

hella good

Could Thursday 19th June go down in the UK commercial interiors sector as the least productive working day ever? We do hope so. That, of course, is not a slight on this fine industry, just a sure sign that Mixology 08 was enjoyed as was intended. After all, if you haven't created the morning after the night before, then the night before clearly wasn't all that.



Sure enough, the phone calls and emails were strangely absent that Thursday – as, we heard, were quite a few of you guys. Sorry. But not that sorry.

So, what did the night before deliver? Well, there was clearly no 'difficult third album' syndrome for what is now undoubtedly the leading event in the calendar. Despite the champagne flute-battering gusts from the Thames, guests enjoyed a pre-dinner drink or two before taking their seats for a bit of fine dining – the adventurous, contemporary menu impressing greatly.

Following the slick (yep, even with Mick at the helm!) Mixology awards ceremony, the 1,200 guests were then treated to two of the finest DJ sets you'll see this side of Ibiza. DJ's DJ Joey Negro warmed the well-fed and watered audience in his own inimitable style, before making way for Grammy-winning Superstar DJ





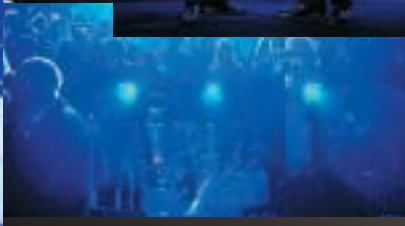
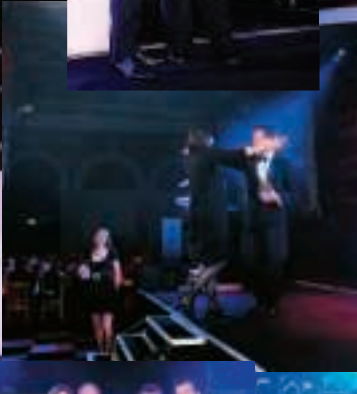


Roger Sanchez, who stole the night with an awesome virtuoso performance. Roger's truly breathtaking set mesmerised guests, who continued to simultaneously enjoy the fruits of the bars into the early hours.

Of course, an event of this magnitude and scale cannot be put together without the considerable assistance of a number of talented people. We'd like to take this opportunity to thank those who made Mixology such a success once again.

Huge thanks to Ultimate Experience and Think Tank for their expertise and organisational skills. Special thanks to our major sponsors, without whom we simply could not have put together such an event.

Also, we would like to thank our awards judges; Zaniz Jakubowski of RHWL and Zaniz, Mike Everson of TTSP, Mel Steer of BDP, Mark Simpson of Ryder HKS, Roger Croft of Technique and Robert Webster ●





Winner: Allermuir

A rapidly expanding portfolio required new literature and marketing tools to mirror the emerging product style. The elegant and functional Allermuir Box includes the 2007 yearbook, product cards, image library, product overview poster and price list. Sales of Allermuir products have increased by 30% in the last year.

Sponsored by Mio Dino.

Best Marketing Campaign



Winner: Lammhults for Imprint

Using their innovative Cellupress process, Lammhults have redefined what a wood chair can be. Working with recycled timber offcuts and roots, Imprint is a moulded shell chair without the use of plastics – but with all the qualities of wood in a contemporary Scandinavian style.

Sponsored by ei2.

Innovation



Winner: Backbone Furniture

Backbone's Green Guide is a bold and innovative rating system developed to encourage specifiers to look more carefully at the green credentials of furniture. Covering 100 widely used products, the dependable audited information is updated quarterly and presented in an easy to use, attractive format. The Backbone Furniture Green Guide has already proved a big success with specifiers seeking to sort the green from the greenwash.

Sponsored by InterfaceFLOR.

Environmental & Social Contribution



Winner: BDP for Royal Alexandra Hospital

With its atrium heart space binding all levels together, the Alex features clear orientation and good daylighting throughout. BDP's unified design concept through the 'Children's Ark' theme establishes a coherent and inclusive approach to architecture, graphic design, furniture and colour.

Sponsored by Orangebox.

Public Sector Interiors Project



Winner: Orangebox for Spina

Spina offers seamless spontaneous support, irrespective of the user's height or weight. This innovative product incorporates passive seat slide and active lumbar support to provide total ergonomic seating. Looks great too.

Sponsored by Armourcoat.

Best Ergonomic Solution



Winner: Paul Brooks

A highly successful specialist office furniture designer, Paul Brooks' European approach reflects a strong understanding of today's global market. An impressive track record demonstrates Paul's flexibility, informed design, common sense and attention to detail. Paul's most recent design is the versatile Mars visitor chair for Boss Design.

Sponsored by EFG.

(Award accepted by Brian Murray, MD Boss Design)

Designer of the Year



Winner: Burmatex

An established supplier of quality carpet to the education sector, Burmatex has recently pushed into the commercial specifier market with considerable success. The launch of five new products, appointment of key creative and sales personnel and a well conceived integrated marketing and branding strategy has already resulted in establishing a significant presence in a highly competitive market sector.

Sponsored by Haworth.

New Market Breakthrough



Winner: Christian Knoth of Kvadrat

Sponsored by DPG/Form Fittings.

Salesperson of the Year



Winner: bennett interior design for Microsoft MSN HQ

An energising working environment that enhances productivity and encourages collaboration, cooperation and innovation. The project reinforces Microsoft's brand status. BID delivered innovative design concepts, integrated successful wayfinding and incorporated global corporate identity standards with a fresh cutting edge brand.

Sponsored by Triumph.

Commercial Interiors Project



Winner: Robert Mustoe

The driving force behind Senator's recent growth is Senator's Managing Director Robert Mustoe. Besides striving for further growth at the £100 million company, Robert is keen to operate best practices and provide a progressive workplace for the family owned company's 1,000 plus employees.

Sponsored by Amtico.

Personality of the Year



Winner: Wiesner Hager for Client

Client is a multifunctional table range with a vast choice of formats. Multilevel surfaces and innovative slot-in elements provide 3D solutions for planning while people sit, stand or lounge. Common connectors across the heights maximise effectiveness and efficiency.

Sponsored by Backbone Furniture.

Product of the Year



Winner: bennett interior design

Sponsored by Arlington.

Design Practice of the Year



Winner: Camira

Double Digit growth with sales of over £50 million this year, and exports now exceeding 55% of the business, Camira are now developing new markets in the Middle East and India. Unabated new product development and an environmentally friendly brand that continues to impress.

Sponsored by Momentum.

Company of the Year



Winner: Brian Murray

This year is the 25th anniversary of the founding of impressive British furniture company Boss Design. Our Lifetime Achievement Award went to a man who has driven that company forward through huge personal investment, a passion for quality and design, an empathy with his many customers large and small and a man who is a model employer in British manufacturing. His success is down to determination, hard work and relentless energy...and an inimitable sense of humour.

Sponsored by Steelcase.

Lifetime Achievement