





►►►valuable opportunity for companies to get out there and make a positive statement. And many did just that. While much of the talk surrounding the show focused on the apparent unsuitability of the venue and which companies were not at this year's show, once doors were open a very different tack was taken by most. You will already have read our Editor's opinion in his leader, therefore we won't dwell on those same points here, but instead (and largely because he told us to!) we'll do a little bit of fist banging of our own. Positive fist banging at that. Many of the exhibitors and visitors to Prima will already be familiar with the BDC. As a magazine, we have spent more►►►►



time than most at the venue, visiting clients, attending functions, touring shows – we’ve even covered a case study story in the venue. In all those visits, we have never seen the BDC looking so good.

Our immediate impression was one of genuine surprise – not because the space looked good, but because it looked SO good.

This was a clean, attractive, bright space that was easy to navigate, was brilliantly signposted and allowed exhibitors to add more personality than we ever saw at Billingsgate.

Alright, so when the space was busy (and it was extremely busy) on the Wednesday







▶▶▶▶ Well guys, guess what? We've heard this exact story at every venue from the start of Spectrum. This was a well-attended (both in terms of numbers – which were unavailable to us at the time of going to press – and level of visitor) slick event which David Field and his hard-working and conscientious team should be extremely proud of.

Another positive to be taken from the new venue is the communal atmosphere that surrounded the alfresco front of the centre, with people enjoying the early June sunshine, and a spot of networking.

Come the Wednesday evening soiree, it was evident that much of the negativity ▶▶▶▶▶



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»»»surrounding the current business climate and the venue for the show had all but disappeared.

So, the venue ticks the boxes, but what of the exhibitors themselves. Well, much has been – not least by Mick in his leader – of the fact that so many of the big furniture players were not showing.

Well, Design Prima is, and never has been, a furniture show. It's branded as a design show. The clue's in the title. Okay, we're sure everyone involved in the show would be delighted to welcome (back) those top-end furniture manufacturers, but for people to focus so heavily on the furniture companies that aren't exhibiting is nothing short of disrespectful – not least to»»»»»



▶▶▶▶▶ the leading manufacturers of carpets, wallcoverings, fabrics, storage and accessories, who were fantastically represented at Prima 08.

Let's take carpets as a perfect example; InterfaceFLOR, Milliken, Burmatex, Desso, Modulyss, Westbond and Tessera (to name but a few) were all present and correct. Hardly a lack of top-end there then!

Of course, the majority of those that did exhibit were furniture companies, but the show did have a vibrant variety about it.

Those visitors desperately searching for fresh furniture ideas, despite the perceived lack of 'decent' furniture companies exhibiting, will surely have been buoyed by what they found at the show. There were a ▶▶▶▶▶



»»» quality of display that we would not have thought possible from these shores 10 or so years ago.

And the British involvement didn't stop there, with Verco, Gresham, Eurotek, Tangent, Pledge, Komfort, Space Age and Naughtone.

And speaking of home-grown talent, we shouldn't ignore systems specialist Elite, Hands and Morris, all of whom impressed with smart, well devised designs.

As we mentioned a touch earlier, storage and accessories were extremely well represented at this year's show, with both CBS and DPG showing some great innovations (we loved the dramatic new arm paint finishes on the DPG stand) while anyone looking for filing or storage options»»»



will not have left Islington disappointed. Rackline, Railex, Silverline, Maine and Volume all presented forward-thinking displays of stuff to store stuff in. To use the technical vernacular.

Specifiers looking for various forms of coverings will have been more than satisfied with the number (and quality) of exhibitors at Prima, with the likes of Bute, Bridge of Weir, Camira, Tektura, Desigtex and Muraspec all present.

One thing we really should say at the juncture is that every single exhibitor we visited had made a genuine effort to present their wares in a design-led, clean and interesting way.



▶▶▶▶▶ We do also like Spina, from Orangebox - but we're sure you're all well aware of that by now!

Back to the Wednesday evening party, we left the BDC full of spirit (in every sense of the word) and decided to stop at a bar along Upper Street. We weren't surprised to find that it had already been overtaken by the industry, with locals fleeing to other hostleries.

Might have had something to do with how completely networked a lot of them were! Always the sign of a successful show. Bring on 09 ●