

IT'S  
IT'S

ALL  
ALL

ABOUT  
ABOUT

PERCEPTION  
CONNECTION

LA  
FERIA  
DE  
DISEÑO  
Medellín

POWERED BY:



ORGANIZADO POR:

LA FERIA  
DE DISEÑO

19. 20 & 21 SEPTIEMBRE

PLAZA MAYOR. MDE

2024

1

# 11 years celebrating

the force that gives rise to tangible perfection and  
the power of the design in all its forms

An edition where energies, consciousness and elevated design come together to make possible the creation of spaces and objects that transcend the ordinary.

For this edition we understand that design is a subtle narrative, a communication that goes beyond the obvious; where every detail has its own voice and is an invitation to discover what becomes 'visible' only by those with the ability to see further on the ordinary.





LA FERIA  
DE DISEÑO

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2024

Welcome to La Feria De Diseño 2024, where every piece and element tells a unique story.

We are an ecosystem that connects the design industry within a commercial and inspiring platform where **#EVERYTHINGISDESIGNED**

**WATCH VIDEO**

IT'S ALL ABOUT PERCEPTION

IT'S ALL ABOUT CONNECTION

# WE WILL CONNECT MEDELLÍN & EUROPE!

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**LA FERIA  
DE DISEÑO**

LA FERIA DE DISEÑO has signed a partnership with imm cologne, a trade show with a 75-year history. The most important in the design market in Germany.



# HOW DOES IT BENEFIT MEDELLÍN?

- It will enhance the participation of European investors in the design industry.
- It will bring considerable economic benefits to the city.
- Participation of international attendees, associations and exhibitors.
  - Growth in the occupancy of spaces in Plaza Mayor.
- Support from 110 offices around the world to promote La Feria and Medellín.

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With this alliance we will focus on the internationalization of LA FERIA DE DISEÑO and Medellín, driven by the strategic alliance with Koelnmesse and the city of Cologne, Germany.

## WE STRENGTHEN

- Networking that allows alliances and high-level business.
- Growth opportunities for companies and brands in the design industry.
- Investment in Design, Habitat, Architecture, Lifestyle and Hospitality in Medellín.
- Business tourism between Medellín and the world.

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PREVIOUS EDITIONS

# LA FERIA DE DISEÑO

**154.000**  
Visitors

**1.394**  
Expositor brands

**+4.000**  
National and international buyers

## VISITOR COUNTRIES

### NORTH AMERICA

Canada  
United States  
México

### SOUTH AMERICA

Argentina  
Bolivia  
Brazil  
Chile  
Colombia  
Ecuador  
Paraguay  
Peru  
Uruguay  
Venezuela

### CENTRAL AMERICA AND THE CARIBBEAN

Aruba  
Costa Rica  
Guatemala  
Panama  
Dominican Republic

### EUROPE

Germany  
Austria  
Belgium  
Spain  
France  
Netherlands  
Italy  
Russia  
Turkey  
Ukraine

### MIDWEST

Israel



**Knowledge  
Conferences**

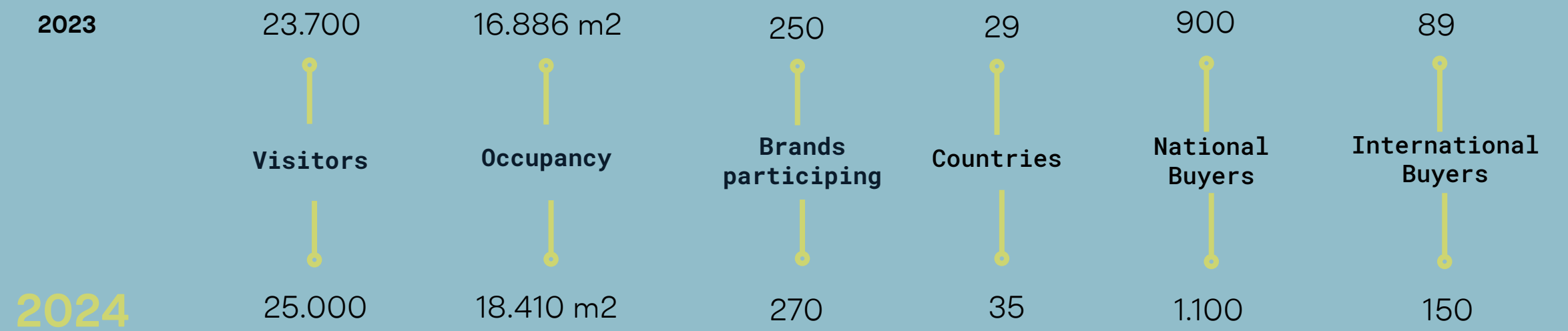
**308**  
Conferences

**12.000**  
Assistants to  
conferences

**1 EDITIONS**  
CONECTING THE DESIGN INDUSTRY

DESIGN • HABITAT • ARCHITECTURE  
LIFESTYLE • HOSPITALITY

What do we expect to achieve in 2024?





PLAZA MAYOR  
19. 20 & 21  
SEPT 2024

## HOW WE WILL ACHIEVE THIS?

For our 11th edition, we will have:

- Trade Show pavilions of goods and services in the categories of: Furniture, Interior Design, Lighting, Architecture, Art and Finishes.
- Academic Conferences with Internacional Rockstars of design, habitat, architecture, lifestyle and hospitality.
- Business Conference.
- Satellite events throughout the city.

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## PREVIOUS EDITIONS BRANDS

Andreu World

Miele

Molteni & C

NEOLITH  
SINTERED STONE

GómezPlatero  
ARQUITECTURA & URBANISMO

VERDI

saccaro®

vitra.

BoConcept

LIEBHERR

smeg

TECHNOGYM

SANTOS

NATUZZI  
ITALIA

made  
design

GAGGENAU

Minotti

 COSENTINO®

WGSN

ELISAVA  
Escola Università de Barcelona  
Diseño e Ingeniería

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# 1 LFDD

# CATEGORIES

COL. MDE.

2024



# LA FERIA DE DISEÑO

SEPTEMBER 19. 20 & 21  
PLAZA MAYOR. MDE  
2024

## FURNITURE

Residential • Institutional  
Architectural • Exterior  
Urban • Kitchens • Woodwork

## ARCHITECTUR

Architectural Design  
Firms • Construction companies

## INTERIORISM

Design of spaces • Decoration  
Complements • Landscaping

## ART

Galleries • Agencies  
Academy

## LIGHTING

Residential • Institutional  
Projects • Domotic

## FINISHES

Floors • Walls • Bathrooms • Faucets  
Paint • Windows • Countertops  
Doors

# LA FERIA DE DISEÑO

SEPTEMBER 19. 20 & 21  
PLAZA MAYOR. MDE  
2024

La Feria De Diseño is a space to **connect companies with buyers** and inspire new followers. The strength of our fair is also in our visitors. We bring together design, habitat, architecture, lifestyle and hospitality professionals.

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IT S ALL ABOUT PERCEPTION



LA FERIA  
DE DISEÑO

SEPTEMBER 19, 20 & 21  
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**We gather** design, habitat, architecture and  
lifestyle professionals at **Plaza Mayor Medellín**,  
one of the most prominent venues for fairs in  
Latin America.

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## COMMERCIAL SAMPLE

You will find spaces from 24m<sup>2</sup>

24m<sup>2</sup> USD 3960 + TAXES

36m<sup>2</sup> USD 5940 + TAXES

42m<sup>2</sup> USD 6930 + TAXES

Value per square meter  
for national brands

USD 165\* + TAXES

Do you require more m<sup>2</sup>? Request your quote.

\*This value may vary according to the TRM in effect at the time of payment of the stand.



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ARE YOU JOINING OUR 11 YEARS?

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