SURFACE DESIGN SHOW

BUSINESS DESIGN CENTRE
LONDON – 8-10 FEB 2022

surfacedesignshow.com

Bringing Everyone Back Together

Featuring

LIGHT SCHOOL · STONE GALLERY · SURFACE DESIGN AWARDS · NEW TALENT SURFACE DESIGN SHOW

POST SHOW REPORT 2022

BRINGING EVERYONE BACK TOGETHER

SURFACE DESIGN SHOW

BUSINESS DESIGN CENTRE LONDON – 8-10 FEB 2022

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2022 WAS THE YEAR WE FOCUSED ON BRINGING EVERYONE BACK TOGETHER!

After missing out in 2021, exhibitors and visitors could hardly contain their excitement as they returned to London's iconic Business Design Centre to to be part, once again, of **Surface Design Show**.

And what a start we had as a record number of architects, interior designers and specifiers hurried back to our Opening Night and turned our Main Stage into a 'standing room only' debating house to discuss and argue the hot topics of the day – climate change, future proofing and why sustainability matters.

Days 2 and 3 settled into a steadier rhythm as visitors from across the UK, and from abroad, visited SDS to discover the latest surface material trends and innovations whilst networking and enjoying the full programme of presentations.

4,801 *Visitors*

160 *Exhibiting companies*

33 *New Talents were supported by SDS*

84% *of visitors came from the A+D sector*

18 *Presentations*

48 *Speakers*

"We will be open for business and look forward to welcoming Surface Design Show back into the BDC. Together with the organisers we will be creating a safe and welcoming environment for exhibitors and visitors to come together again to meet and do business."

Dominic Jones, BDC

VISITORS IN NUMBERS

4,801
Visitors

84%
From the A + D sector

29%
Came to source the latest materials

21%
Came to discover the latest design trends

73%
Have purchasing authority With 16% having over £1million spend per annum

3%
Of visitors came from abroad from 34 different countries

TOP 5 COUNTRIES

Italy

Ireland

Portugal

Spain

USA

PRODUCTS OF PRIMARY INTEREST

- Decorative Surfaces
- Flooring
- Lighting
- Natural Stone
- Solid Surfaces
- Sustainable Surfaces
- Textiles/ Fabrics
- Tiles & Tiling
- Wall Coverings

OUR VISITORS CAME FROM

ARCHITECTURE

- ADP
- Aecom
- AL_A
- Allford Hall Monaghan Morris
- Ansell + Bailey
- Assael
- Atelier YOKYOK
- Barr Gazetas
- BDP
- Benedetti Architects
- Benoy
- Brisac Gonzalez
- Buckley Gray Yeoman
- Chetwoods Architects
- Coffey Architects
- Corstorphine & Wright
- Cousins and Cousins Architects
- Cullinan Studio
- David Chipperfield Architects
- DESANI
- EPR architects
- F3 Architects
- Fletcher Priest Architects
- Foster + Partners
- Freehaus
- Fusion Design & Architecture
- Gensler
- Grid Architects
- Hawkins Brown
- HOK International
- Holland Harvey Architects
- Hopkins Architects
- JDP Architects
- Jestico + Whiles
- M Moser Associates
- Mark Pinney Associates
- Mole Architects
- MSMR Architects
- MW Architects
- Office S&M
- Piercy & Company
- Platform 5 Architects
- Pollard Thomas Edwards
- Proctor & Shaw
- Purcell
- Ritchie Studio
- Rock Townsend
- Scott Brownrigg
- SEEN Displays
- Sheppard Robson
- Sid Lee Architecture
- Squire & Partners
- Studio Egret West
- tp bennett
- Trehearne Architects
- Untitled Practice
- Whittam Cox Architects
- WilkinsonEyre
- WS Atkins

INTERIOR DESIGN/DESIGN

- 1508 London
- Absolute Project Management
- Another Country
- Atkins
- August Green
- Basha Franklin
- BDP
- Bethan Gray
- Bisley
- Boss Design
- Conran and Partners
- Dalziel & Pow
- Denton Associates
- Designers Guild
- Dexter Moren Associates
- F3 Architects
- Finchatton
- Fletcher Priest
- Fusion Design and Architecture
- GA Design International
- Gabbertas Studio
- Gensler
- Giles Miller Studio
- Goddard Littlefair
- Government Property Agency
- HBA
- HLW
- HOK International
- Ideaworks
- Jestico + Whiles
- Jigsaw Interior Architecture
- Johnson Naylor
- Kite
- M Moser Associates
- Mark Nicholas Design
- Matter of Stuff
- MCM
- Muza Lab
- Nicholas Anthony Services Limited
- Nicola Holden Designs
- Nina + Co
- Peldon Rose
- Persona Abode Interiors
- Portia Fox Design
- Precious McBane
- PriestmanGoode
- Richmond Design
- Scott Brownrigg
- SHH
- Sheppard Robson
- Simon Hamilton Creative
- SMC
- Squire & Partners
- Studio Fox Linton
- Studio Suss
- Whitepaper
- Whittam Cox Architects
- Woodalls Design

LIGHTING DESIGN

- BDP
- dpa lighting consultants
- GX Lighting
- Ideaworks
- John Cullen Lighting
- Light.iQ
- Lighting Design International
- Michael Grubb Studio
- Mike Stoane Lighting
- Minoux Lighting Design
- MS Lighting Design
- Nulty

RETAIL

- Charlotte Tilbury
- Harrods
- Heals
- IKEA
- Jo Malone London
- John Lewis Partnership
- l'Oreal
- Marks and Spencer
- Molton Brown
- Osborne & Little
- Pentland Brands
- Sainsburys
- Sheridan & Co
- The White Company
- Waitrose & Partners

TRANSPORT

- Aston Martin
- Bentley Motors
- Cruise Ship Interiors
- East Midlands Railway
- Jaguar Land Rover
- McLaren
- Network Rail
- PriestmanGoode
- Rolls-Royce Motor Cars
- Sunseeker International

HOSPITALITY

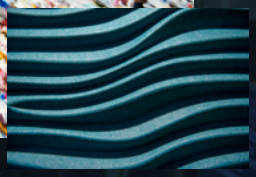
- Compass Group
- Fusion design and architecture
- Harvey Nichols Restaurants
- Soho House
- Wagamama
- Wasabi

CLIENTS/DEVELOPERS

- Cushman & Wakefield
- Galliard Homes
- Morgan Lovell
- National Gallery
- Taylor Wimpey
- Greater London Authority

MEDIA

- Architects Datafile
- Design Exchange
- Enki
- Evening Standard
- FX Magazine
- Hospitality Interiors
- Hotel Designs
- Houzz
- Insider
- Lighting Journal
- Material Matters
- Material Source
- Mix Magazine
- Retail Focus
- SPACE Magazine
- Tile & Stone Journal



SDS22 HOSTED 160 EXHIBITING COMPANIES FROM 12 COUNTRIES

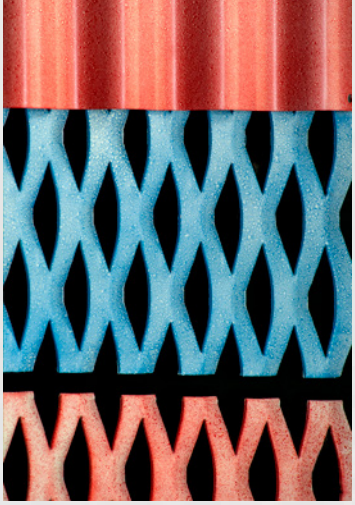
66Cobo
A. & G. 23
Airelimestones
ALPI
Amron Architectural
Amy Lipscombe
Antalis
Antolini Luigi & C
Applelec
Architextural
Armourcoat
Artisan
Arturo
ASM
Avisio Porfidi
Bagpress
Barham & Sons
Beal International
Bencore - 3Form
BerryAlloc NV
BKNC
Blast Studio
Bokart
Burel Factory Trendburel
Cara Tomi Print Textile Designer
Cellecta
Cemento
Charlotte Crossley Textile and Surface Design
Chloe Hook
Chryso UK
Clay International
CMP Commercio Marmi Pregiati
Coat Paints
Colour Hive/Mix Magazine
Cora Domenico e Figli
Daedalian Glass
Degemar Cave
Denise Gouveia
Design Concrete
Designer Walls
DF Richards
Doreen Esther
ED Print Designs
Eden Anglo Veneers

Elesco
Elite Stone
elle.foreman.designs
Elsa Gil Benito
Embleton Interiors
EMCO
Emese Barna Textile and Surface Designs
Emily Hatton Surface Design
Emma Grace Surface Design
Evan James Design
Fato Stone
Faux Brickwork
FH Stone Source
Frescolori
G-Tex Stainless
GDA Marmi
Geaves Surface Solutions
Grassi Pietre
Helena Elston Studio
iGuzzini
In.ma.sa.
Institution of Lighting Professionals
IP Surfaces
Italian Trade Agency
Ivy Tile
James Latham
Jenflow
Jessica Turnbull
JM Textiles
Johnson Tan
Ketley Brick Co
Kialy Tihngang
Kitchen Archives
Knapp Textiles
Lapis Urbe
Lavorazione Porfido
Le Pietre
Lentico
Light Projects
LSI Stone
Ludwig Elkuch
Marabese Ceramics
Marchetti Tech
Margraf Spa

Maria Gasparian Studio
Marmi Colorati Coppola Sas
Marmi Faedo
Marmi Ghirardi
Marmi Meya
Marmo Service
Marmox
Marq
Mediterranean Stone
Megan Sweby
Metal Clad
MG Stonex Srls
Midton
Millie Morgan
Millie Rothera
Mirror by Design
Mundy Veneer
Nathalie Nijk
Nene Valley Leather
Nerosicilia Group
Nikita Leeson
Nordcell
Novograf
Oak Artisans
Organoid
Pallmann
Parametric Walls
Phillip Jeffries
Phoebe Lewis
Pimar
Polycor
Porfidi
Powdertech
Puricelli
Quirk & Rescue
Raven
Rebecca Robinson
Reco Surfaces
Redhouse Forge
Reeve Wood
Reliance Veneers
Ritec International
Rosie Williams Ceramics
Rough Old Glass

Sally Alice
SIBU DESIGN
Smile Plastics
SO.F.I.L.
Solancis
Soundtect
Spectra 4
STIL Acoustics
Stone Federation Great Britain
Studio Vita Interior Design
Surface Matter
Temmer Marble
The Colour Flooring Company
The Good Plastic Company
The Jodhpur Blue Company
The Map Group
The Monkey Puzzle Tree
Tile of Spain
Tilemaster Global
Travertini Paradiso Spa
Tristone UK
Visual Concrete Solutions
Wildman & Bugby
Wonderwall Studios
Wood Upp
Woody's Concrete
Zambaiti Parati
Zeena Morris Designs

WHAT THE INDUSTRY SAID ABOUT US...



> The 2022 edition of Surface Design Show was, for many reasons, the best one yet!
>
> **Hamish Kilburn**, Hotel Designs

> I left Surface Design Show feeling inspired and encouraged by the variety of innovative new ways companies and designers are looking at materials and their uses.
>
> **Design Insider**

> My team came back very buzzy about the new suppliers and exciting sustainable materials.
>
> **Nicola Osborn**, Basha-Franklin

> The show has been crazy busy for us, with great conversations & product interest.
>
> **Architextural**

> I hope you're congratulating yourself on a brilliant show - it was to my mind one of the best.
>
> **Theresa Dowling**, FX Magazine

> Been great to be back seeing people and the new upcoming projects. Over the last 2 years really missed the interaction within the industry.
>
> **Josh Stance**, Mundy Veneer

> Great show this year. Lots of amazing new materials to discover.
>
> **Seen Displays**

> It's been great to get back out speaking face to face to people. The show has been beautifully run, great footfall. We are looking forward to coming back!
>
> **Shannon Stewart**, Amron Architectural

> Surface Design Show 2022 took place inside London's Business Design Centre – and received an overwhelming response from both visitors and exhibitors. It was spectacular
>
> **Hamish Kilburn**, Hotel Designs

> Great to see the exhibitors in real life – touch materials and speak to people about materials & products.
>
> **Trehearne Architects**

> It was inspiring to see new products, meet new people and listen to speakers from the design industry.
>
> **Adam Williams Design**

NEW TALENT SURFACE DESIGN SHOW

A record 33 ‘New Talents’ provided an exciting dynamic for both visitors and exhibitors as SDS enlarged its support for those starting their career in the design world.

Curated by Chief Creative Director at Trendease International Jennifer Castoldi, New Talent featured materials that included a range of sophisticated and innovative designs, from textile designs featuring augmented reality to 3D tiles of eco resin and waste materials. Many of the participants this year also showed a recurring theme of using natural materials and dyes.

Reflecting the Sense of Place theme NT exhibitors displayed designs ranging from bioplastics, to wallpapers and textiles with circular design and well-being centre stage. Surfaces using fruit waste, tiles using waste materials, a celebration of British wool and lighting using wood veneer were also featured.

Official Partners:

Canon

TRENDEASE INTERNATIONAL

“The thanks have been rolling in from the New Talents we scouted for SDS22; they had a very positive experience exhibiting for the first time and came away with numerous professional contacts”

Jennifer Castoldi, Trendease International

“Canon are proud to have been able to Partner with New Talent, it is vitally important they get the opportunity to exhibit their creativity in a commercial setting, helping to build their careers”

Derek Joys, Canon UK

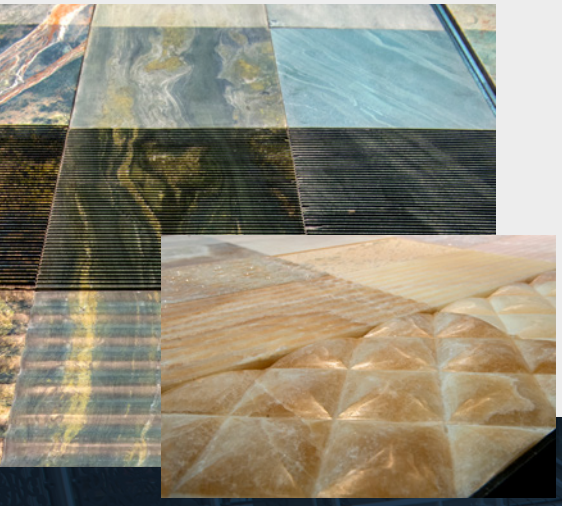
SURFACE SPOTLIGHT LIVE – *A HIGHLIGHT FOR EVERY VISITOR*

Sense of Place was the theme for this year's Surface Spotlight Live as curator Sally Angharad brought together a selection of materials and samples. Never Wasted, Glow On, Pattern Narratives and Enriched by Nature were themes covered by designers and suppliers.

"It was really exciting to see visitors engage with Surface Spotlight Live, with such a positive reaction to the brands designing for the wellbeing of the planet and humanity"

Sally Angharad

CDUK surface design solutions



STONE TAPESTRY

Squire & Partners collaborated with the **Stone Federation of Great Britain** to design our Stone Tapestry.

The bespoke installation focused on locality, process, application and the reuse of stone, in line with the show's theme of Sense of Place.

The explorative stone display created for the 2020 was reused and accompanied by a new array of stones exploring different ways of reimagining and reusing the materials.

THE MAIN STAGE – *HOME OF THE HEADLINE ACTS*

Hosting debates, panels, trend forecasts and insights into the latest surface design innovations, the Main Stage was at the heart of the Show.

Setting the scene was our Opening Night Debate entitled Climate Change and Future Proofing. Organised in partnership with the Royal Institute of British Architects, the Debate was hosted by Simon Sturgis, Founder of Target Zero, and brought together a younger generation of architects, designers and clients to interact with our audience and discuss the biggest environmental challenges that we face today.

Over the 2½ days of Surface Design Show, the Main Stage hosted 18 different presentations and more than 40 speakers, inspiring and educating an audience of some 1,000 architects and designers.

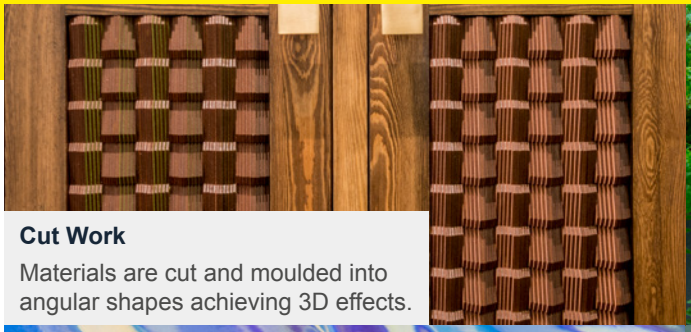
53% of visitors planned to attend a Main Stage presentation

The Main Stage was designed by Emily Skinner of Evan James Design

SURFACE DESIGN SHOW 2022 TREND REPORT

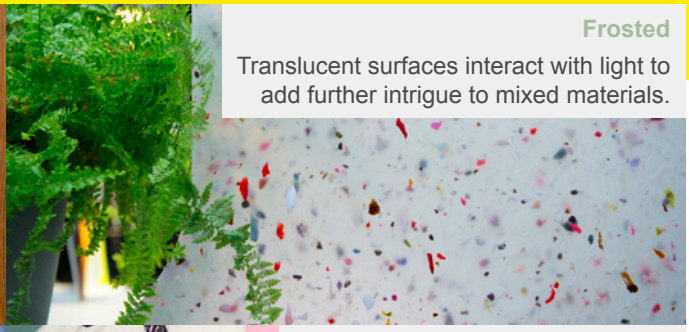
Sally Angharad

Sally Angharad, **Surface Design Show's** resident trend and colour forecaster, selects the trends to inspire you from our 2022 event:



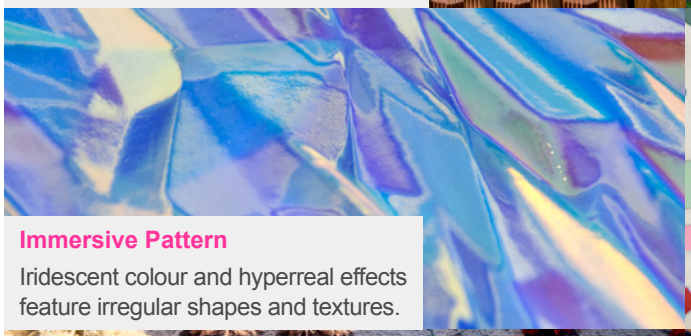
Cut Work

Materials are cut and moulded into angular shapes achieving 3D effects.



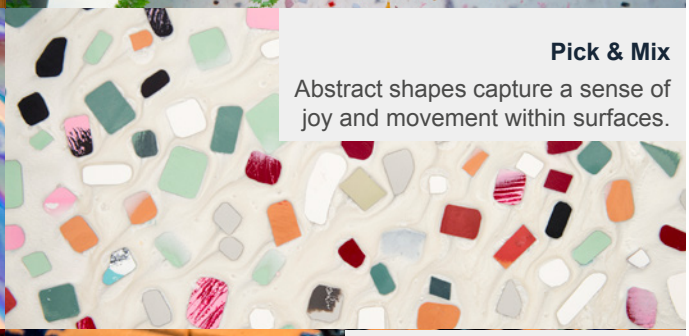
Frosted

Translucent surfaces interact with light to add further intrigue to mixed materials.



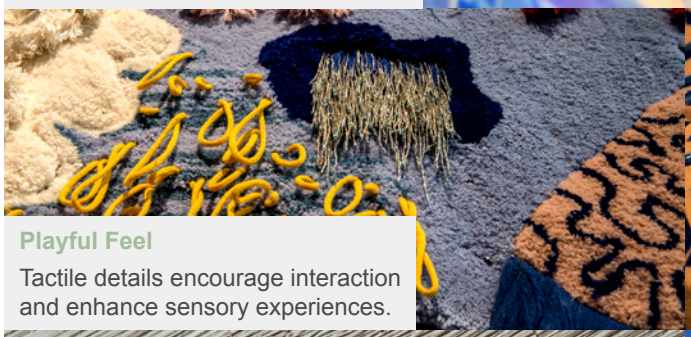
Immersive Pattern

Iridescent colour and hyperreal effects feature irregular shapes and textures.



Pick & Mix

Abstract shapes capture a sense of joy and movement within surfaces.

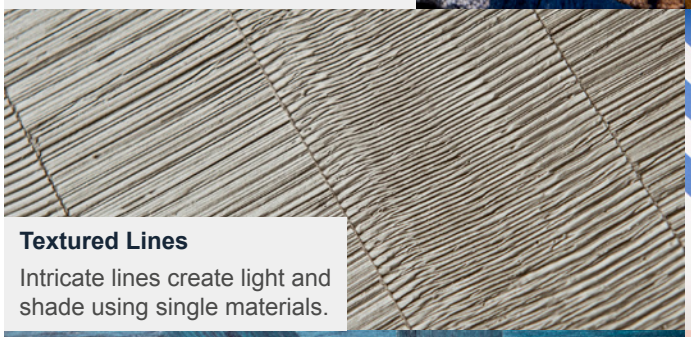


Playful Feel

Tactile details encourage interaction and enhance sensory experiences.

Touch of Blue

Inky blues bring comforting contrast on natural materials.

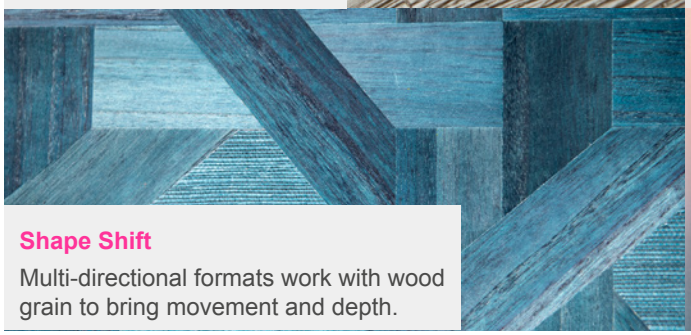


Textured Lines

Intricate lines create light and shade using single materials.

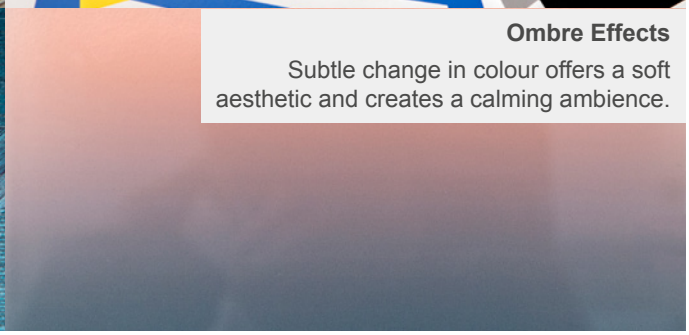
Graphic Elements

Saturated colours and bold shapes create dynamic designs on white backgrounds.



Shape Shift

Multi-directional formats work with wood grain to bring movement and depth.



Ombre Effects

Subtle change in colour offers a soft aesthetic and creates a calming ambience.

SURFACE DESIGN AWARDS

A RECORD NUMBER OF ENTRIES...

Our 2022 **Surface Design Awards** attracted a record entry of *189 entries* from *24 countries* highlighting progressive design and the use of innovative surfaces in projects from around the world.

The *48 finalists* selected by our judges gathered at our breakfast presentation on the last morning of **Surface Design Show** to hear the winners announced and to receive their trophies in front of a capacity audience.

The British Academy of Film and Television Arts (BAFTA) Headquarters in London designed by Benedetti Architects won the Supreme Award being described by the judges as "*truly impressive*."

OUR 2022 JUDGING PANEL

Nicola Osborn
Basha-Franklin

Joseph Henry
Greater London Authority

Rosine Gibbs-Stevenson
The Architecture Foundation

Jonathan Hagos
Freehaus

Rosie Haslem
Streetsense

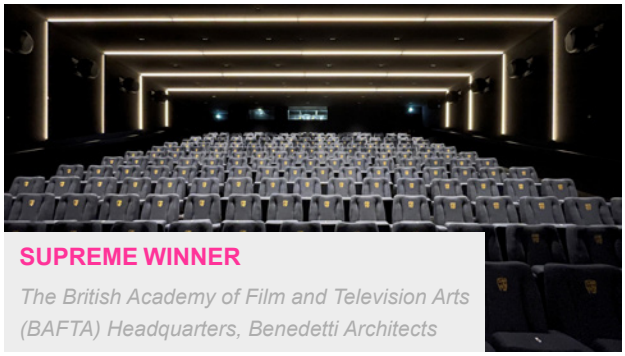
Giles Miller
Giles Miller Studio

Alex Morgan
Morgan Capital

Sumitra Upham
Crafts Council

Sam Williams
Argent

SURFACE DESIGN AWARDS 2022 – WINNERS



SUPREME WINNER

The British Academy of Film and Television Arts (BAFTA) Headquarters, Benedetti Architects

COMMERCIAL BUILDING INTERIOR

Oberholz Mountain Hut, Peter Pichler Architecture with Pavol Mikolajcak

COMMERCIAL BUILDING EXTERIOR

Three New Bailey, Make Architects

Sangini House, Urbanscape Architects with Utopia Design

HOUSING INTERIOR

Mountain View, CAN

HOUSING EXTERIORS

Freeholders, Mole Architects

LIGHT + SURFACE INTERIOR

The Peacock Cellar, August Green

LIGHT + SURFACE EXTERIOR

Maggie's Southampton, AL_A

PUBLIC BUILDING INTERIOR

British Academy of Film and Television Arts (BAFTA), Bendetti Architects

PUBLIC BUILDING EXTERIOR

Maggie's Southampton, AL_A

LANDSCAPE + PUBLIC REALM

Valley Gardens, Untitled Practice

TEMPORARY STRUCTURE

Les Voutes Filantes, Atelier YokYok

ARCHITECTURAL PHOTOGRAPHY AWARD

Chaos Theory, Ekansh Goel

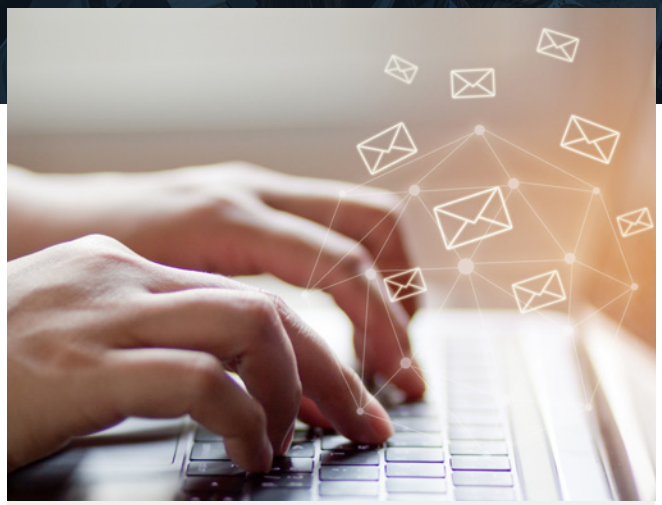
NEW TALENT AWARD

Blast Studio

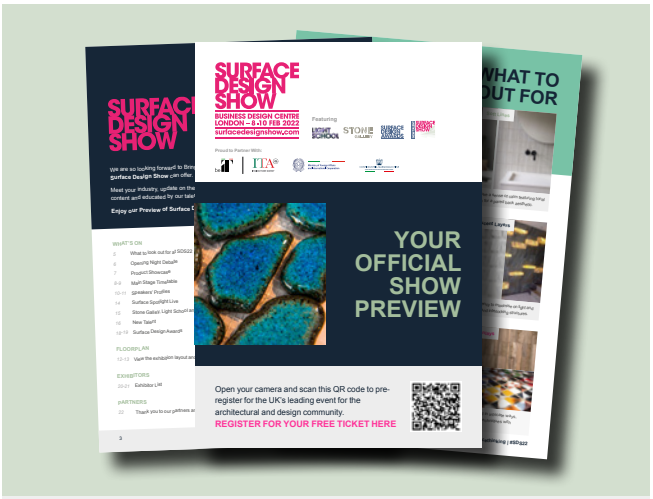
Award Partners:

ARMOURCOAT SURFACE FINISHES · BUSINESS DESIGN CENTRE · Canon · informare:PR content+communication · ILP LIGHTING · MASS MAKING CONCRETE COOL · obo #obolife · ColourHive

OUR 2022 MARKETING CAMPAIGN

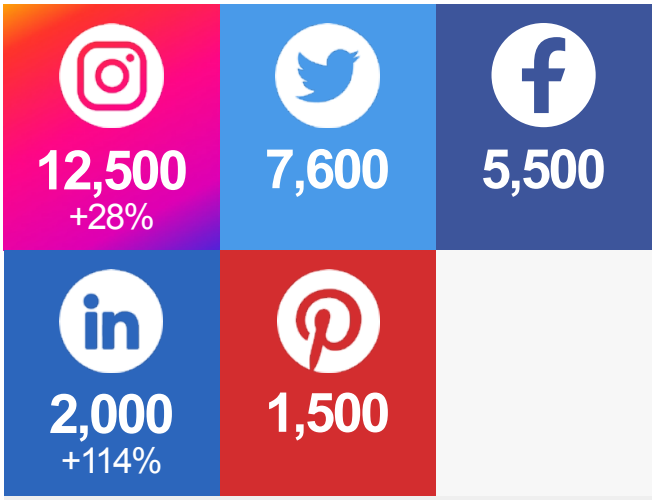


Targeted email campaigns to our database of 60,000+ architects and designers



Our Show Preview in January was distributed to over 60,000 industry professionals

More than 32 media partners including:
ARC, Architecture Magazine, Design Curial, Design Exchange, FX, Hotel Designs, Mix, Mix Interiors



Social Media – **29,000 followers**

JOIN US AT...

SURFACE DESIGN SHOW

BUSINESS DESIGN CENTRE LONDON – 7-9 FEB 2023

surfacedesignshow.com

Don't miss your chance to participate in the **UK's only show dedicated to innovative materials for the built environment**

If your target market is architects, interior designers and specifiers then Surface Design Show is the event for you. **84% of our visitors come from the A+D sector**.

BOOK EARLY TO:

Be included in all the pre-show publicity including:

- Emails to our database of **60,000+** architects and designers
- Social media to our **29,000** followers
- Coverage with our **32+** media partners

We would love to chat with you about how **Surface Design Show** can benefit your business.

Please get in touch with:

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