

heaven cent



Wiesner Hager



Armourcoat

For its fourteenth edition, 100% Design London came alive with design creativity – despite the current economic woes – as no less than 700 exhibitors propelled themselves into four days at Earls Court with some gusto.

In total, 25,120 trade visitors did business with international designers, manufacturers architects and specifiers at this year's exhibition. 100% Design London, then, continues to be at the epicentre of design activity throughout the London Design Festival. A combination of trend setting showcases and thorough exhibitor screening by a panel of leading design experts means that 100% Design's reputation for innovation and creativity is still at the heart of the show.

Tom Dixon once again proved he is one of the world's leading creative experts – his show design this year was the culmination of two years' work and was a fine example of how luxurious and easy to navigate a big design fair can be.





Allermuir



3Form



Camira



Boss Design

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David Mellor said of the show: ‘100% Design is the design show. We know as we have exhibited at every 100% Design since it launched.’

‘The show has the best audience for the A&D community in the UK,’ enthused Boss Design MD and Mixology lifetime achievement winner Brian Murray. ‘Showing at 100% is mainly to create interest for new products with the A&D.’

‘We found it a great show as both an exhibitor and a visitor in terms of the audience. It’s a really good show to showcase new products to the A&D, but not so good for end users. On the negative side, we felt that the stands were too close together as the aisles were very narrow.’

Leading British designer (and another Mixology winner!) David Fox also thought highly of this year’s show. ‘I was impressed with this year 100% Design exhibition. There was a multitude of Britpack companies showing new innovations.’

So what really stood out for David? ‘Boss Design’s new modular Layla and Mars chair promoted clarity of form, attention to detail, material and finish – and of course that sexy and highly successful Kruze chair – by I wonder who!!’

‘Simon Pengelly was back in the Allermuir hot seat with a great new product called Bison – I think that is the name. Modus also showed nice pieces in the shape of OE, Wrap, and Orbital from Prestwich, Pengelly, and Phillet.’

‘Elsewhere, Stefan bench and the ever progressive Naughtone showed a new sofa innovation called trim. Nomique collaborated once more with Gabbertas to produce a new tub chair range, and Supporto utilised their in-house team to show some interesting seating developments.’

‘All in all a great and refreshing show, the only disappointment being not a ‘design’ observation...but the beer was warm at the central bar – now that’s just not cricket!! With this year’s Orgatec looming and more British companies exhibiting than in previous years though, the future looks bright!’

It’s been a while since we’ve heard anyone say that! ●