



# business as usual?

Location, location, location. We've never been quite sure why some obsess so much about the venue thing when it comes to exhibitions. If you're showing something worth the customer's time, it doesn't seem that important whether the building has an heroic roof, used to be a fishmarket or is an art college. This year Design Prima is at the Business Design Centre – and we're fine with that.

Having kicked off this Design Prima Preview by focusing on its new venue, we're going to drop the subject just as quickly. We're going to visit Prima to see what's new, to meet with colleagues and friends in the industry and generally keep in touch with what's going on. We're not particularly worried about whether or not the former agricultural hall was absolutely sympathetically converted 20-odd years ago. We don't fret that▶▶▶▶

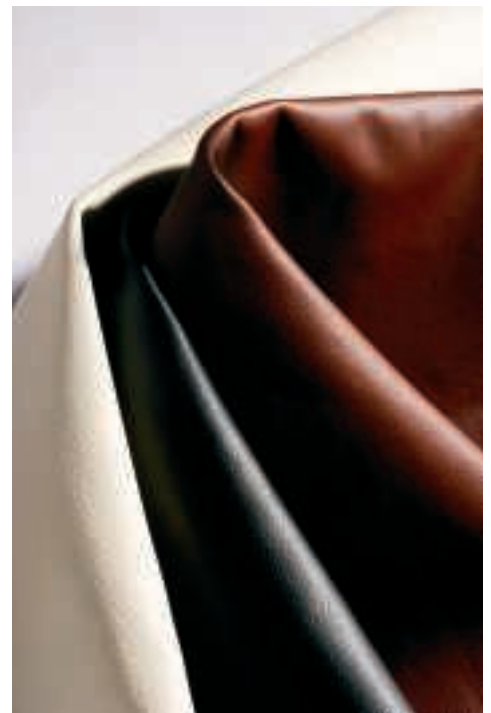


InterfaceFLOR





Bonar Floors



Camira



Morris

▶▶▶going on in this market? That's what's invaluable about Design Prima.

Since we mentioned new chair designs just now, let's start with what Prima's got in store in the world of seating. The Paul Brooks designed Mars chair for Boss Design is an impressive piece on every level. Functional, nicely detailed, well positioned, well researched and generously resourced, Mars will do well. Allermuir's Kojak is another pleasing collection – including a side chair, armchair and high stool. We've been tipped the wink that there's plenty of new intriguing development coming out of Allermuir (and parent company Senator) over the next few months. Connection is launching IS – a highly tooled new task chair designed by Roger Webb. As green as ▶▶▶▶▶





*Colebrook Bosson Saunders*



*Eurotek*

▶▶▶▶▶ Green, sustainable, environmental – you would expect Prima to have plenty to show on the eco front, and 2008 doesn't disappoint. Pride of place goes to Camira, a seriously impressive company which continues to grow its second nature range. We're promised a raft of new environmental fabrics, an eco-engineered recycled leather and a sneak preview of fabrics made entirely from nettles. InterfaceFLOR's Mission Zero strategy gathers pace; the latest roll-out being Just, the first product in the FairWorks range. Just has a strong social responsibility angle as well as strong eco credentials and is well worth detailed investigation. Away from surfaces, we like the sound of Ergo System's Lilypad – a slimline workstation system with a 100% ▶▶▶▶▶



*Dd*



*Pami*

▶▶▶ **Green Star rating qualification.** Staying with workstations, Eurotek's next generation of Smart Top computer desks incorporate a more carbon friendly workstation top. A first at Prima is Bridge of Weir's 'Luscious' new organically tanned Skye leather range. We're pretty sure we've never used the word luscious in any Spectrum or Prima Preview before, so that's another first!

We've mentioned some workstation offerings already, so here are a few more to whet your appetite. If you were one of the 1.2 million in Milan, you might well have caught a glimpse of Frezza's new offering through the crowd. It won an award, not an easy thing to achieve at the Salone, so make sure you investigate at Prima. Bulo is one of Belgium's leading design driven furniture▶▶▶▶▶



Maine



Butte

▶▶▶▶manufacturers; check out the company's showcase of fine veneers. Another international player on the Prima stage is Kokuyo, a Japanese company that is one of the world's biggest. It's innovative new hybrid Cell System will make fascinating viewing. Tag is showing an updated Touch, to our mind one of the best simple, design engineered systems of recent times. Since we're talking about good design engineering, it's good to see Tangent debuting at Prima with it's intelligent, cost effective solutions.

Simplicity is a popular theme at this year's Prima. It seems to us that you can't get much simpler than a desk that can be assembled, without tools, in less than 30 seconds. Komfort's Less desk promises just ▶▶▶▶▶





Desso



Railex

►►►our book. A worthwhile philosophy is to design and manufacture products with complete flexibility to meet specific customer needs. In their own individual ways Prima exhibitors such as Schneiderschram and Pledge office chairs epitomise this approach. The design led Naughtone offers in-built design flexibility in the manufacturing process to enable standard products to be personalised. An ability to modify during manufacture is one of Maine's selling points when offering its storage and filing systems, while the specialist screen manufacturer Era Screens offers users a wide range of choice in a flexible product programme.

Storage is an area that's grown in importance in terms of both space ►►►►►►►►



Burmatex



Ergosystem

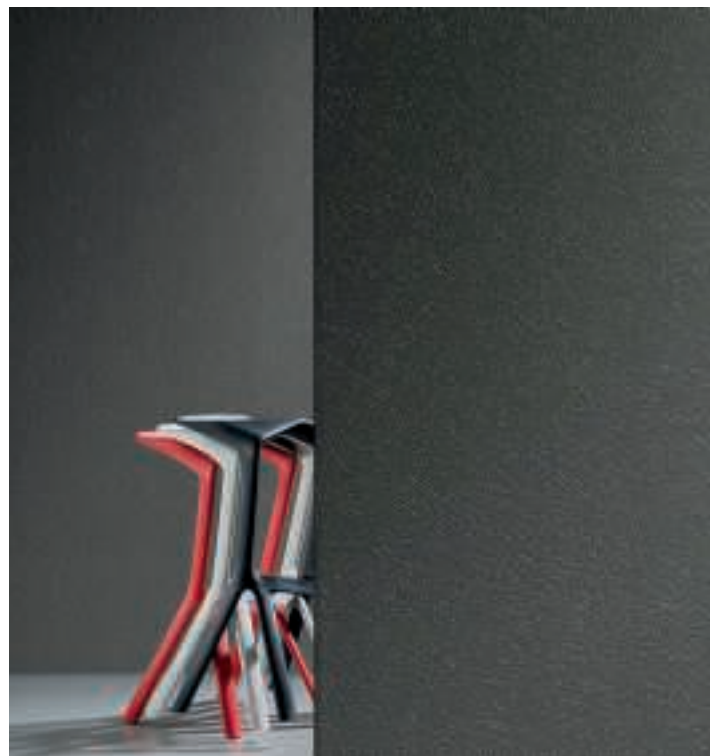
►►►rationalisation and design potential. At this year's show, a number of key players have strong stories to tell. Silverline continues its impressive evolution with S:Line tambour and the new hot design storage range h:d. Frem has built a solid reputation in custom made furniture and storage solutions backed up by high levels of service. The sinuous forms of Dieffebi's cBook and cBox collections offer a strong aesthetic take on storage, while Komfort's new office Secret features concealed personal storage. Sister company Lifestyle will show LsWorkwall with its ITegrated partitioning, furniture and storage system and Maine's high end materials claim 98% recyclable material. Celebrating its centenary in 2008, Railex's stand will focus on its Rollastore, ►►►►►►►►



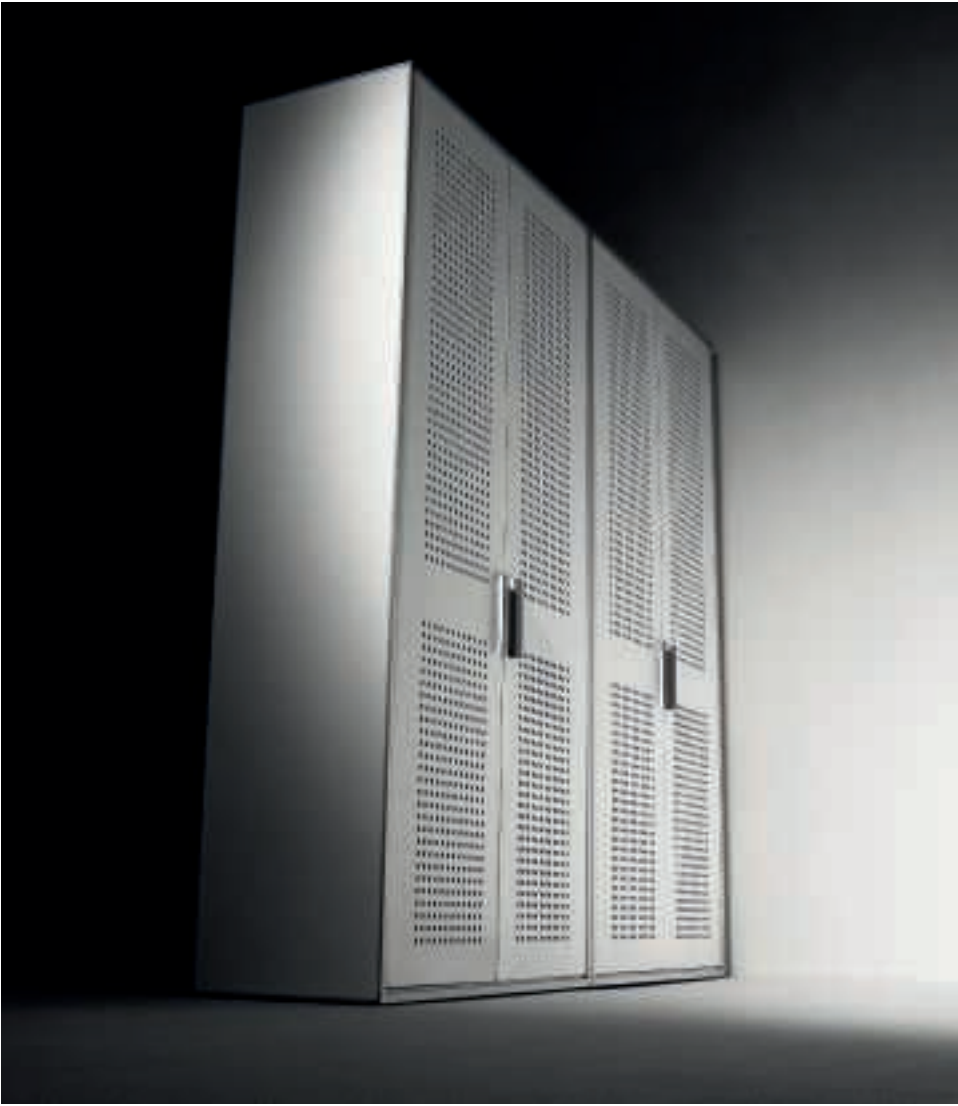
Interstuhl



Sagal



Vescom

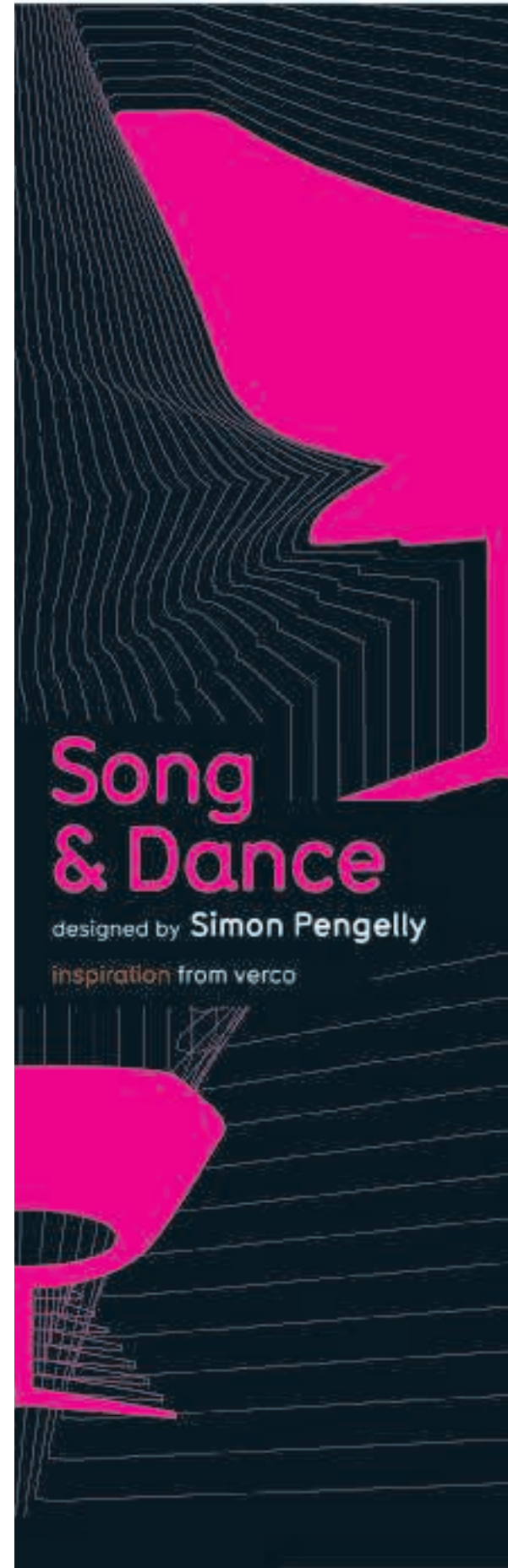


Bior

»»» Doublestore and Designline ranges, and Templestock promises that Fetch and Kennel will offer versatile and dynamic means of getting the most from available space. Two Prima launches in the storage sector: Volume's flexible, mobile TAG and Lowe and Fletcher's latest 'Plug'n'Play' electronic locker kit.

There's a clue in the name – the ethos of Design Prima is design itself. Let's conclude this rapid fire round up with an eclectic mix of manufacturers who have invested in design to differentiate their offering. Bristol based Artworks Solutions has established a firm market foothold with its inspired signage, kiln fired glass and corporate art. The impressive Burmatex is making a clear breakthrough in the office market with its »»»»»

VERCO



# Song & Dance

designed by Simon Pengelly

inspiration from verco



Frem



Volume



Silverline

▶▶▶ striking designs, such as Zip and Code. Another well established carpet manufacturer, Bonar Floors, will grace Prima with stunning designs by Sottsass Associates. You can't visit Design Prima without stopping by the Bute space and viewing the Tom Dixon designed luxurious offering that is Storr, not to mention the fresh Kingarth and Kintyre ranges. Having name dropped some stellar designer names, let's go the whole hog and mention Josef Llusca who has worked with Spanish companies Dd and Ofita. Simon Pengelly, one of the UK's pre-eminent designers, has made a major contribution to the success of Rackline's award winning filestation – and indeed to Verco's Prima offering. Roger Webb's another talented British designer, ▶▶▶▶▶▶



Dyson

**VERCO**

**DNA**  
system

designed by  
**Roger Webb Associates**

inspiration from verco

mix | 141

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**PRIMA**  
Stand A10 & A11



Kokuyo



Flipit



Hensley



*Allermuir*

▶▶▶with work to the fore on both the Verco and Connection stands. And a Preview which is underlining the Design in Prima just has to mention the likes of Tektura's elegant wallcoverings, Sagal's impressive portfolio (such as Lista Office) and Texite's top end accessories.

In fact the choice at Prima hasn't been so broad based for a while: the crisp Scandinavian lines of Object, the stunning looks of Modulys carpet tiles, Edge Design's functional design appeal, the high quality design engineering of Interstuhl and Muraspec's impressive palette of choice all add up to an interiors exhibition that's a must see for any UK professional.

And if there's a cooler product than the Dyson Airblade around...●

# VERCO

## Vibe

designed by  
Roger Webb Associates

inspiration from verco