

March 19 2004

PRESS RELEASE

During their meeting of the general council in Oporto on March 5, the UEA members initiated an action aimed at reducing the copying of furniture. In a common statement, the UEA and its members are asking all European furniture fairs to ban the use of cameras by non accredited persons during the fairs. By the end of 2004 the UEA will prepare a report on the success of this activity in the different fairs.

Taking pictures of models and designs during trade fairs.

Design and innovative design is one of the main strengths of the EU furniture industry. On EU level, the industrial design protection directive and regulation have created a legal basis for its protection. Their application and reinforcement is one of the priorities of the UEA president Calixto Valenti.

A practical initiative to reduce slavish copying concerns the photography of models presented during the furniture trade fairs. The development of digital cameras has led to the multiplication of the number of pictures taken during furniture fairs by the visitors. Pictures are taken not only of the models and designs but also of structural details.

The UEA and its members ask the furniture trade fairs to forbid taking pictures of products exhibited during their event with exception of those taken by accredited press representatives. It should be advised in a quite visible way, not only at the main entrance, reception, etc. but in every hall or pavilion as well.

This request is made by the UEA on European level, and also by the national member organizations on national level.