





tiles of the unexpected

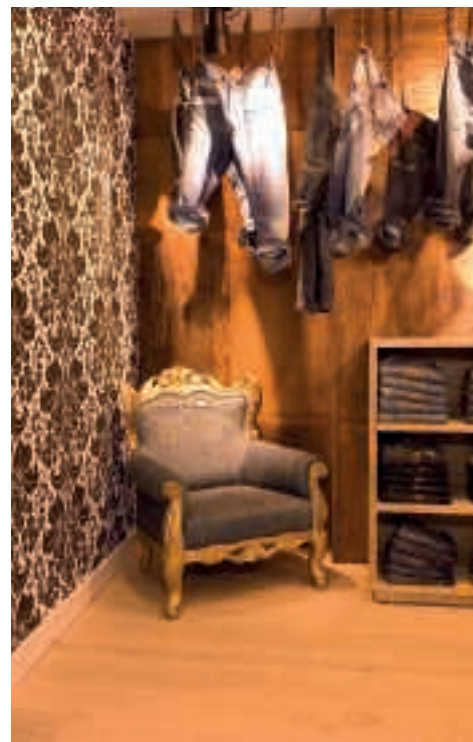
We do love an industry show – as you might well have guessed by now. It’s an opportunity to source new products and meet up with old mates. The most successful shows always know how to blend the business and the pleasure.

Speaking of successful shows, following the plaudits it received for its launch show, The Tile & Stone Show 2008 returns to ExCeL, London from Sunday 29 June to Tuesday 1 July 2008. Over 150 exhibitors will be attending, attracting leading architects, specifiers, interior designers, planners and contractors for all areas of the construction industry.

Bringing together all sectors of the domestic and contract tile and stone market, exhibitors will span manufacturers of mass-market tiles, grout and adhesives, to niche designers of handmade products. The show will also feature an exciting line-up of practical competitions, artistic features, a comprehensive Seminar Programme and hands-on Demonstration Zone.

New for 2008, the show will feature an exclusive Artisan Pavilion, which will showcase leading UK designers, including >>>>>>





►►Bronwyn Williams-Ellis, Froyle Tiles, Red Cow Gallery, Reptile, Sinter Studios, Smoke & Fire and Soda. With many designers choosing the handcrafted tile and mosaics route, the Artisan Pavilion will offer a unique opportunity for niche exhibitors to showcase bespoke designs.

Meanwhile, the show's popular TTA Live Tiling Competition will return for 2008 with a new free design element. Six industry finalists will have the opportunity to create their own designs in purpose-built booths in the show's central arena, before being judged for creative and technical expertise on the final day.

Other highlights include the BCT Tile Design Competition, which supports and celebrates industry newcomers. Young designers from throughout the UK, studying product, 3D, art and fashion design, will have the opportunity to take part in the competition. Finalists' tile ranges will be manufactured and displayed at the show, where a host of prizes will be awarded to the winners.

Meanwhile, the exhibition has attracted a line-up of high profile speakers who will explore a variety of hot topics within the show's Seminar Theatre. They will include: acclaimed designer, Wayne Hemingway, David Richardson BRE, Lesley Reid from The Tile Association, Buckland Books founder Chris Blanchett, marketing expert Leo Aspden, Creative and Brand Development Director Jill Webb and Project Leader for the BCT Tile Range►►►►►►►►







►►► Project Joanne Hargreaves – both from Conran & Partners.

Adding a practical ingredient to the event, this year's Demonstration Zone will give exhibitors a unique opportunity to showcase tools and equipment. Exhibitors hosting demonstrations include Benfer, Bosch, Diamond Jack, Kerakoll UK and Plasplugs.

Visitors to The Tile & Stone Show will also have the opportunity to visit the new Floorstyle 08.

By running both Floorstyle 08 and The Tile & Stone Show in tandem, visitors will have the rare opportunity to experience the whole 'smooth surfaces' market under one roof.

With so many retailers expanding their ranges to incorporate other materials – in many cases, stone and ceramic suppliers moving into the timber trade – the show provides a rare opportunity to showcase different products in a complementary environment.

In addition to an impressive line-up of leading manufactures and specialists, a comprehensive seminar and events programme will also run throughout the event. Sponsored by Amtico, Floorstyle 08's Seminar Theatre will present a variety of inspirational seminars, exploring hot industry topics; Beck Woodrow from the Forest Stewardship Council will discuss 'Beautiful floors, beautiful forests', and how to ensure that timber is sourced from properly managed forests. Amtico will examine trends within the flooring industry, whilst Kährs will discuss 'The development of the engineered wood floor and the eco-benefits of Kährs construction.' Bonakemi's presentation will focus on the specification of finishes and maintenance regimes for wooden floors, and marketing expert Leo Aspden will explore the power of marketing within this industry.

Adding a practical element to the show, Floorstyle 08's Demonstration Zone will ►►►►►



►►► host a series of product demonstrations, enabling exhibitors to give practical, hands-on advice to potential customers. These will include a series of demonstrations by Bonakemi, Grant Westfield, Karndean, Janser, Leica Geosystems, Sika and Werkmaster.

Meanwhile, 'Test the Experts', sponsored by Contract Flooring Journal, will demonstrate how experts tackle various tricky situations and will provide question and answer sessions for visitors.

Show opening times, for both The Tile & Stone Show and Floorstyle 08, are 10.00am–6.00pm on Sunday 29 and Monday 30 June, and 10.00am–4.00pm on Tuesday 1 July.

For free visitor registration, visit either www.thetileandstoneshow.co.uk or www.floorstyle08.co.uk – registration on either site will allow free entry to both shows ●