



Surfacing

Surface Design Show is unique in the UK, focusing exclusively on surfaces for building design. In short, it does what it says on the tin. The eighth edition of the show once again brought the building design industry to Islington's BDC to network, source, specify new product and engage in educational content.



We understand that Surface Design Show 2011 attracted 3,697 architects, interior designers, specifiers and industry professionals and, whilst all categories of visitors increased year-on-year, the increase in architects and interior designers, Surface Design Show's key audience categories, grew particularly fast this year.

New for 2011 was the Material Thinkers theme. Working with Annabelle Filer of SCIN to develop the Fringe Thinking programme of events, features, debates and seminars, the theme proved to be extremely popular amongst visitors, as did the Architects & Designers in Practice Installation, another in the material thinkers theme. This global feature focused on material innovation and creative ideas in development and highlighted several individual designers, architects and manufacturers and their work.

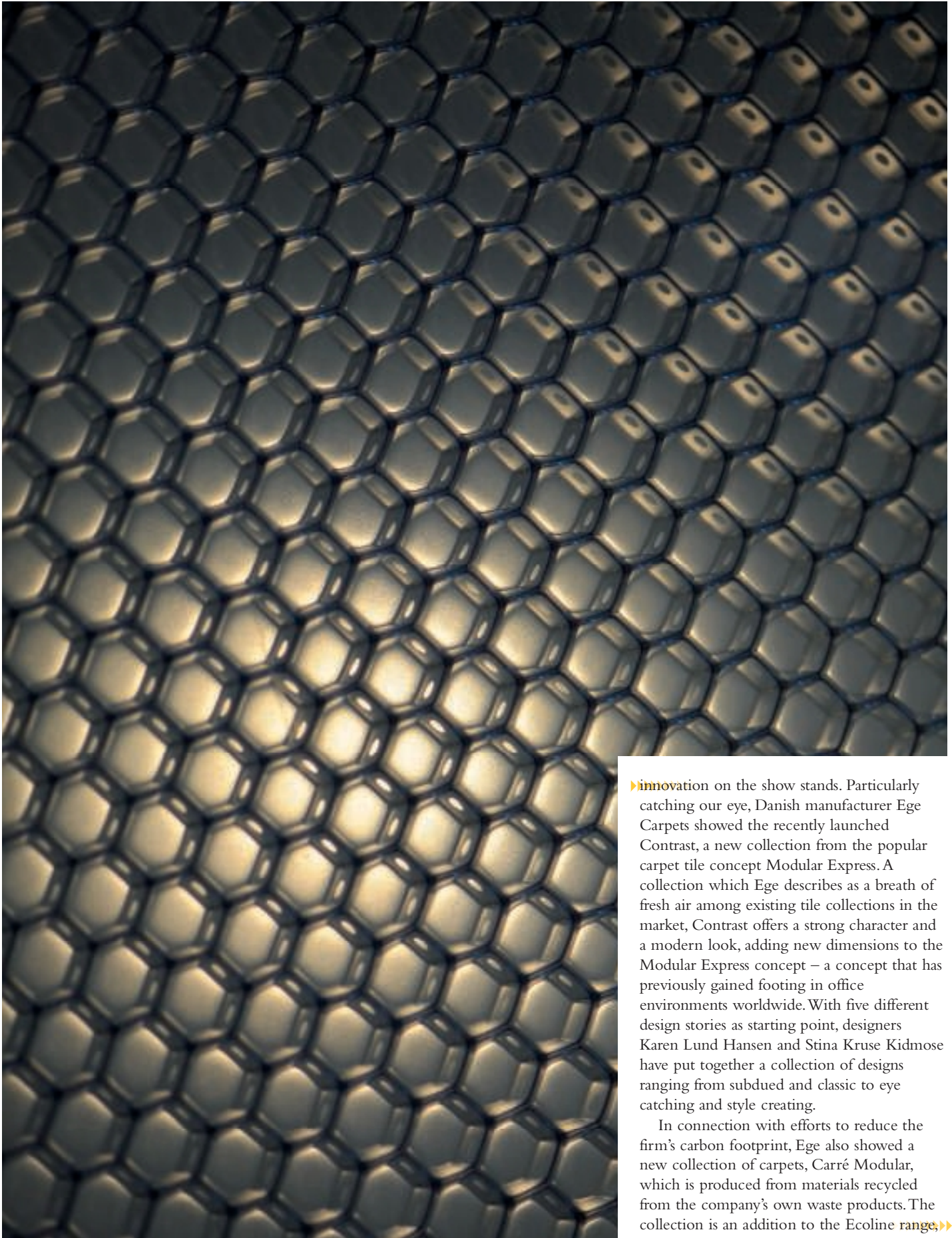
Also new to the show were The Trend Wall and the Mix Trends colour forecast book.▶▶▶▶▶



► Presenting four unique colour trends for Spring/Summer 2012; Epiphany, Scratch, Vanity, Monitor. The installation took visitors on a journey through the key characteristics of trends for this season. Created using product samples from the surface industry and inspirational images, The Trend Wall provided a unique opportunity to help visitors understand each story and how these trends translate into the market, whilst inspiration seminar sessions on these trends also ran throughout the show.

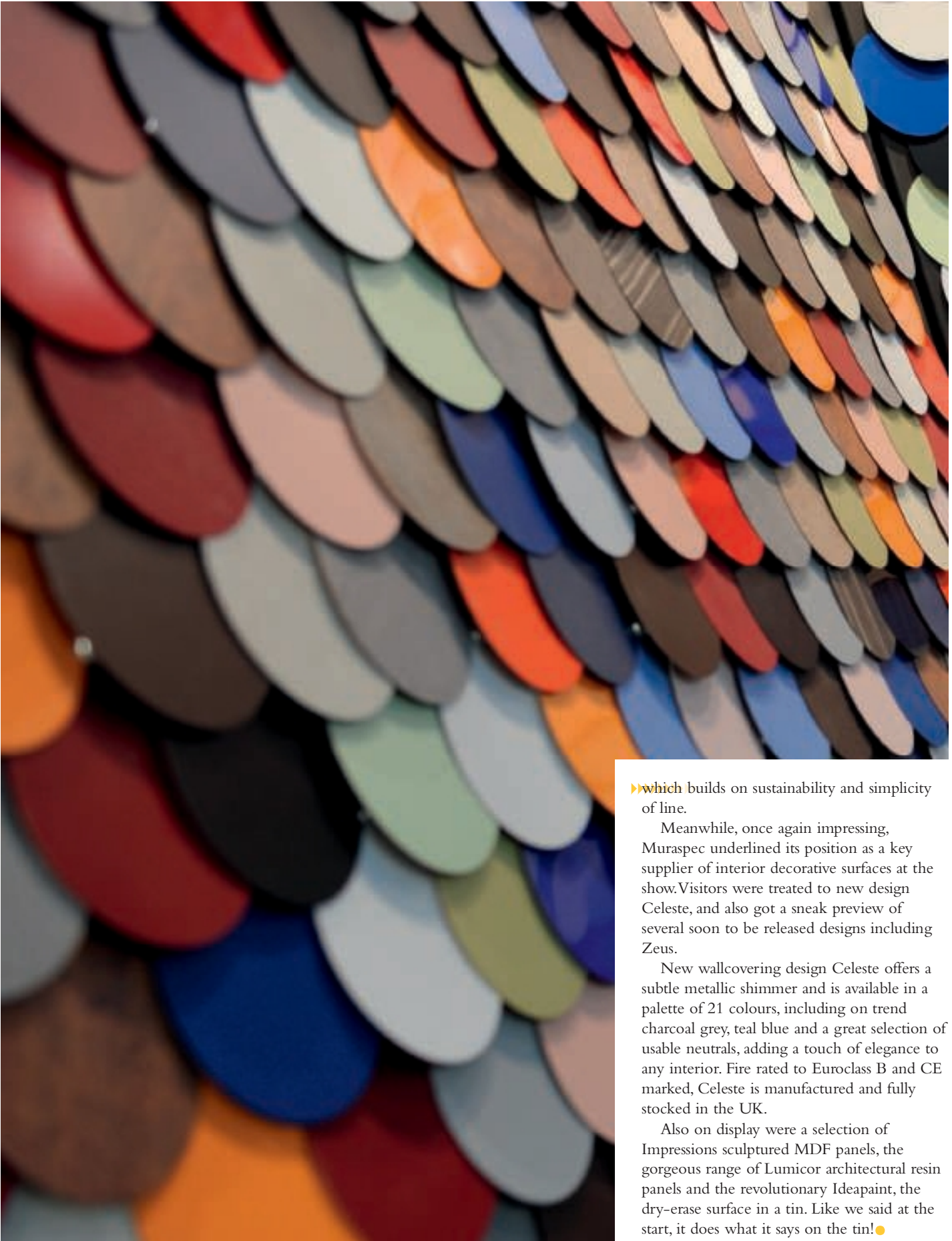
Returning for 2011, the show's Inspiration Centre showcased innovative and inspiring products from smaller, lesser known companies such as Chai Young Lee 'Optical Surface', Friends of Wilson, Jetstone UK, Mackenzie Keck, Nero Designs, Sally Angharad Designs, Solomon & Wu, Texfield Services and The Solid Wood Flooring Company.

Talking of design and product, there was, of course, the usual array of SDS exhibitor ►►►►►►►►



► **innovation** on the show stands. Particularly catching our eye, Danish manufacturer Ege Carpets showed the recently launched Contrast, a new collection from the popular carpet tile concept Modular Express. A collection which Ege describes as a breath of fresh air among existing tile collections in the market, Contrast offers a strong character and a modern look, adding new dimensions to the Modular Express concept – a concept that has previously gained footing in office environments worldwide. With five different design stories as starting point, designers Karen Lund Hansen and Stina Kruse Kidmose have put together a collection of designs ranging from subdued and classic to eye catching and style creating.

In connection with efforts to reduce the firm's carbon footprint, Ege also showed a new collection of carpets, Carré Modular, which is produced from materials recycled from the company's own waste products. The collection is an addition to the Ecoline range, ►►



▶ which builds on sustainability and simplicity of line.

Meanwhile, once again impressing, Muraspec underlined its position as a key supplier of interior decorative surfaces at the show. Visitors were treated to new design Celeste, and also got a sneak preview of several soon to be released designs including Zeus.

New wallcovering design Celeste offers a subtle metallic shimmer and is available in a palette of 21 colours, including on trend charcoal grey, teal blue and a great selection of usable neutrals, adding a touch of elegance to any interior. Fire rated to Euroclass B and CE marked, Celeste is manufactured and fully stocked in the UK.

Also on display were a selection of Impressions sculptured MDF panels, the gorgeous range of Lumicor architectural resin panels and the revolutionary Ideapaint, the dry-erase surface in a tin. Like we said at the start, it does what it says on the tin! ●