokhlova, Sales Director of JSC "Uyut"

12.30-13.00

Emotional design principles in textile design

Anastasia Nosova, creative director of the studio "Stilnie – Textilnie"

13.00-13.30

How to increase sales of interior textiles due to qualitative changes in tailoring technologies

Evgenia Krivosheeva, head and chief technologist of the sewing workshop #1. Adept of the development of textile technologies in Russia

13.30-14.00

Textiles in art

Natalia Zaichenko, founder and Chief Architect of NZ-group

Boris Ignatenko, founder, owner of the Azbuka Gallery

14.00-14.30

How to make the interior unique with the help of textiles

Roman Salnikov, Decortier decor workshop director of development, candidate of Economics, winner of the Breakthrough of the Year Award 2021 in the nomination " Best Decor Workshop"

14.30-15.00

Working with luxury segment customers

Elena Krylova, founder and Director of the Elena Krylova Design Studio

15.00-15.30

Who should I be? 25+ ways to develop in textile design

Maria Svetlakova, head of the Room-Art design school, teacher and author of educational programs and methods, professional artist in fabrics and textiles, member of the Union of Abstract Artists

15.30-16.00

Paint, wallpaper, textiles of the same brand are the basis of the interior concept

Anna Kutz, Head of the Textile and Upholstery Services Department, Manders

16.00-16.30

the topic is being clarified

16.30-17.00

Bright accents in the hotel interiors. How to avoid "no" interior?

Nadezhda Kuznetsova, Managing Director, Founder of Melange Decor LLC

17.00-18.00

Round table: Professional standards

Moderator of the session: **Andrey Radaev**, President (SADA) of the Siberian Association of Designers and Architects, board member of the Opora Russia, Head of the Commission on Architecture, Director of the ArtVision design studio

Speakers of the round table:

Alyona Prokofieva-Kuzhel, founder of the ART House design bureau, winner of the Brain Designer competition, holder of the title "The Most Intelligent Designer of St. Petersburg", chairman of the RIDU Interior Designers Union in St. Petersburg

Stanislav Orekhov, designer, practitioner, owner of an interior design studio, author of 20 training programs at the "School of Design»

Lyubov Bobkova, interior designer, member of the Siberian Association of Designers and Architects, chairman of the Lipetsk regional branch of Interior Designers of Russia Union

15 September

11.00-12.00

Round table discussion: Interior designer + textile decorator-on the same wave. Is it possible to make cool projects together?

Moderator of the session: **Yesenia Semipyadnaya**, founder and president of Textile Designers and Decorators Union, head and inspirer of the textile studio "Three Designers", member of Artists of Russia Creative Union

Speakers of the round table:

Marianna Mogilevskaya, textile designer, decorator

Roman Salnikov, Decortier decor workshop director of development, candidate of Economics, winner of the Breakthrough of the Year Award 2021 in the nomination "Best Decor Workshop"

Evgenia Ignatova, graduate of Istituto Europeo di Design (Barcelona, Spain), Head of the J-I design Studio DESIGN X BUSINESS, Creator of the DEx Academy design School

Ekaterina Dyatlova, architect, interior designer, author of unique northern cuisine restaurant Björn interiors in Moscow

Violetta Dolgova, a private interior designer for the most demanding customers who know the value of their time, individuality and personal space

12.00 – 12.30

Professional burnout of a textile designer. Where and how to look for ideas

Anna Pronskaya, a well-known Russian designer and decorator, teacher of the School of Detail Design in Moscow and at the Higher British School, Member of the Subject Design Specialists Association

12.30-13.00

My perfect collection. Basic principles of creating and replenishing fabrics collection

Natalia Zorina, member of the Moscow Union of Designers, author of the annual Trend book on interior fabrics

13.00-14.00

Round table discussion: Textile decorator + fabric supplier-the rules of good work!

Moderator of the session: **Yesenia Semipyadnaya**, founder and president of Textile Designers and Decorators Union, head and inspirer of the textile studio "Three Designers", member of Artists of Russia Creative Union

Speakers of the round table:

Anna Pokhleбина, Head and Creative Director, Matilda's Workshop, Matilda Project and Matilda Skameikina's Workshop

Olga Loktionova, designer, head of DETAILS textile studio, creative Director of the Art Weekend project

Valentina Rudy, commercial Director of Dana Panorama

Elvira Smirnova, commercial director and art director of the Arben Gallery company, the ideological inspirer of all gallery textile collections

Alexander Zablotsky, representative of Indes Fuggerhaus Textil GmbH

14.00-14.30

Bring the repair to the last pad and curtain: the laws of project successful completion

Natalia Preobrazhenskaya, art critic, chief designer of the top Moscow studio "Cozy Apartment", decorator and interior designer of the developer "KROST", trendsetter and colorist

14.30-15.15

Bandex: Curtain bands in the luxury segment. A new GALAXY for manual folds

Galina Lugina, Russia's leading textile designer, decorator, industrial designer, founder of the GL Bureau company, co-founder of the AVANGARD Textile Expert Club

Martin Grübener, Managing Partner of BANDEX

Tatyana Chernykh, official representative of the BANDEX company in Russia

15.15-16.30

The most spectacular window design techniques

Kirill Istomin, a leading interior designer and decorator in Russia, with projects all over the world – from New York and Los Angeles to St. Petersburg and Almaty

17.00-18.00

Heimtextil Russia Textile Designers and Decorators Award Ceremony

16 September

11.00-11.30

How to create something new, and not duplicate the work of colleagues

Yesenia Semipyadnaya, founder and president of Textile Designers and Decorators Union, head and inspirer of the textile studio "Three Designers", member of Artists of Russia Creative Union

11.30-12.00

World trends of the 20s — Russian anti-trends. Should I wait for the implementation?

Anna Sokolova, Certified Business Coach, Author and teacher of the "Textiles in the Interior" course at Moscow School of Architecture and Design, highly qualified specialist with 25 years of experience in the field of interior decoration

12.00 – 13.00

The subtleties of working with classical and historical interiors. The main principles, rules and secrets

Kirill Kukharchuk, famous designer and architect

13.00 – 14.00

Textile interior decor: men's conversation. Builder/Designer/Decorator

Svetlana Kotlukova, Head of the ArchDialog PR Agency

14.00 – 14.30

A master class on working with pictures. Combinations of ornaments from Yesenia Semipyadnaya

Yesenia Semipyadnaya, founder and president of Textile Designers and Decorators Union, head and inspirer of the textile studio "Three Designers", member of Artists of Russia Creative Union

Olga Gonchar, founder of the PINOTEX project

*the program is subject to changes