

Out of Contract?

Now don't get us wrong; 100% Design is a great event and we genuinely enjoy a trawl around Earls Court - and a touch of networking to follow. This year, however, we did find a show that was a treasure trove for retailers and domestic design. As a contract magazine, that does leave you a little shy of design revelations - unless, like us, you forgo a little of the networking and focus on the review in hand. So here is a selection of the best of 100% Design's contract offering.



Allermuir introduced three new impressive soft seating collections into the UK at 100% Design: 50 Series, Octo and Freeflow. Also on show was our favourite Lip collection (pictured). Whilst many companies may be cutting back right now, Allermuir, as part of the Senator Group, is clearly facing up to the challenges of the market and investing in R&D, bringing even more innovative and sustainable products to market.



The heart of the **Bene** 100% offering was, not surprisingly, PearsonLloyd's PARCS - a collection of elements which creates zones in an office that enhance productivity and the well-being by facilitating various ways of working, such as meeting, presenting, learning, brainstorming, focussing, reading or touchdown. PARCS is a product line with architectural quality that consists of several elements that collectively enable and create a multifunctional working environment.



The show was a tremendous success for **Boss Design**, with over 200 visitors to its prominent stand. The show provided an excellent platform for the company to reveal some of its latest product ranges, including the exquisite Doona sofa collection and the sophisticated Tokyo visitor chair. Also on show was the brilliant David Fox designed Kruze and Kruze Lounge.



Burmatex unveiled new sophisticated company branding and innovative photography as well as previewing new colours and concepts at this year's show. The simple, spacious stand design drew emphasis to the stunning new photography, creating an uninhibited platform for creative discussion. The design team at Burmatex also presented new product ideas in the concept area of the stand as well as showing new colourways scheduled to be launched later this year.



Many of the items awarded the **Design Guild Marks** 2010, which are organised by The Furniture Makers Company, were featured at 100% Design. The large feature stand, located in the main aisle of the exhibition, was curated by 100% Design and the show designer JAM Design & Communications, and displayed many of the products awarded a Design Guild Mark.

This year's winners included Chris Fowler for Bite Storage Unit designed for Bisley, Mark Gabbertas for Axis Outdoor Furniture designed for Gloster Furniture, Bruce High for Casper designed for Allermuir, Matthew Hilton for Compass Trestles designed for SCP, PearsonLloyd for PARCS designed for Bene and Simon Pengelly for Host and Bison designed for Allermuir.

