

Tips on Tecnargilla Expo Venue Rimini and Bologna



NEWS EVENTS BOARDS

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Tips on Tecnargilla Expo Venue Rimini and Bologna

This FLAAR Report is to help you decide whether or not to attend Tecnargilla 2016, and if so, how to get here, and what hotel area to consider. We have attended Tecnargilla 2012 and Tecnargilla 2014, each time for about three days.

We have never attended the trade show in nearby Bologna, since that is reportedly primarily for designs for ceramics, so more for graphic designers, architects, etc. But if you are an architect or interior designer, you also really need to be at Tecnargilla. Since the Hellmuth family has been in architecture for three generations (HOK is the current iteration, Hellmuth + Bicknise is another), it should be expected that Nicholas Hellmuth would attend both Tecnargilla and Glasstec.



Expo courtesies for attendees

There is a nice GUIDE MAP.

- Overall map was nice healthy size.
- Text was legible size (most expo organizers have maps which are too small, so font is not legible)

The organizers deserve praise for this helpful GUIDE MAP (in two languages, Italian and English).

Color Management

Color management for printing ceramics is not easy since the color gamut of inorganic pigmented ink is not the same gamut as CMYK inks. But the larger ceramic tile printing companies have their own color management, such as CRONO of INTESA.

Flatbed scanners

Several companies advertised a flatbed scanner as part of their workflow equipment. But not many were exhibited. Thus it was good to see the IMAGO in the INTESA booth (SACMI).

The purpose of flatbed scanners is to scan stone (or wood, or other material) and use these high-resolution scans to print onto ceramic tiles.

The snag is that there are already two excellent flatbed scanners for this kind of job: Cruse and Metis. We had a Cruse for many years; absolutely outstanding scan quality, but it lacked in software. The Metis, in distinction, has its own software. As soon as we can have a Metis to evaluate, we can compare it to the Cruse. For more info on Metis, www.cgsusa.com/producing/metis-scanners/.

The advantage of a Metis over an IMAGO (from INTESA) is that Metis works full time for decades to make a flatbed scanner which can match or beat Cruse. INTESA is not a scanner manufacturer. So it appears that the "scanner" has parts from Epson, which is entry level at best.

www.intesa-sacmi.it

2016 expo will be 4 days long, 20, 21, 22 and 23

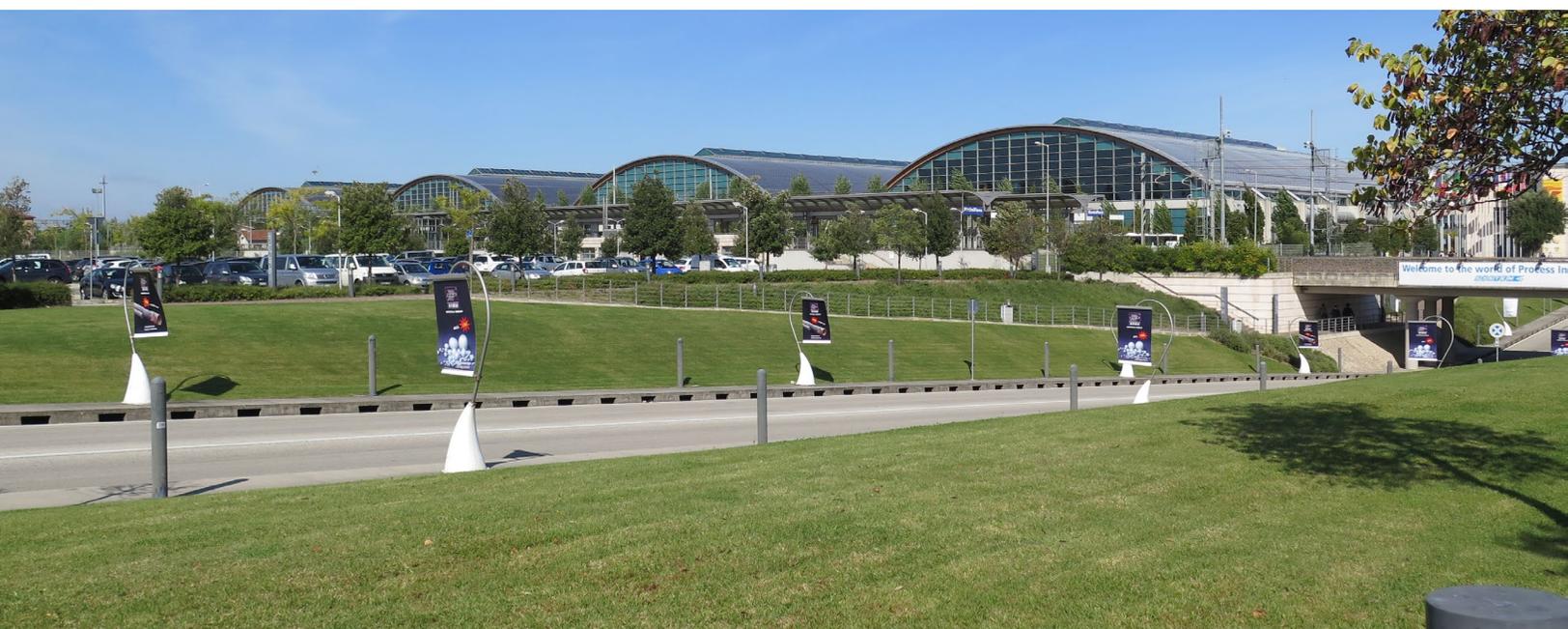
Expo was 5 days long, 22, 23, 24, 25, and 26 September, 2014

Five days is stretching it, and the first day definitely did not have crowds. But since it takes a long time to set up all the giant in-line printing machines, a five day expo is not surprising. But the expo would do fine at four days also. One reason that the first day was not crowded would have been if people were attending the expo in Bologna first.

Graph Expo is too long at four days and far too long at five days. At least they no longer do 5-day expos.

Drupa used to be 14 days (partially in order to encourage exhibitors to spend more money on hotels and meals and entertainment and transportation in the city of Duesseldorf). This excessive length was "justified" by saying that companies like Heidelberg requested it. But times have changed and Heidelberg is not the power it used to be (they are so far down they were totally absent from Graph Expo 2014). So now Drupa is 11 days (which is still toooo long; 8 days would be plenty long enough).

But since Drupa is associated with the city of Duesseldorf, they understandably want to have exhibitors and attendees spend as much money for as many days as possible. Of course the long term result is that clever printing industry people will begin to skip Drupa 2016 or come for fewer days (and instead will go to printer expos in China). So the organizers of Drupa are the cause of the slow decline of this once great expo (at DRUPA 2000, 2004, and 2008, these were great times; but nowadays UV-cured, solvent, and other wide-format inkjet printer manufacturers can get better results from a combination of SGIA in USA, FESPA in Germany, and APPPEXPO in Shanghai).



Expo Center

When cloudy it was not too hot outside. If you take the city bus you have almost a 1 kilometer walk, so in the full sun, with no breeze, it can get rather hot.

The entrance area inside has no effective air-conditioning since the space is too large, so it can be rather warm inside. Fortunately in late September it is not as warm as July.

The main portion of the lobby was a “future of ceramics” exhibit. There were a few nice samples but the entire immense space was not inspiring. Although well intentioned, some people might call this a waste of space.

On the back columns there were nice print-decorated ceramics.

The halls are all in neat rows so you do not have to hike as far as is necessary in Messe Duesseldorf or Koeln (for Photokina, or FESPA Cologne 2015).



Central Welcome Area is NOT adequately air-conditioned

Actually several halls were similar to the Shanghai China expo center every July: warm and uncomfortable.

I feel sorry for anyone wearing a business suit; they must have been perspiring uncomfortably even in the halls.

Less floor covering

Most aisles were covered only down the middle. That is better than no covering at all, but the one meter left uncovered was totally unclean: splattered with drips and drops. It should have been painted a solid color. Looked very "cheap" to leave floor unfinished.

Hall aisles very well marked

All hall aisles were clearly marked in every hall. Plus no stupid advertising on the hall aisle markers to obscure where you were.

Booth numbering system was better at Tecnargilla 2014 than the splattered style of FESPA Digital Munich 2014.

Press Room

No water, no Coca-Cola, but at least a basic toner printer.

No meals either (most expos in USA provide free meals for Press).

Lots of people smoking

As is typical of European trade shows (and even more in China and a lot at Russian expos), lots of people were smoking.

I am familiar with tobacco since I raise tobacco in Guatemala (for its flowers; we don't smoke the leaves). Although smoking kills people around the world, tobacco itself is a medicinal plant for the Maya and Aztec people.

Venue: Bologna aspect



The Bologna airport appears to be one terminal, at least for international flights. Compared with other EU airports it is small, and located not far from the city.

To get here from the city center take an airport bus from one side of the main train station. There are about 5 bus stop shelters in one bus stop area in front of the main train station. Kind of like most other European train stations, though you may have to ask around (not as obvious as the airport buses alongside the Milano central train station). I believe the bus ticket is 7 Euros.

The "Bologna airport hotel" is 4 kilometers from the airport. The rooms are small, so in a 2-person room the beds are crowded next to each other. Barely space for two people to put their bags. But there is a shuttle bus starting about 4-something in the morning. From the airport to the hotel frankly it was easier just to take a cab than try to figure out how to call the bus or where to wait for the private hotel shuttle bus.

The Internet at the hotel is barely usable; literally. A single web page can take a half hour to load. A single e-mail can take several minutes. A pilot said that the hotel Internet has been cheap for years and although people complain, that no one at the hotel cares.

The hotel elevator is so small it can take only one person at a time. Good luck trying to get your main suitcase into the elevator with you (even the door is of inadequate size). Evidently there is another airport hotel somewhere else. Frankly it would be more comfortable to stay in the city (near the train station) and take the airport bus from the train station (realizing that rush hour traffic may impact travel time). The route is not a highway; the first half is driving through the city streets. At 9 pm there was no bothersome traffic, but in rush hour leave earlier.

Train Station at Fairgrounds

Inadequate help to help people know which direction to travel.

Not one single human being in the ticket machine area. Only one single "info person" but she had to hike up and down the stairs constantly since there were two distant sides of the track (one for Bologna direction; one to go to the center of Rimini; the expo is far outside the center).

Bus station was easy for us to find. Bus tickets we could buy easily at clearly marked bus ticket structure adjacent to bus stop. But location of stop for FIERA was totally mysterious; if the driver had not alerted us, we never would have realized this was the stop (even though I have been to the expo 2 years ago and know the area, the bus stop is so far away you can not yet see the fairgrounds).

it is rather hot and very sunny so the hike to the fairgrounds was uncomfortable.

Venue: Rimini aspect

There are several train stations in Rimini:

- Fiera (fairgrounds) train station. This is within view of the fairgrounds, perhaps 50 meter walk
- Downtown, main station. This is within a 12 minute hike to the beach (but too far to even consider taking your luggage by hand). If your hotel is on the beach you would need to take a cab from the central train station to your hotel.
- I heard that there was at least one other Rimini train station, so keep your ears open (and a city map in your hand).

Realize that the fairgrounds are outside the city center. The only hotel adjacent to the expo center shut down in 2013 and is locked tight and abandoned (everyone wanted to stay at the beach, and probably attend the night clubs as well). I have myself never attended these clubs because I am too cheap and because at night I have to write up the days notes on ceramic printers. Four years ago we stayed at the fairgrounds hotel; very convenient, but almost empty (since everyone else wanted the beach area hotels).

This is the convenient hotel which has been closed for several years. Whether it is open for 2016 we will find out.



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