



surface design show

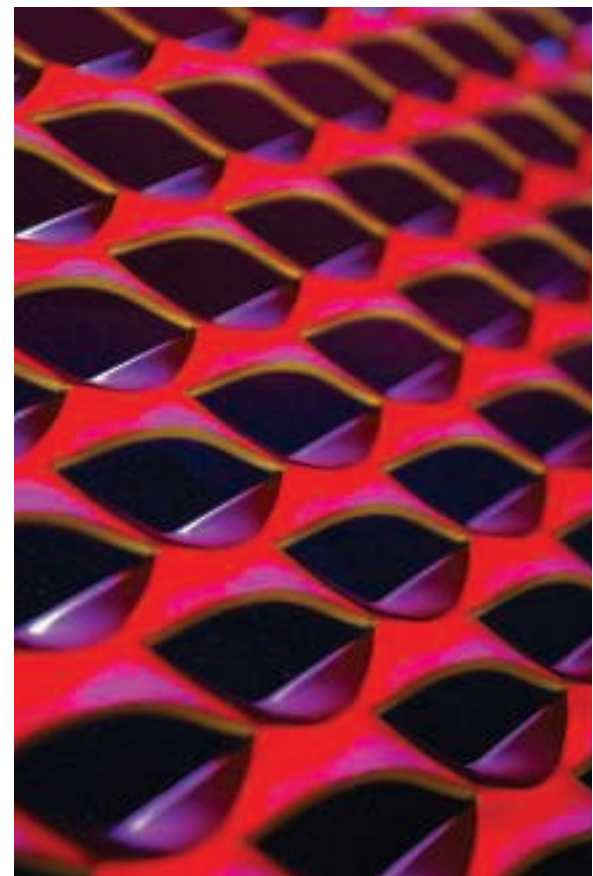


upper class

This magazine is not a furniture magazine. This magazine is...do we sound a bit like Bono doing the intro to Sunday Bloody Sunday at Red Rocks? Sorry. Anyway, our point is that this is not a furniture title, but a business magazine that looks at how every interior element can help shape the culture, the ethos and, let's be honest here, the bottom line of an organisation.

Therefore, it is not just the desk and chairs that impact on us, just as it isn't with architects, designers, end users, specifiers etc. And that is why we consider events such as the Surface Design Show as important dates in the design calendar. It's also interesting for journos such as us lot to be able to, for the first time, see how this event compares with the leading furniture events, on a completely level playing field.

surface design show

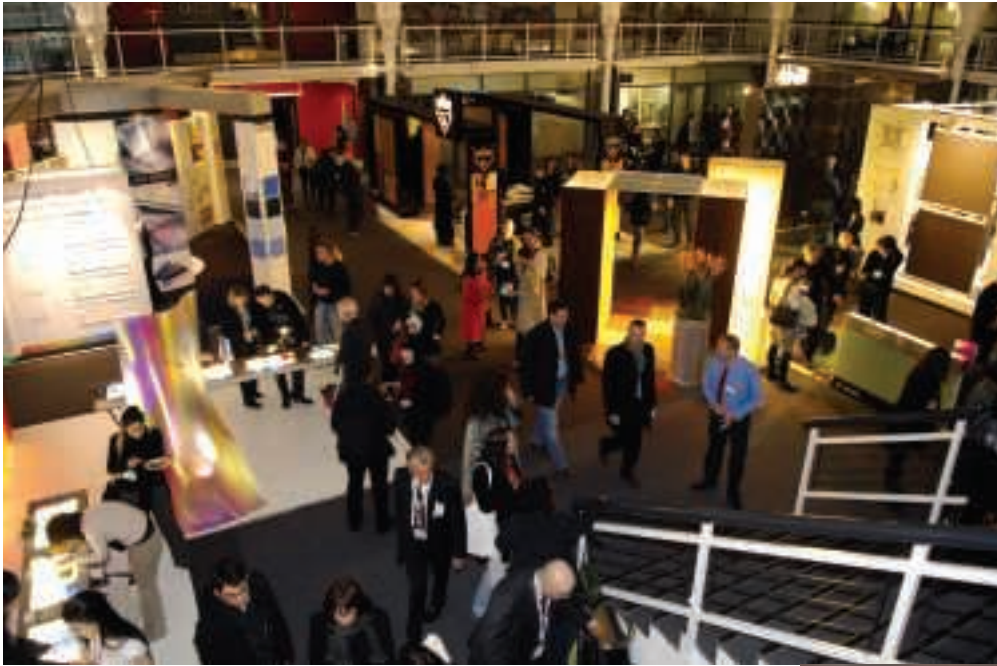


▶▶▶▶▶ The fifth annual Surface Design Show took place at Upper Street's Business Design Centre last month (the forthcoming venue for Design Prima). The UK's only event to focus exclusively on exterior and interior surface solutions for the architecture and design industry, continued the tradition of premiering the most innovative, creative and imaginative surfaces in the market.

This year, visitor attendance rose by more than 15% with more than 5,000 architects, interior designers and specifiers visiting the show. Furthermore, visiting companies included Zaha Architects, Foster & Partners and Conran & Partners, establishing SDS firmly as a leading event in the industry calendar. This and the high quality of stands created a great atmosphere across the three days – something the furniture industry should think about in the run up to the next major BDC event, Design Prima. Paul Douglas of Consnetino said: 'This is the busiest year so far at the show and the quality of visitors is still high. We've had a lot of good leads and have been busy the whole time.' Praise indeed!

This year an entire section was dedicated to Illuminating Surfaces, which celebrated ▶▶▶▶▶

surface design show



►► the important relationship between light and surfaces and featured an impressive array of first time exhibitors including Lighting Force, Abstract AVR, The Light Lab and Creative Ceilings. A number of favourites from previous years, including Futimis Systems and Mykon, were also there to demonstrate how their materials interacted with a variety of lighting solutions. Also in this interactive area was Black & Light; designed by SCIN, the renowned material resource, this brand new installation featured an inspiring selection of the latest and best architectural, decorative and contemporary lighting.

With sustainability at the forefront for innovation within the building industry, exhibitors were showing off their latest environmentally friendly products in Islington. Among these were Ormano's Palm Panel Collection, the Alternative Flooring Company's new Eco Collection of 100% natural wool carpets and Fabbrica Marmi e Graniti's unique floor and wallcoverings, manufactured with certified eco-friendly production methods. Peter Aquilina, Director of Omarno, said: 'The Show has been ►►►►►►►►►►

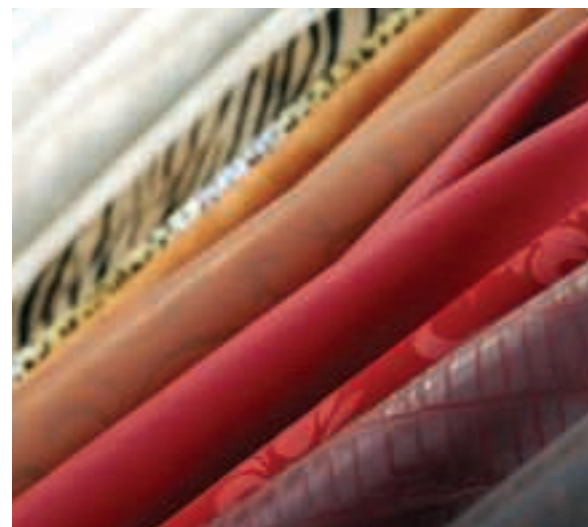
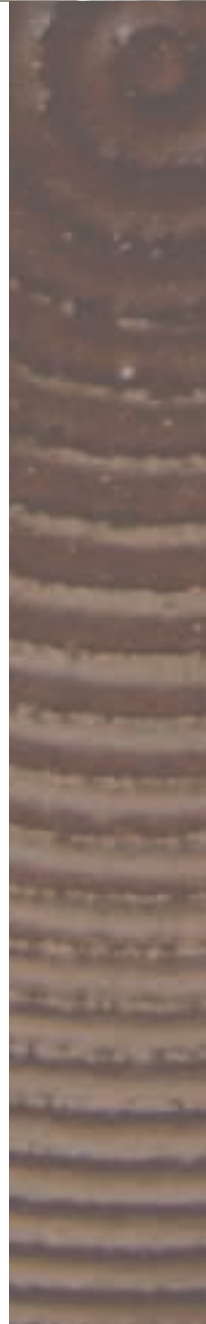
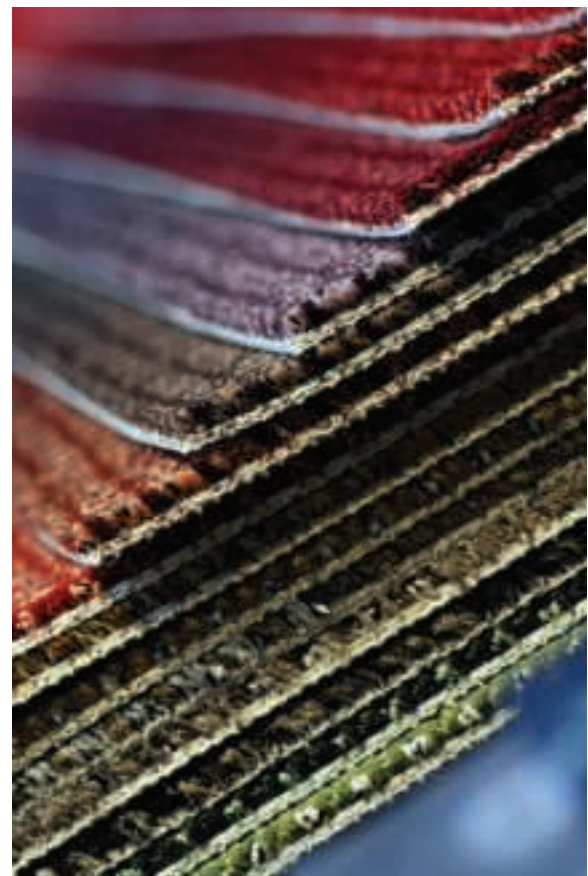
surface design show



▶▶▶▶ The 2008 show featured two memorable VIP Evenings and an impressive array of speakers and guests. Among these were the controversial and award-winning architect Will Alsop and former Architectural Association President Roger Zogolovitch, alongside young and inspiring architects Chris Godfrey and Amenity Space. The Surface Talks, the Surface Design Show's impressive seminar programme, featured talks by the RIBA award winning Mike Smith and Mike Tonkin, leading brand designer Mike Abrahams as well as Sarah Graham of IES, the UK's leader in building performance technology.

With such a wide variety of creative and imaginative surfaces on display, the first annual Surface Design Show Awards took place (awards - now there's a good idea!) and proved, so we are told, extremely difficult to judge. However, after many heated discussions, the inaugural winners of the six awards were; Most Innovative Interior Surface – Zenolite by EGR UK; Most Innovative Exterior Surface – Expanded Metal by The Expanded Metal Company; Best Product Launch – Luminar by Graniti ▶▶▶▶

surface design show





►► Fiandre; Best Stand Design – FMG Fabrica Marmi e Graniti; Best Newcomer – ZNAK; Best Use of Space – Muraspec. Congratulations to all.

At the end of the day, when all's said and done, the single most important factor for any exhibition or show of this ilk is the reaction and opinion of for its exhibitors and visitors. Richard White, a visiting creative planner, commented: 'This show creates a great atmosphere, with friendly and approachable exhibitors and exciting innovative surfaces. A great place to network, learn and take away inspiration. I look forward to next year.'

An anonymous visiting architect added: 'I had never visited the show before but I have found the variety of material on display inspirational. I have really enjoyed the range of textures and materials that are on offer and the quality of the stands. It's clear that the exhibitors have put a lot of effort into making the show a success.'

Happy bunnies all round it would seem. So, furniture people, the benchmark has been set. Let's see if your benches can make their own mark come June ●



CFS Carpets provides floor covering solutions to the commercial, healthcare, education and hospitality markets. For over 30 years we have supplied tiles and broadloom to many prestigious locations throughout the UK. Our exciting ongoing product development programme and next day delivery service in the UK is our commitment to customer focused service.

TEL 0870 607 4321
 FAX 0870 428 0783
www.cfscarpets.co.uk

