

**SURFACE  
DESIGN  
AWARDS**

**LIGHT  
SCHOOL**

**STONE  
GALLERY**

**SURFACE  
DESIGN  
SHOW**

**BUSINESS DESIGN CENTRE  
LONDON – 11 - 13 FEB 2020**

**surfacedesignshow.com**

# 2020 SHOW REPORT

**SURFACEDESIGNSHOW.COM**  **@SURFACETHINKING**

# SURFACE DESIGN SHOW

## 2020 REVIEW

# 83%

WORK IN THE  
ARCHITECTURE OR  
DESIGN SECTOR

As the leading event for architects and designers, Surface Design Show brings the most exciting and inspirational surface materials, trends and innovations to London.

Over 2½ days at the Business Design Centre, the show is packed with insightful talks, networking, awards and inspirational products from a whole host of suppliers. This report includes some of the many highlights from Surface Design Show 2020.



**4,943**  
Visitors



**40**  
Countries



**26%**  
visit no other A + D  
Exhibition



**77%**  
Purchasing  
authority



**2** Purpose  
built Stages



**25**  
Presentations



**55**  
Speakers



**170**  
Exhibitors



**32**  
New Talents

## VISITOR INTERESTS

**63%** Discover new trends

**64%** Source latest products

**44%** Network and meet  
suppliers

**43%** Purchasing  
Power

**15%** Over £1m  
to spend

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7 of the top 10  
AJ100 in  
attendance





# 2020 TREND REPORT

Emily Skinner from trend and colour forecaster, Sally Angharad selected some of the most inspirational trends from the show.



## Carved Forms

Exquisite natural materials are enhanced through beautiful carving techniques.

- Smooth, sculptural undulations
- Solid natural materials
- Perfect ridges



## Perspective Play

Playful use of colour and line composition mislead the eye.

- Clever use of colour
- Pattern repeats of cut geometric shapes
- Unique tile shapes



## Painterly Mark Making

Sweeping textural mark making provides expressive compositional imagery.

- Printed wash effects
- Stippled brush marks
- Hand applied



## Super Nature

Nature is here to nurture in all it's forms; facilitating the outside inside remains key.

- Biophilic design
- Celebrating natural materials and textures
- Preserved moss



## Fine Lines

Graphic details are captured in precision crafted multiple lines.

- Fine engraving or mould forming
- Gilded inlays or prints
- Laser etching



## Bubbles

Voluptuous bubble forms either protrude from or are encapsulated in the surface.

- Ceramic forms
- Sound absorbing
- Encapsulated in glass



## Immersive Blue

Tonal shades of blue add depth and intrigue to surfaces.

- Reflective undulating surfaces
- Iridescent sheen
- Textured layering
- Microscopic detail



# SNAPSHOT OF VISITORS BY SECTOR

## Architects

3D Reid  
ACME  
ADP  
Allford Hall Monaghan Morris  
Allies and Morrison  
APT  
Arup  
Barr Gazetas  
Basha Franklin  
BDP  
Ben Adams  
Benoy  
BuckleyGrayYeoman  
Chapman Taylor  
Chris Dyson Architects  
Conran & Partners  
Corstophine + Wright  
CSK Architects  
CZWG Architects  
David Morley Architects  
Donald Insall Associates  
Fletcher Priest Architects  
Formation Architects  
Foster + Partners  
Gensler  
Heatherwick Studio  
HOK  
Hopkins Architects  
Ian Ritchie Architects  
IBI Group  
Ideaworks  
Imagination  
Jacobs  
Jestico + Whites  
jmarchitects  
John Robertson Architects  
JTP  
KPF  
Levitt Bernstein  
MaccreanorLavington  
MAD Architecture & Design  
MCM Architecture  
Mikhail Riches

Morey Smith  
MSMR Architects  
Page/Park  
Penoyre & Prasad  
Pollard Thomas Edwards  
Scott Brownrigg  
Sheppard Robson  
Squire & Partners  
STAC Architecture  
Stanton Williams  
Stiff & Trevillion  
Stockwool  
Tate Harmer  
The Manser Practice  
WATG  
WilkinsonEyre  
Zaha Hadid Architects

## Interior Design/ Design

Afroditi Krassa  
Allies & Morrison  
Basha-Franklin  
BDP  
Benoy  
Boxx Creative  
Chapman Taylor  
Colefax & Fowler  
Conran & Partners  
CZWG Architects  
David Collins Studio  
Fletcher Priest  
Fox Linton Interiors  
Gensler  
Goddard Littlefair  
HBA  
Heatherwick Studio  
HOK  
IA Interior Architects  
Ideaworks  
Imagination  
Jigsaw Interior Architecture  
Johnson Naylor  
Katharine Pooley Design  
Lawson Robb  
Mansfield Monk

Mansfield Monk  
Mark Nicholas Design  
MKV Design  
Morey Smith  
Nous Design  
Oliver Heath Design  
Pentagram  
Pollard Thomas Edwards  
Precious McBane  
PriestmanGoode  
RPW Design  
Scott Brownrigg  
Sheppard Robson  
SHH  
SMC Design  
Squire & Partners  
STAC Architecture  
Universal Design Studio  
Wilson Associates  
Wimberly Interiors

## Transport

Aston Martin  
Bentley Motors  
Ferrari  
Network Rail  
PriestmanGoode  
SMC Design  
Yamaha Motor  
Zizzi

## Lighting Design

Arup  
BDP  
Light Bureau  
Light.lq  
Michael Grubb Studio  
MS Lighting Design  
Nulty +  
Speirs + Major  
Studio 29

## Retail

Arcadia  
Burberry  
Studio Evans Lane

FatFace  
John Lewis  
l'Oreal  
Marks & Spencer  
Nike  
Nike  
Path Design  
Paul Smith  
River Island  
Selfridges  
Selfridges  
Ted Baker

## Developers/Clients

Amey  
Balfour Beatty  
Berkeley Homes  
Center Parcs  
City of London Corporation  
St George

## Media

Architects Journal  
SBMOSAIC Ltd TA SCHMIDT  
KITCHENS  
Architecture Today  
Blueprint  
Dezeen  
Elle Decoration  
Hospitality Interiors  
Hotel Designs  
Interior Designer  
MIX Magazine  
RIBA Journal  
Sleeper Magazine  
Wallpaper\* Magazine

## Hospitality

Bloc Hotel Group  
Chiltern Firehouse  
View from The Shard

# 2020 EXHIBITOR LIST

3form  
AAB  
Abel Magnets  
ADS Artistic Designed Surfaces  
Altfield  
Alvic  
Amarestone  
Amron Architectural  
Anna Chiandet  
Anne Kyyro Quinn  
Applelec  
Architextural  
Armourcoat  
Artisions  
Arturo  
Artwood Floors  
Aster Muro  
Bagpress  
BAL  
Basis Rho  
Beal International  
Blue Bamboo Design  
Blueprint Ceramics  
Bokart  
Canal Engineering  
Catax  
Catherine Griffiths  
CD (UK)  
Cellecta  
Charlotte Clayton Design  
Charlotte Relf  
Chryso UK  
Clay International  
ClayLime  
COBO  
Concrete Etc & MicroConcrete Supplies UK  
Cora Domenico e Figli  
Daedalian Glass Studios  
Decora Mouldings  
Decorative Panels Lamination  
Design Concrete  
Designer Walls & More  
DF Richards  
Diespeker Marble and Terrazzo  
Digital Wallpaper  
Dominic Schuster

Dovaro  
Ecohardwood  
Eden Anglo Veneers / Alpi  
Emco  
EPI Group  
Exotic Veneers / Eden Anglo Veneers  
Farr Design  
Fay McCaul & Glass Designs  
Feature Wall & Floor Company  
FILA Industria Chimica  
Form3D Glass  
Frame Emporium  
Frances Stone Interiors  
Greco-Venatto-Frontek-Argos  
Grestec Tiles  
G-TEX /Chemetal  
H & E Smith  
Hannah Carter Studio  
Hex and Henbane  
HP ColorPRO Technology  
Hydro Extrusion UK  
Innerspace Cheshire  
Institution of Lighting Professionals  
Iris Ceramica Group Platform Plus  
James Latham  
Janine Partington  
Jardell Hill Design  
Jonel van Schalkwyk  
Kaysha Leigh  
Kebony  
Kes Andrews  
King Kong Design  
Kristina Ringler Product Design  
Kristine Knite  
Laura Cloughton Design  
Light Projects Ltd  
Lignia Wood Company  
Lignosi  
Lithofin UK  
LJB Designs  
Louise Barlow Designs  
LSI Stone  
Lumino  
Magna Glaskeramik

Marcia John Bespoke Woven Designs  
Marina Elli Design  
Marmi Faedo Spa  
Marmoles Serrat  
Marmox (UK)  
Master Products  
Mediterraneo Surfaces  
Megan Cowley  
Meganite Acrylic Solid Surface  
Metall-FX  
Mirror by Design  
Morbern Europe  
Mundy Veneer  
Nerostein  
Nordcell  
Oak Artisans  
Ober Surfaces  
Olenka  
Organoid  
Paint the Town Green  
Paula Nerlich  
Performance Panels  
Pfleiderer  
Phillip Jeffries  
Polycor  
Powdertech  
Prospec Tiles by Tiles UK  
PSI Concept  
Raven  
Reed Harris  
Reeve Wood  
Reliance Veneer  
Rimex Metals (UK)  
Riverstone Phyllite  
Robotic Lighting Systems  
Rubechi  
Rupert Bevan  
Sadia Sultana  
SAIB  
Sharon Halladay Designer & Illustrator  
S13 Diamond Floor  
Pad Technology  
SIBU Design  
Smile Plastics  
Soundtect

Specialist Finishes by E F Engineering  
Sterling Studios  
Stone Federation Great Britain  
Stratum Resin Flooring  
Studio Gilles Werbrouck  
Stylo  
Surface Matter  
Tapangry - Surface Design  
Targwall  
Teknos  
Tektura  
That's Caffeine  
The Monkey Puzzle Tree  
The Specifier's Guide  
The Surface Design Studio  
Tile Merchants  
Tile of Spain  
Tiles 4 Architects  
Trifold  
Tristone UK  
Trocellen Wall-Coverings  
University of Bolton - Textiles and Surface Design  
Verretuoses  
Vicalvi  
Viska Acoustics  
Visual Concrete Solutions  
Viúva Lamego  
Waxman Ceramics  
West by Design  
Wildman & Bugby  
Wonderwall Studios



# DON'T TAKE OUR WORD FOR IT!

“I am always impressed by the buzz at Surface Design Show and the sense of good conversations being had, and fortuitous connections being made, which is tangible in this elegant building. It seems to be the right size with the right content and it, therefore, attracts the right audience. The talks and events have been particularly good and a pleasure to participate in”

**Veronica Simpson – Freelance Design Journalist**

“The Show's unique offer is becoming stronger and stronger year by year as the sustainability agenda matures. The Awards scheme is deeply impressive both in the quality of entries and the vast international reach”

**Aidan Walker Associates**

“An outstanding show for us, great location and very high quality of interactions with architects and designers. Surface Design Show 2020 has delivered great opportunities for us!”

**Lignia Wood Company**

“For an industry-specific show, with an aim to gain tangible results, there is no better. Conversations and connections made at past shows are still prosperous today. It is the right setting and the desired audience”

**Emily Skinner - Sally Angharad**

“Surface Design Show gives us access to clients we wouldn't usually meet and so it opens new opportunities that we wouldn't find at any other show”

**Lumino**

“Great show - lots of interesting new products. Inspirational!”

**Gaby Higgs Architects**

“It was my first time visiting Surface Design Show and I thoroughly enjoyed it. There is a fantastic array of surfaces on show and so much to see”

**HDR | Hurley Palmer Flatt**

“Surface Design Show this year has delivered us exactly the audience we wanted to talk to: architects, specifiers and designers. To gather these people together in one room for three days is priceless”

**James Latham**

“I really liked the show. I think it was very well organised and I liked the type of visitors, that were serious, attentive and showed a lot of interest. There was a lot of promotion before and during the show”

**King Kong Design**

“Epic day at Surface Design Show yesterday with some inspiring talks and surfaces on show”

**Emma Painter Interiors**

“The Show seems to attract exactly the right type of contacts that we were looking to establish. Brand awareness was initially the focus for us, however we have some genuine leads from the show!”

**Arturo**



# LIGHT SCHOOL

Exists to educate and inspire architects and designers in the latest innovative lighting design, trends and products.

The Light Talks Theatre was an immersive sanctuary where surfaces including bark, moss, corian, mirror and steel were gently illuminated to create open discussions on the lighting of materials.



## STONE GALLERY

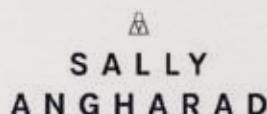
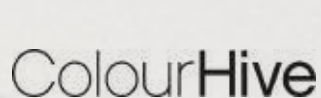
Is a dedicated area for architects and designers to meet and specify natural stone. Officially supported by Stone Federation GB, the Knowledge Hub formed a focal point for the event.

Stone Tapestry was a bespoke installation designed by Squire & Partners which showcased eighteen stone types exploring innovative textures, light, colour and pattern to create a tapestry of inspiring materials from around the world.



## SURFACE SPOTLIGHT LIVE

Featured innovative and tactile materials for visitors to touch and feel. Curated by trend and colour expert Sally Angharad and global colour and trend forecasters Colour Hive, it was a truly 'hands-on' experience for architects and designers to enjoy and learn from.



# NEW TALENT

Supporting new talent is a key focus for SDS and in 2020 the show featured 32 'New Talents'

Curated by Jennifer Castoldi of Trendease International, New Talent featured materials that included decorative panels, bio-materials, plastic waste tiles, flexible plaster and laser cut biophilic surfaces.

■■ A great experience, I've come away with lots of new interior designer and architect contacts and its been a brilliant opportunity to showcase my collection. A highlight was being featured in the Colour Hive trend area ■■

**The Monkey Puzzle Tree, 2020 New Talent Exhibitor**

**SUPPORTED BY:**

**MATERIAL SOURCE**



■■ I found New Talent a great experience and received positive feedback from the industry. It's a rewarding initial step in the development of my business journey, allowing me to bridge the gap from University into industry ■■

**LJB Designs, 2020 New Talent Exhibitor**



# SPEAKERS

**2020 Theme:** 'Close to Home...Locally Sourced'

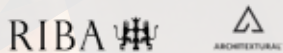
Looking beyond aesthetics and into the manufacturer's impact on the environment, from the processes used in mining or manufacture, through to the carbon footprint sustained during sales and distribution.

**17 different presentations and more than 30 different speakers inspiring and educating our audience.**

**Presentations from:** PriestmanGoode/ Holland Harvey Architects/ Colour Hive - MIX Magazine/ Morgan Furniture/ Natasha Marshall Interiors/ Wallpaper\* Magazine/ Boxx Creative/ RCKa/ Hotel Designs Magazine/ JBE Interiors/ The Concrete Centre/ Sibley Grove

## MAIN STAGE HEADLINE ACTS

### OPENING NIGHT DEBATE



**Theme:** Climate Emergency: Three winning ways to make a project sustainable

**Host:** Eleanor Young, Executive Editor RIBA Journal

#### Featuring

**2019 RIBA Stirling Prize Winner:**  
**Goldsmith Street**

**2019 RIBA Stirling Prize Shortlisted:**  
**Nevill Holt Opera House and Cork House**

Each speaker was given 7 minutes to outline their Stirling Shortlisted Project and – most importantly – to detail the three moves that made the most difference to its sustainability.

### PECHAKUCHA EVENING



20 images, each shown for just 20 seconds, that's the format that makes our PechaKucha Evening one of the most popular events of our 2<sup>1/2</sup> days. The 2020 topic was Close to Home... Locally Sourced.

Leading architect Chris Dyson of Chris Dyson Architects hosted the evening and was joined by:

**Daniel Campbell, Stiff+Trevillion**

**Faye Davies, Burrell Foley Fischer**

**Ambra Dentella, GoodWaste**

**Stella Ioannou, Lacuna Projects**

**Jerry Tate, Tate Harmer**

**Helen Reid, Pitman Tozer Architects**

**Richard Wilson, RA**



# 38%

of visitors  
planned to  
attend session



Designed by  
anne kyyrö quinn

## LIGHT TALKS


lightbout.iQ **FX ILP**

### 8 PRESENTATIONS BY 15 SPEAKERS FROM COMPANIES SUCH AS

Arup/ Michael Grubb Studio/  
Light Bureau UK/ Speirs + Major/  
Foundr/ lightbout.iQ/ Oliver  
Heath Design/ BDP/ Sheppard  
Robson/ Studio 29/ Nulty +

**15% of visitors planned to attend  
a Light Talks session**

Daily Guided Tours took place  
by 2020 Light Talks Theatre  
Designer Rebecca Weir





# SURFACE DESIGN AWARDS

The Surface Design Awards recognise and celebrate the best use of innovative surface materials in architecture and design from across the globe. The 2020 Awards took place at a breakfast reception on Thursday 13 February.



**107**  
Entries



**14**  
Categories



**13**  
Countries

## Housing Exterior

House on an Island:  
**Atelier Oslo & Kebony**

## Housing Interior

Kings Road, London:  
**Platform 5 Architects**

## Affordable Housing

Goldsmith Street:  
**Mikhail Riches with Cathy Hawley**

## Light & Surface Exterior

University of Sheffield Concourse:  
**Arup**

## Light & Surface Interior

Yashoda Cancer Hospital:  
**Studio An-V-Thot Architects**

## Public Realm

CF Eaton Centre Bridge:  
**WilkinsonEyre and Zeidler  
Architecture**

## Temporary Structures

Can Rosés:  
**Vora**

## Commercial Building Exterior

Nobu Hotel Shoreditch:  
**Ben Adams Architects**

## Commercial Building Interior

Kingdom Design Studio:  
**Kingdom Industry**

## Public Building Exterior

Krushu Bhawan:  
**Studio Lotus**

## Public Building Interior

Krushu Bhawan:  
**Studio Lotus**

## Retail Building

United Cycling Lab & Store:  
**Johannes Torpe**

## Sustainable Surface Exterior

Crystal Palace Park Café:  
**Chris Dyson Architects**

## Sustainable Surfaces Interior

Muse Acoustic Panels:  
**Woven Image in collaboration with  
Michael Young**

## Supreme Winner

Krushu Bhawan: **Studio Lotus**



MATERIAL SOURCE



lightbout.iQ



informare:PR  
content+communication



## 2020 JUDGES

### Co-Chairs:

Paul Priestman from PriestmanGoode  
Amin Taha from Groupwork

### Judges:

Nikki Barton, British Airways  
Sean Griffiths, Modern Architect  
Charles Holland, Charles Holland Architects  
Glenn Johnson, Collins Aerospace  
Daniel Mota Veiga, KEF / GP Acoustics  
Steve Webb, Webb Yates Engineers





# MARKETING & PR CAMPAIGN

Exhibitors will benefit from the extensive marketing campaign which covers postal mailings, email campaigns, social media as well as advertising and articles in the press.



TARGETED EMAIL CAMPAIGN TO **70,000+** ARCHITECTS,  
DESIGNERS & SPECIFIERS



SHOW PREVIEW POSTED TO **20,000**

58 MEDIA PARTNERS  
INCLUDING:

ARCHITECTURE  
MAGAZINE

BLUEPRINT

FX

interior designer

RIBA

de  
zeen

MIX  
interiors

TILE &  
STONE

SOCIAL MEDIA – 25,194 Followers across



FACEBOOK

5,378 Followers

816,114 Impressions

217,578 Reach



TWITTER

7,818 Followers

542,900 Impressions

18,386 Profile Visits



PINTEREST

1438 Followers



INSTAGRAM

9,647 Followers

44,640 Likes

2,729 New followers



WEBSITE

87,610 Sessions  
on the Website

198,261 Page Views

34,322 Exhibitor  
List Views



LINKEDIN

923 Followers

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**LIGHT  
SCHOOL**

**STONE  
GALLERY**

**SURFACE  
DESIGN  
SHOW**

### **TAKING PART IN 2021**

For more information on exhibiting or partnering with Surface Design Show, please contact:

**Adam Goldie**

**Email:** [Adam.goldie@montgomerygroup.com](mailto:Adam.goldie@montgomerygroup.com)

**Tel:** +44(0)207 886 3147

# **JOIN US AT THE NEXT SURFACE DESIGN SHOW**

## **9-11 FEBRUARY 2021**

## **BUSINESS DESIGN CENTRE, LONDON**

Surface Design Show is the leading event for architects and designers to explore the best in surface material innovation and provides the perfect opportunity to engage face-to-face with a hard-to-reach and targeted audience of architects and designers.

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