

SURFACE DESIGN SHOW

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SURFACE
DESIGN
AWARDS
BUSINESS DESIGN CENTRE
surfacedesignshow.com

BUSINESS DESIGN CENTRE
LONDON 4-6 FEB 2025

surfacedesignshow.com

Surface Design Show is an event dedicated to surface material innovation. It is the event of choice for architects and designers to see, source and specify the latest and most inspiring internal and external surface materials from 180+ exhibitors.



POST SHOW REPORT 2024



✕ f d in @surfacethinking | #SDS24 #Mindfulliving

Thank you to our partners: **Jennifer Castoldi, Matt Rob, Jack Pringle, Sally Angharad, Informare, Charlotte McCarthy, Nimi Attanayake, Emily Wheeler & Claire Kelly.**

1995 MONTGOMERY GROUP
DESIGN & BUILD

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2024 WAS THE YEAR WE FOCUSED ON MINDFUL LIVING

Over 180 exhibitors showcased the best in surface innovation, with many of them presenting brand new designs. Over 6,000 architects, designers and specifiers visited during the show, and were truly inspired by the diverse selection of materials including stone, ceramics, and solid surfaces; wallcoverings, flooring and everything in between. The theme 'Mindful Living', allowed Surface Design Show to explore the balance between design intuition and analytical thinking and achieve meaningful experiences.

This year's show was the most international to date, welcoming over 60 international companies from 17 countries including Brazil, China, France, Spain, India, Japan and the USA. We welcomed back ITA, our Italian partners responsible for curating the Italian Pavilion, showcasing their world renown stone products. For the first time the show also hosted The Aegean Mineral Exporters Association, which showcased the beauty of natural stone from Turkey.

6084

Visitors attended



182

Exhibiting Companies



32

New Talent Exhibitors



80%

of visitors came from the A+D sector



20

Presentations



61

Speakers



VISITORS IN NUMBERS

6084
Visitors attended



84%
of visitors have
purchasing authority



80%
of visitors came
from the A+D sector



35%
of visitors are international,
representing 17 countries



67%
of visitors attend to
source the latest
products and meet new/
existing suppliers



TOP 5 COUNTRIES IN ATTENDANCE




UK



Italy



Netherlands




Spain



Belgium

PRODUCTS OF PRIMARY INTEREST:

56%
Sustainable
Materials




47%
Paints &
Coatings



35%
Decorative



32%
Smart/Digital/
Print & Interactive
Surfaces



28%
Marble



48%
Ceramic &
Porcelain Tiles



42%
Metals



32%
Architectural



30%
Wallcoverings



27%
Carpets
& Rugs



VISITORS TO SURFACE DESIGN SHOW ARE AMONG THE HIGHEST CALIBRE SPECIFIERS IN THE INDUSTRY



9 OUT OF THE TOP 10 ARCHITECTURAL PRACTICES IN THE UK ATTENDED SDS24*

*Source Building Magazine



Architects and Designers

- Aecom
- Allies and Morrison
- Arup
- Atelier
- Atkins
- BDP
- Barr Gazetas
- Benoy
- Chetwoods Architects
- Corstorphine & Wright
- Foster + Partners
- Gensler
- Grid Architects
- M Moser
- Mark Pinney Architects
- Ryder Architecture
- Scott Brownrigg
- Sheppard Robson
- Squire & Partners
- Studio Egret West
- TP Bennett
- Accouter Design
- Bisley
- CADA Designs
- Carden Cunietti
- Dalziel & Pow
- Dover Design Associates
- Goddard Littlefair
- Katharine Pooley
- MCM
- PriestmanGoode
- Q Design House
- STOICA
- Studio Moren
- Tara Bernerd & Partners
- TGP International
- Wish Interior Architecture
- Zaha Hadid Architects
- Heatherwick Studio
- Hawkins Brown
- WilkinsonEyre

Retail and Brands

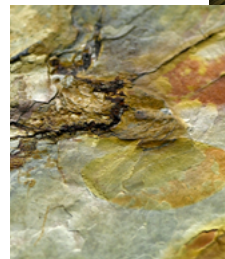
- ASOS
- Burberry
- Harrods
- Jo Malone
- Louis Vuitton
- Cos
- Howdens
- IKEA
- Next
- Samsung
- Lush
- Mama's & Papa's
- NatWest
- Sainsburys
- Next
- SpecSavers
- The Lego Group
- Westfield
- Selfridges
- River Island
- L'Occitane International
- Superdry
- Oliver Bonas
- Armani
- Habitat
- Neom
- Technogym
- Scamp & Dude
- Hilton
- Ask Italian & Coco Di Mama

Transport and Hospitality

- Heathrow
- Network Rail
- Ford Motor Company
- Jaguar / Land Rover
- Nissan
- Mc'Donalds
- Nando's
- Wagamamas
- IHG Hotels and Resorts
- Oetker Collection
- Maybourne Hotel Group
- Aston Martin
- Bentley Motors
- Hyundai Motors
- Jet Aviation
- Oysteryachts
- Road and Transport Authority
- British Airways
- Belmond
- Brewdog

Developers, Investors & Clients

- PwC
- Berkley Group
- CBRE
- NHS
- Visa
- Wallonia Investment and Trade Agency
- Knauft
- London School of Economics



MEDIA REACH OF SDS24



Readership:

18,773,821



Circulation:

5,363,949



Targeted email campaigns including our Digital Show Preview, sent to our database of:

75K+ Architects and Designers



Countries that viewed our Show Preview:

UK, Italy, India, USA, Germany, Spain, France, Netherlands, Ireland & Turkey

NEW Digital Show Preview

6000+ sessions

Average Session:

4 minutes

External link clicks

25,000

Social Media followings for @surfacethinking

Total: 35,000

17.1K (15% increase from 2023)

4K (33% increase from 2023)

7.6K

5.7K



New for 2024, Designers Hub invite, inviting the crème de la crème from across A&D.

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WHAT THE INDUSTRY SAID ABOUT #SDS24

"We have exhibited at Surface Design Show for several years and 2024 was the best so far. It has been a great show for us, we have seen some incredible designers and architects and have doubled our leads from last year's show."

Megan Fehily, UK Sales Manager, Phillip Jeffries

"The team and I found the Surface Design Show hugely interesting; it gets better every year. With a focus on sustainable materials, new emerging processes and young entrepreneurs and artisans, we were able to make some great connections and build on our network. Stand out exhibitors were Stylib, Smile Plastics and CDUK."

Dominic Coleman, Director, Kibre Studio

"I visit every year and have long been an advocate and fan of the show. There is always new and interesting material use. It is ahead of a lot of the industry events when it comes to sustainable design practice and it is also a good place to visit and catch up with A&D."

Mick Jordan, Editor, Works Magazine

"The 2024 Surface Design Show was a fantastic event for us, it was an ideal opportunity to connect with 1000s of leading interior designers and architects and showcase the beauty, sustainability and versatility of natural stone."

Matt Robb, Digital Media Executive, Stone Federation Great Britain

"Surface Design Show was amazing, it felt buoyant. Everybody had a sustainability story this year, and I've not seen that before, it feels like things have moved on. It's the centre of the innovation as well as the marketing process."

Mark Shaylor, Owner at Ape

"The diversity is unbelievable, the internationality of it is amazing. There is product variety, from bio-materials, textiles woven out of leaves, textiles made from recycled plastics, almost all of them have an element of sustainability, well-being or happiness attached to them."

Jennifer Castoldi, Founder and CEO of Trendease International, New Talent Section

"It's our 5th year at Surface Design Show, and it has always been good for us. It gets bigger and better every year. We get to meet the right clientele, and it's an enjoyable 2 and a half days."

Anthony Millington, Creative Director, Amron Architectural





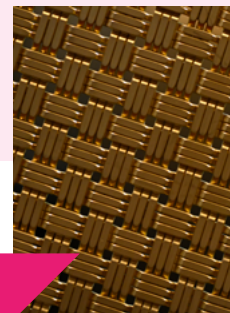
MAIN STAGE: HOME OF THE HEADLINE ACTS

The Main Stage talks and presentations took place in a new location for SDS24, in the Gallery Suite. The stage was designed by Emily Skinner of Smile Plastics, recycling pioneers with furniture supplied by Nowystyl.

20 presentations and 61 speakers delivered a range of debates, panels, trend forecasts and insights into the latest surface design innovations, inspiring a professional audience of architects and designers.

Kicking off the programme was the Opening Night Debate, sponsored by Mastercharge, which was on Human Capital, Risk, and Retention. Renowned freelance writer, editor, and speaker Louis Wustemann led a discussion joined by esteemed panellists: Mark Shayler,

Owner at Ape; Gill Parker, Non-Exec Chair, Informare; Nicola Osborn, Creative Director at Basha-Franklin and Dr. Petrina Carmody, Chief Change Officer at Great Place To Work. Other talks included the Legends Live series hosted by Alys Bryan, editor of Design Insider. This saw Alys chatting to some of her personal legends including Tom Lloyd and Matthew Hilton. Award-winning podcaster Grant Gibson of Material Matters spoke to architect Andrew Waugh regarding the intricacies of building in timber and Reena Simon met with Emily Wheeler of Furnishing Futures, talking about the importance of Furnishing Futures – The Importance of Design for Mental Health/ Living in the Right Environment.



FEATURES

SURFACE SPOTLIGHT LIVE

Curated by material, design & trend expert Sally Angharad and located at the heart of the show is Surface Spotlight Live, a recurring highlight of the show. The 2024 edition focused on cutting-edge surfaces, finishes and processes that embrace the future and harness the vital role materials play in design across all dimensions.

"We are at such a turning point with technological advancements where we are trying to gain a deeper understanding of how these innovations can benefit us today as well as in the future. Since the pandemic we have become more in tune with our innate need for emotional connections. This means we seek to embrace new ideas but at the same time appreciate the value of human interactions. The effect of this on our aesthetic world is also significant, and the way we experience physical and digital spaces is a key research topic for the design industry."

Sally Angharad - Material, Design & Trend Expert



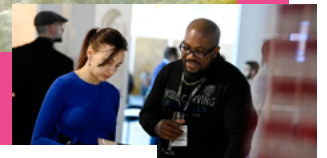
Sally Angharad

CDUK
surface design solutions



STONE TAPESTRY

This year, the Stone Tapestry was designed to showcase the beauty, sustainability and versatility of natural stone found in the United Kingdom. It explored how a structural use of stone, alongside a design approach that embraces the natural range of tones and textures found in a quarry, can play a major part in delivering projects that far outperform the sustainability credentials of other materials. Stone Tapestry 2024 was created with British stones from Albion Stone, Britannicus Stone, Dunhouse Quarry, Hutton Stone and Tradstocks.



Federation Stone Great Britain

COLOUR HIVE

Colour Hive explored the macro drivers, colour palettes and material and finish directions in an inspiring and insightful presentation.

ColourHive



NEW TALENT

Curated by Chief Creative Director at Trendease International Jennifer Castoldi and sponsored by CDUK, New Talent was a key focus for Surface Design Show. The New Talent section inspired visitors whilst supporting those starting their career in the design world.

"Surface Design Show provides a great platform for exchanging new ideas and meeting new friends. We are curious and passionate about joining other designers and brands to work together to call for a more inclusive and sustainable material future."

New Talent, Nanxi Ai founder of Incro Design



FURNISHING FUTURES

Furnishing Futures is an innovative new charity that creates beautifully designed, fully furnished healing homes for women and children who have escaped domestic abuse and been given empty social housing, often even without flooring or white goods. We have partnered with Furnishing Futures to provide a sustainable solution to waste, enabling them to repurpose good quality ex-display, returns, props or donated furnishings to create beautiful, trauma-informed, fully furnished homes for women who are experiencing multiple disadvantages. Our exhibitors donated their furniture, and products once the show had concluded.

'We received a flurry of messages to our enquiries email address the week after. We raised £750 through the raffle, handed out about 500 leaflets and business cards and took the details of 42 contacts from people interested in getting involved in our work or donating financially'.

Claire Kelly, Furnishing Futures

OLIVER ROUBIEU



Olivier "Olivier" Roubieu, is an international mural artist and street artist based in London, England with more than 20 years experience. Olivier painted 3 murals LIVE at Surface Design Show 2024. Olivier worked in partnership with Furnishing Futures to organise a raffle, to give our visitors the opportunity to win his artwork. To encourage further donations to Furnishing Futures, every donation earned a raffle ticket.

SURFACE DESIGN AWARDS 2024

The Surface Design Awards kick started the Thursday of the show, with a breakfast awards, where success was rewarded across 13 categories. The judging panels were headed up by co-judges Charlotte McCarthy of Heatherwick Interiors and Nimi Attanayake of NimTim Architects.



Architectural Photography
Winner: Red from past to present
Company: Jeevan Jyot



Commercial Building Exterior
Winner: The Rowe
Company: AJ Wells & Sons



Commercial Building Interior
Winner: Moshu Treehouse
Company: Hitzig Militello Arquitectos



Housing Interior
Winner: The Cork House
Company: Polysmiths Ltd



Landscape and Public Realm
Winner: Landscape and Public Realm
Company: Hitzig Militello Arquitectos



Light & Surface Exterior
Winner: Sunderdea Sunderland
Company: Tonkin Liu



New Talent
Winner: Studio Mafa
Company: Studio Mafa



Public Building
Winner: Macam
Company: Museu de Arte Contemporânea Armando Martins



Supreme
Winner: TARANG
Company: THE gRID Architects



Housing Exterior
Winner: The Nest
Company: Studio Lotus



Surface of the Year Exterior
Winner: Woven House
Company: Giles Miller Studio



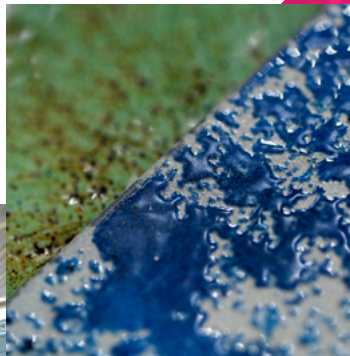
Surface of the Year Interior
Winner: CASTA
Company: Matter



Light & Surface Interior
Winner: TARANG
Company: THE gRID Architects



Temporary Structure
Winner: Cien
Company: Hitzig Millitello Arquitectos



EXHIBITING AT SURFACE DESIGN SHOW 2025 WILL CONNECT YOU WITH KEY SPECIFIERS AND INCREASE YOUR BRAND'S VISIBILITY.

Book your 2025 stand now to be included in all the pre-show publicity.

Surface Design Show is more than a 2 and ½ day show, with activity taking place via our marketing channels all year round. The earlier you secure your stand for **#SDS25**, the sooner you can take advantage of the curated marketing activities we offer, which include:



Social Media packages, share with **35K** followers



Valuable PR coverage in **30+** media titles via our show partnerships



Inclusion in emails and promotion to our database of **75K+** architects & designers



Use of personalised marketing materials, you can use to tell your customers where you will be next February

#SDS25

Find out more about exhibiting at [www.surfacedesignshow.com/2025-exhibitor-enquiry](http://www surfacedesignshow.com/2025-exhibitor-enquiry)

We would love to chat with you about how **Surface Design Show** can benefit your business. Our team are on hand to answer your enquiries and look forward to hearing from you.



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