





Sunand Prasad

bonjour surface

This is the third year we have covered the Surface Design Show and, as the show has grown in size and scope, it is also the first time we will be actively involved.

We have seen the event grow from the small niche trade show it was in 2004 to the current exhibition which provides an ideal outlet for architects, designers and specifiers to view some of the most innovative and inspiring products available in surface design.

The Surface Design Show 2009 has attracted an exciting mix of new exhibitors as well as many of the favourites from previous shows, all of whom will be displaying their latest creative designs from the whole range of surfaces – from the decorative to the truly rugged. So what can we expect from the BDC's stands this year?

Exterior facades will be on show through a number of companies including the Expanded Metal Company and first time exhibitor Twentinox, the Dutch architectural metal mesh specialist.

Also making its debut at the show is the innovative Finnish company Durat, who specialises in uniting design and recycling, along with Glass Inspiration, the Austrian developers of laminated glass that can be manufactured for use in a wide range of interior applications.

A number of visitor favourites will be returning to the Business Design Centre, ▶▶▶▶▶▶



Maroeska Metz



Sebastian Conran

including the Italian tile specialists Graniti Fiandre, wallcovering specialists Tektura and Muraspec, as well as Scottish interior company Grant Westfield.

As the show's influence continues to rise, the number of international exhibitors is increasing, with companies from France, Italy, Austria, The Netherlands, Belgium, Slovakia, Germany and the United States all exhibiting.

With sustainability at the fore of the entire design industry, this year's show will have a focus on sustainability, and will feature a special 'Green Surfaces' zone which will showcase an extensive selection of the most visually inspiring, sustainable, recyclable and renewable materials available for contemporary building design. Devised in response to calls from the architectural and design industries, the Green Surfaces section will also feature the Eco-Mix Cafe.

Anita Gorny, the show's Event Manager, adds: 'During the 2008 Surface Design Show, we asked visitors what they most wanted to see more of and the number one request, by a large majority, was 'a greater number of eco-friendly products'. So this year we have set up a dedicated section of the event that focuses exclusively on sustainable surfaces for the built environment. As a result, a number of new and returning exhibitors have already announced that they will use the Green Surfaces platform to launch their most innovative and sustainable designs.'

Sustainability and innovation will also be the main theme for a series of seminar presentations run by the BRE, which will provide a background to the Green Guide to Specification while focusing on particular surfaces, examining in detail their environmental performance.

Simon Guy, Marketing Director for BRE, tells us: 'BRE is delighted to have partnered with the Surface Design Show for the first time this year as part of the show's focus on Green Surfaces. This event fits perfectly into our wider campaign to deliver on our mission to 'Build a better world' and to that end BRE is hosting a comprehensive educational programme at The BRE Green Guide Theatre. This is a wonderful opportunity for everyone involved in sustainable development to come together under one roof and explore all that is new.'

For a more laid back visit to the show, the VIP Preview Evening has proven to be extremely popular over the years by offering visitors the chance to hear from some of the industry's leading voices while also getting a sneak preview of the most innovative and inspiring surface materials available for the built environment.

The preview evening will feature a special RIBA Live Debate looking at whether or not professional ethics can co-exist with business demands in the global economic crisis. The debate will feature RIBA President Sunand



Dunat



Bolon





Nora Flooring Systems

Prasad as well as leading architects. The house will take the stance that concepts of professional ethics are outdated. Sunand comments: 'A clear separation from commerce and labour is at the root of professional ethics in architecture formulated 175 years ago. Does that linger unreconstructed, unhealthily influencing education and emasculating practice? Or have 19th century ethics evolved into pragmatic principles for the 21st century; the true guide to a sustainable future?'

Due to the popularity of the preview evening, two years ago the Surface Design Show set up a special Gala Evening to provide visitors with a second opportunity to visit the show in a more relaxed atmosphere while hearing from a leading voice in the architecture and design industry.

This year does not disappoint, as the show's Gala Evening on 11th February will feature the multi-award winning designer Sebastian Conran. Sebastian will be looking at the importance of authenticity in surface design as well as taking questions from the audience following his presentation. Throughout his career, Sebastian has worked with a number of the world's leading surface manufacturers, including the Surface Design Show exhibitor ege carpets, whose Visual Textures range was launched at last year's show.

Sebastian says: 'With surfaces, form often follows fashion while not necessarily focusing on the ultimate function of the product. Therefore, it is vital that throughout the design and manufacturing process the authenticity of the finished product is at the fore, regardless of the materials being used.'

Another new zone at the show is 'Surface Innovations' which will focus on the latest stimulating materials and technologies emerging from the design industry today. This exciting new area promises to present revolutionary products for both internal and external surfaces.

Event Manager Anita concludes: 'We are delighted with the progress and response for the forthcoming Surface Design Show. Since its debut in 2004, the show has grown in size and influence every year, with the 2008 show surpassing 5,000 visitors for the first time. As a result of this growth, we have been able to offer visitors the greatest variety of features and exhibitors to date. There is a larger and more focused international presence than in previous years, new features including Green Surfaces and Surface Innovations, as well as a number of the leading surface designers and manufacturers introducing their newest products.'

The Surface Design Show takes place at the Business Design Centre in London from 10th – 12th February 2009. For more information and to pre-register for the event for free entrance, please visit www surfacedesignshow.com



Forbo Flooring

