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# EXPERT OPINIONS – INDUSTRY TIPS FOR 2012

INTERIORS UK caught up with key industry experts to get their top tips for making 2012 a successful year for your business...



**Paul Farley,**  
Editor, Furniture News

**// Drive is the critical factor** – the drive to develop better products, communicate and supply them, and engage customers more closely. Look for inspiration everywhere, be willing to learn and implement new skills, and stay positive. **//**



**George Cooper,**  
Editor, Cabinet Maker.

**// Remain proactive and think up innovative ways to drive footfall** and interact with your customers, whether it be through social networking or eye-catching visual merchandising. The successful independents continue to advertise in their local newspapers and send out flyers to new and existing customers. Take advantage of anything free on offer that has the potential to help your business such as The Sleep Council's recently launched 'Seven Year Hitch' campaign. Set aside a certain amount of time at the show, check to see what seminars are on the days you attend and set extra time aside to take advantage of this rare opportunity. **//**



**Colin Watson,**  
Managing Director, British Contract Furnishing Association (BCFA) and Interior Design Association (IDA)

**// Market knowledge is vital.** With competition being so intense it is important that businesses manage and service the markets they know best where their skills and products are best suited. A consistent marketing presence to prospect for new clients plus a careful control on credit and cash management will mirror the industry's most successful companies. **//**



ELSTEAD LIGHTING - HALL 3 STAND C4



**Diana Celella,**  
Midlands Regional Director of Society of British Interior Designers (SBID) and Managing Director of The Drawing Room Interiors

**// Using an Interior Designer can be a money-saving option.** A good Interior Designer will cut out possible expensive mistakes. The competitive market has meant that commercial developers need to produce appealing Interiors for their buyers which stand out from their competitor, provide opportunities for interior designers to really prove their worth and are value for money. For 2012 grey is still going to be a popular background colour partnered with bright yellows and bold blues. **//**



**Jane Price-Stephens,**  
Interior Designer and blogger for INTERIORS UK

**//** The key point here is being able to **embrace both flexibility and diversity** across the portfolio and to have the skills and experience to be able to complete different types of project. **//**



**Diana Yakeley,**  
President of the British Institute of Interior Design (BIID)

**// An area of future growth for us all will be sustainability** and bringing existing buildings up to carbon reduction standards required by the Climate Change. Keep up-to-date with the latest knowledge so you can advise clients on how to achieve a smaller carbon footprint. Don't miss the two talks taking place on Sunday 22nd January at INTERIORS UK from BIID members Dan Hopwood (Head of the BIID CPD Committee) and John Evans of John Evans Design. **//**



**Peter Hunt,**  
CEO of The Lighting Association

**//** The lighting industry is going through a number of changes as supply chains come under pressure and the new technology that is LED begins to enter the consumer market. Some consumer light fitting companies have already entered the market with dedicated LED fixtures and we see this trend continuing as **LEDs offer new design opportunities.** **//**



SERIP - HALL 3 STAND LP2



RICHARD STAMP AGENCIES -  
HALL 1 STAND F2

**//** Keep up-to-date with the latest knowledge so you can advise clients on how to achieve a smaller carbon footprint. **//**

**Diana Yakeley,**  
President of the British Institute of Interior Design (BIID)