



ball skills

It's late afternoon on 29th November and we're alighting a taxi outside our hotel in central Manchester. The first Mixology outside of London is just hours away.

As we spill onto the pavement we hear: 'Hello lads, what are you doing up here in Manchester? Oh, of course, it's your big do tonight isn't it! I can't make it unfortunately, but everyone's talking about it up here. I'm sure it'll be amazing. Well, great to see you – have a fantastic night!'







And with that our friend vanishes into the Piccadilly human traffic, while any nerves that were building amongst us have quickly turned to excitement. Come on, let's have it!

Our ambitious concept of hosting an event outside London on an unprecedented scale was not without its risks – we knew that. Then again, we also knew how keen our friends in this part of the country were to be recognised and represented with an event normally only afforded to the London set. And they proved it by putting their money where their mouths are. And we thank you all for that.



Of course, we couldn't have done this on our own, and we'd like to take this opportunity to also thank the many people who made Mixology North such a special event. So sincere thanks to Out There for their dedicated and proactive organisation of the night, thanks to superstar DJs Graeme Park and Seb Fontaine for bringing us a flavour of Madchester and the Hacienda, thanks to the professional staff at the City of Manchester Stadium and thanks to our sponsors for their input and encouragement. We couldn't have done it without you all.

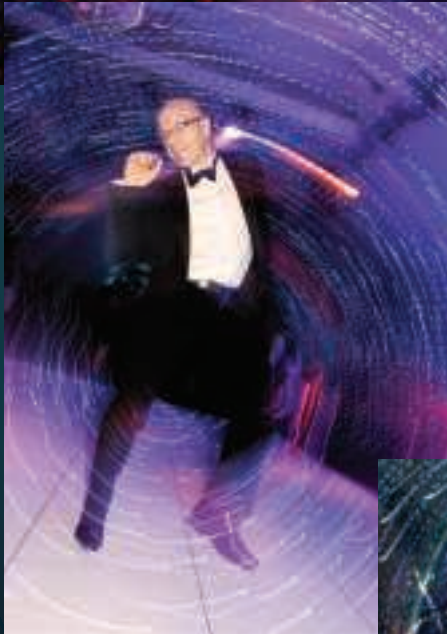
Congratulations to all our award winners – thoroughly deserved, one and all. If you want to see who won, then head for page 56.





Further memories of those heady Hacienda days came flooding back as we arrived at the trendy Circle Club for the aftershow party to find hundreds of Mixology revellers queuing in the cold drizzle (well, it was Manchester in November, so what did we expect? A gentle warming breeze rolling in from the Peak District?). Apologies to those of you who were temporarily stuck outside in the adverse conditions – even we cannot control Manchester doormen!

So, how do we accurately gauge the success of the inaugural Mixology North? Well, a sea of smiling faces at the end of the event is a good start. A full-to-the-brim, sweaty



aftershow (with just about everyone dancing their well-oiled heads off) is also a decent indicator of a successful night.

The real gauge, however, is the number of guests who begged us to do it all again next year. Indeed, by the time we'd reached the Kingdom of Essex the following day, we had more than enough rebookings to make Mixology North 2008 an absolute certainty. And bigger and better ●



‘and the winner is...’



The Environmental and Social Impact Award was presented to Overbury by Vice President of Steelcase UK and Benelux, Mark Spragg.



Haworth Sales Director Martin Evetts presented the prestigious Designer of the Year award to recent *Mix* profilee David Fox.



The Ology for Best Marketing Campaign was presented to Connection by the Managing Director of our sponsor Office Electrics, Richard Hobbs.



The award for Product of the Year was presented by Peter Stoney, the Director of Sales and Client Partnerships of Broadstock to InterfaceFLOR for SignatureWorks.



The award for Design Practice of the Year went to ID:SR and was presented by the Regional Sales Manager of Milliken, Mark Huckerby.



The New Market Breakthrough of the Year award went to Camira for Icast and was presented by the Managing Director of sponsors Elite, John Hull.



The Innovation Award was presented by EFG Sales Director Craig Howarth, with the worthy winner being Milliken Carpet for Convergence.



The Commercial Interiors Project of the Year was judged to be Aedes for Eversheds, Leeds. Triumph Director of Sales and Marketing Tony Hendrick presented the award on behalf of the sponsor.



The eagerly anticipated Company of the Year award was presented by the Managing Director of Sedus, Greg Bettis, with Claremont Group Interiors chosen as our worthy winners.