

# SURFACE DESIGN SHOW

BUSINESS DESIGN CENTRE  
LONDON 6-8 FEB 2024  
[surfacedesignshow.com](http://surfacedesignshow.com)

Surface Design Show is the UK's leading event for architects and designers to explore the best in surface material innovation.

[www.surfacedesignshow.com](http://www.surfacedesignshow.com)

Featuring

STONE  
GALLERY

SURFACE  
DESIGN  
AWARDS

NEW TALENT  
SURFACE  
DESIGN  
SHOW



## POST SHOW REPORT 2023



@surfacethinking | #SDS24

Thank you to our supporters **Theresa Dowling, Jennifer Castoldi, Matt Robb, Jonathan Hagos, Nasim Koerting, Sonia Bourrel and Jack Pringle**



# SURFACE DESIGN SHOW

BUSINESS DESIGN CENTRE  
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## 2023 WAS THE YEAR WE FOCUSED ON SHAPING COMMUNITIES

Our exhibitors and visitors were buzzing with excitement as they returned to London's iconic Business Design Centre to be a part of **Surface Design Show**.

**180 exhibitors** showcased the very best in surface design. **5630 architects, designers** and **specifiers** visited the show to be inspired by the innovative materials on display and the excellent speaker's programme. The theme of the show was '*Shaping Communities*', which explored an open dialogue amongst industries and brands, with the

common goal of building stronger relationships between people and places.

The Opening Night Debate set the bar high, with a record number of visitors. Our panel explored issues around future durability and adaptability of projects and how to ensure the commercial value of projects can be future proofed against climate change. Days two and three were equally fruitful, with topical discussions at the PechaKucha, Legends Live series and Colour Forecasts.

# 5630

Visitors attended



# 180



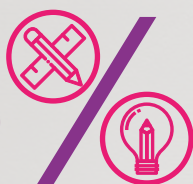
Exhibiting  
Companies

# 30



New Talent  
Exhibitors

# 75%



of visitors came  
from the A+D sector

# 24



Presentations

# 57



Speakers





# VISITORS IN NUMBERS

5630  
Visitors



75%

of visitors came from the A+D sector



41%



to source the latest products and meet new suppliers

34%



to discover and be inspired by the latest trends in surface design

82%



with purchasing authority

6%



from overseas representing 19 countries

## TOP 5 COUNTRIES IN ATTENDANCE:



UK



Italy



Netherlands



Belgium



Spain



## PRODUCTS OF PRIMARY INTEREST:

60%



SOLID AND DECORATIVE SURFACES

54%



FLOORING

54%



LIGHTING

53%



SUSTAINABLE SURFACES

50%



TILES & TILING

49%



STONE

48%



TEXTILES / FABRIC

48%



WALL COVERINGS

47%



SOLID SURFACES

46%



PAINTS / COATINGS / TREATMENTS





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



## ARCHITECTURE

9 of the top 10

Representative from UK Architectural practices attended SDS23

73%

of the Top 30 UK Architectural Practices attended



## HOSPITALITY & RETAIL

3 of the 6

leading Hospitality Architectural and Interior Design Practices visited

4 of the 6

leading Retail space designers visited



## OUR VISITORS CAME FROM: A sample of our attendance

### ARCHITECTURE



- ADP Architecture
- Aecom
- Allford Hall Monaghan Morris
- Allies and Morrison
- Arup
- Atelier
- Atkins
- BDP
- Barr Gazetas
- Benoy
- Chetwoods Architects
- Corstorphine & Wright
- EPR Architects
- Fletcher Priest Architects
- Foster + Partners
- Gensler
- Grid Architects
- M Moser
- HKS Architects
- HLM Architects
- HTA Design
- Hunters
- Mace
- Mark Pinney Architects
- Mott MacDonald Group
- MSMR Architects
- Piercy & Company
- Purcell
- Ritchie Studio
- Ryder Architecture
- Scott Brownrigg
- Sheppard Robson
- Squire & Partners
- Stephen George + Partners
- Stockwool
- Studio Egret West
- TP Bennett

### RETAIL / BRANDS



- Asos
- Axel Arigato
- Carpetwright
- Christian Dior Couture
- Cos
- De Beers Jewellery
- Harvey Nicholls
- Hugo Boss
- Howdens
- IKEA
- John Lewis Partnership
- Lululemon
- Magnet
- Marks & Spencer
- Molton Brown
- Mulberry
- Next
- Pets at Home
- Samsung
- Selfridges
- Sharps Bedrooms
- Spar
- Stella McCartney
- Superdry
- Sweaty Betty
- Tate
- Ted Baker
- Tesco
- The National Gallery
- Value Retail
- Virgin Media
- Ralph Lauren Homes

### TRANSPORT



- Aston Martin
- Bentley Motors
- Canadian Tire Corp - FGL Sports
- Cruise Ship Interiors
- McLaren
- PriestmanGoode
- Setag Yachts

### HOSPITALITY



- Atlas Leisure Homes
- Azumi
- Beds & Bars
- Boathouse Group
- Ceru
- Chiltern Firehouse
- Coffee Republic
- Derby Hotels
- Friern Manor Hotel Group
- Junkyard Golf Club
- Menai Holidays
- Papa J's
- Paramount
- Potters Resorts
- Prince Regent Hotel
- Rocco Forte Hotels
- Soho House
- The Goring Hotel
- Thirst Aid Bars
- Travel Lodge
- Holland & Holland

### CLIENTS / DEVELOPERS



- Argent Property
- Arup
- City of London Developpers
- DRG Investment
- Falcon Investments
- Berkeley Group St George
- Griggs Homes
- Legal & General
- Shelgard Homes
- Via Outlets
- VISA

### INTERIOR DESIGN/DESIGN



- Accouter Design
- Atkins
- BDP
- Bisley
- CADA Design
- Carden Cunietti
- Dalziel & Pow
- Dover Design Associates
- Gensler
- Goddard Littlefair
- Griggs Homes
- HLW
- Jigsaw Interior Architecture
- Johnson Naylor
- Katharine Pooley
- KSS
- M Moser Associates
- Mark Nicholas Design
- Matter of Stuff
- MCM
- Nicholas Anthony Services
- PriestmanGoode
- Q Design House
- Residence One
- Scott Brownrigg
- SHH
- SMCC Interiors
- Squire & Partners
- STOICA
- Studio Moren
- Tara Bernerd & Partners
- TGP International
- Todhunter Earl Interiors
- Whitepaper
- Wish Interior Architecture

### LIGHTING DESIGN



- BDP
- Buro Happold
- Cundall Johnson & Partners
- Design Plus Light
- ILC Lighting
- Introba
- Light Bureau
- Light Follows Behaviours
- Lighting by Plum
- Lighting Design Intl
- Michael Grubb Studios
- Nb Lighting & Design
- Radian Architectural Lighting
- Rock & Soar
- Splash of Light
- Susan Lake Lighting Design
- Thorn Lighting
- UFO Lighting
- Zvio Design

### MEDIA



- Amelia Thorpe Ltd
- Colour Hive | Mix Magazine
- darc media
- Design & Build Guide
- Design Exchange
- Designerati Magazine
- Dezeen
- Diary of a Tile Addict
- Evening Standard
- Finnerior Designer Blog
- FX Magazine
- Hamerville Media Group
- Hospitality Interiors
- Hotel Designs
- Houzz
- Interior Designer Magazine
- Kick Start Publishing
- Material Matters





# 2023 EXHIBITORS

SDS23 hosted **180 Exhibiting Companies** from **19 different countries.**

- A.M.O Intergroup
- Achtiis
- acou.space
- Acoustic Products
- Airi Suzuki
- AJ Wells
- Alpi + Eden Anglo Veneers
- Amron Architectural
- Amy Conway
- Antalis
- Antonia-Claudie
- Applelec Lighting
- Armourcoat
- ARTEMISIA CASA
- ARVEX ITALSTYLE
- Athena Stonecare
- Bankside Decor
- Barham & Sons
- Beal International
- Beauflor UK
- Bencore - 3Form
- Be-Plas Hygenic Walls and Ceilings
- BerryAlloc NV
- BERTI SISTO & C. INDUSTRIA PIETRA SERENA
- BKNC
- Botanica Textiles
- Britannicus Stone
- Burlington Stone
- Byard Works
- Capisco
- Celecta
- Cemher
- Chloe Grieve
- Chroma Sparks
- Cipango
- Clay International
- ClayLime
- Clayworks
- Colour Hive
- Concrete Interior Finishes
- Confindustria Marmomacchine
- Connie Luisa's
- Daedalian Glass Studios
- Designer Walls & More
- DF Richards
- Doro Tape (UK)
- Dutch Walltextile Company
- Elesco
- Emily Hatton Surface Design
- Eva Bosma
- Fila Surface Care Solutions
- FirthByDesign
- FN Neuhofer
- Frescolori
- Freya Hufton
- G-TEX Stainless

- G.M. INTERNATIONAL
- GEMS ITALIA
- GHIRARDI STONE CONTRACTOR
- Glass Designs
- Glass Films
- Graphenstone
- Hedvig Skarstedt
- Houzz
- Hurlocks
- iLE Solutions
- Impera Italia
- INDUSTRIA LO BIANCO MARMI E GRANITI
- Ionic Stone
- IOVINO
- IP Surfaces
- Italian Trade Agency
- Ivy Tile
- Jana Spence
- KEIM MINERAL PAINTS
- Kerrock
- Ketley Brick
- Kick-Start Publishing
- Lamberts London
- Lara Pain
- LSI Stone
- Lydia Hill Designs
- Magnus Nilsson
- Marabese Ceramics
- MARCHETTI TECH
- MARGRAF
- MARMI COLORATI COPPOLA SAS
- MARMI FAEDO
- Marmox
- Marq Design
- Meganite Acrylic Solid Surface
- Mehreen Ali
- Metal Clad
- Michelle Mortensen
- Midton
- Mirage Granito Ceramico
- Mirror by Design
- Monta
- Mundy Veneer
- Naddy Mizan
- Nareg Krikorian
- Natstone
- Nordcell
- Northern Precision
- Novocastran
- Novograf
- Oba Gallery
- Ober Surfaces
- Organoid
- Panel Stone
- Phillip Jeffries
- PI.MAR.

- Powdertech (Corby)
- RANIERI LAVA STONE
- Recclesia Stained Glass
- Reco Surfaces
- Red Dog Glass Design
- Reeve Wood
- Regency Carpets
- Rehau
- Reliance Veneer
- Revelare
- Revello Marta
- Ritec International
- ROGIMA MARMI
- Rough Old Glass
- Saloni
- SANTAFIORA
- SANTAMARGHERITA
- Scribble Stone
- SeaCo Designs
- SEMPREBON Vittorio e Figli Sas
- SENAMARMI
- SERAFINI SRL UNIPERSONALE
- Shakhina Mirjonova
- Sherwin Williams
- SIBU Design
- Smarter Surfaces
- SmartfloorUK
- Smile Plastics
- Southbank Developments International
- Stone Federation of Great Britain
- STONEGLASS
- Studio Lionne van Deursen
- Surfaceform
- Surface Matter
- Susan Pinto
- tactology
- TED Creative Metals
- Tektura
- Tenax - ASM Supplies
- The Good Plastic Company
- The Surface.Studio
- Ties de Vos
- Tile Master Global
- Tile of Spain
- Tomas & Jani
- Tristone
- Unilin Panels
- Valpaint
- Vico
- Volume Creative & Spared®
- Wonderwall Studios
- XStone Design
- Yejoong Choi
- Yu Chen
- ZAGROSS MARMI
- Zambaiti Parati





# »» WHAT THE INDUSTRY SAID ABOUT US...

"A brilliant variety of materials, Surface Design Show is always a great show to spot trends and see how they are evolving"

**Hamish Kilburn**, editor, **Hotel Designs**

"Surface Design Show has been a fantastic show for us, this year has been a busy show, and we have connected with lots of architects and interior designers. We will be back for Surface Design Show 2024"

**Matt Robb**, digital media executive, **Stone Federation Great Britain**

"Surface Design show is an incredible show for the sector, it has so many different materials and new ideas"

**Justine Fox**, founder, **Studio Justine Fox**

"It has been a very good year for the show, creating a good opportunity to meet key players in the industry and for them to get to know our product"

**Guy Whitehead**, Group CEO, **Armourcoat**

"Surface Design Show 2023 has been especially good for us. It has been extremely busy with a good quality audience and very innovative materials on display"

**Laura Brown**, **Rough Old Glas**

"A very busy show which has given us multiple different enquiries this year. We will be leaving with lots of new inspiration!"

**Ka Shing Man**, **Ritec**



## DESIGNERS HUB: CONTINUING THE CONVERSATION



The **Designers Hub** welcomed our VIP audience giving exclusive access for visitors to have small meetings or complete individual work. Designed by **Sonia Bourrel** of Sonia b Design the space was created to meet varying needs. With seating used to divide the space in different environments, with added greenery to create a restful and calming space for guests and speakers.





# NEW TALENT SURFACE DESIGN SHOW

Committed to supporting and promoting new designers in the materials sector, the **New Talent** area was bursting with innovation. Curated by Chief Creative Director at **Trendease International, Jennifer Castoldi**, and partnered by **Tesstellate.co**, the New Talent area saw **30 participants** display an inspiring range of biomaterials, natural materials, digital print textiles furniture, wallcovering, weaving and biopolymers.



"It's been consistently busy every day this year, which is just amazing. It's great to see things back on track again post covid"

**Jennifer Castoldi** curator of New Talent

"Being awarded the 2023 New Talent Award at the Surface Design Show was a great honour and has given me the opportunity to share my ideas and solutions. One of the highlights of the event was being able to participate in a panel discussion on new design trends within the industry"

**Magnus Nilsson**

"Surface Design Show has been an incredible experience for me, gaining new professional contacts and publicity for my work"

**Libby Challenor**

"I've really enjoyed Surface Design Show, we have had great exposure and lots of feedback. It's been busy with a wide range of people. An inspiring place"

**Lara Pain**





# MAIN STAGE: HOME OF THE HEADLINE ACTS

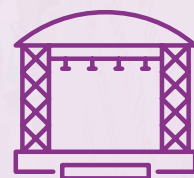
The programme took place on both the Main Stage & Gallery Stage, designed by **Emily Skinner of Smile Plastics**, recycling pioneers.

**24 presentations** and **57 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.

Hosted by **Jonathan Smales, Executive Chairman** with **Human Nature**, the Opening Night Debate; "*Design Solutions for Place and Sustainable Living: the work of many hands*", attracted a packed theatre, with questions on how architecture and interior design professions deal with Shaping Communities.



# 58%



of visitors were interested in attending our Main Stage programme





# FEATURES

## Surface Spotlight Live

The theme for Surface Spotlight Live, '*Shaping Communities*', explored the ambition to improve our surroundings for all, through collaboration to create meaningful design solutions. Curated by trend and colour expert **Sally Angharad** and partnered by **CDUK**, **Surface Spotlight Live** focused on a selection of surfaces, finishes and materials that celebrate the power of creative thinking, showing how ethical innovation is providing positive design solutions. Four key elements included: **Common Ground, Let's Talk Tactility, Shared Experiences, Collective Thinking.**



SQUIRE &  
PARTNERS



## Stone Tapestry

An explorative natural stone showcase designed by **Squire & Partners**. Stone Tapestry focused on exploring natural stones that have helped shape and create towns and cities across the UK and Europe. The design of the installation gave visitors a unique opportunity to explore the materials and inspire them to utilise the sustainable and aesthetic benefits of natural stone.

## Creative agency, Colour Hive

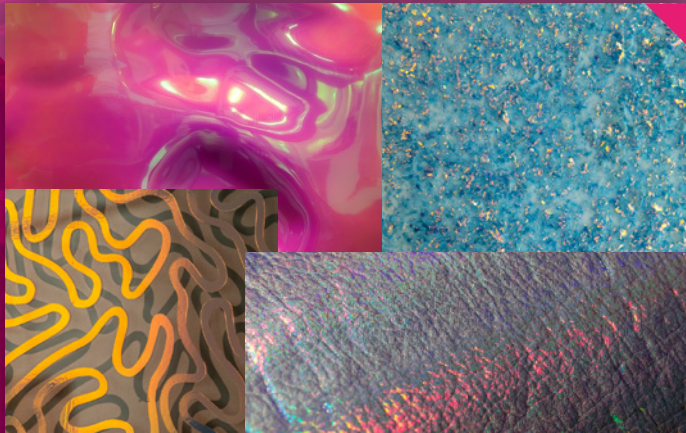
**Creative agency, Colour Hive's** was inspired by their 2024 design story Provenance. This installation featured materials and objects that embody themes central to this story, from craft, localism, and slow process to the role of technology in driving transparency and responsible manufacture.

ColourHive





# SURFACE SPOTLIGHT LIVE 2023 TRENDS



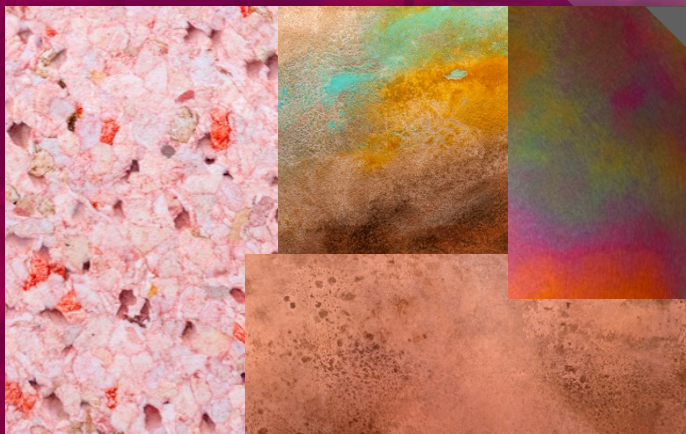
## LIQUID IRIDESCENCE

Metallic and holographic effects bring immersive qualities and movement to panels, films and textiles for interiors.



## COLLAGE PATTERNS

Playful multi-directional designs for glass, textiles and wallpaper combine bold colour and shape to create uplifting narratives.



## COLOUR BLENDS

Thoughtful and artistic techniques are applied to create coloured surfaces that enhance the inherent qualities of the surface material.



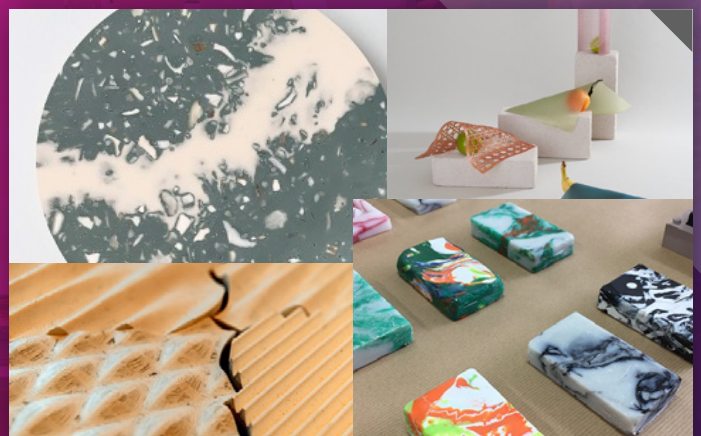
## LENTICULAR EFFECTS

An illusion of depth is achieved through textured surface pattern where colour and finish add to the layered aesthetic.



## WATERY SURFACES

Surface treatments take on the natural appeal of water with swirling pattern and droplet effects offering a moment of calm.



## DO GOOD DESIGN

Looking to improve wellbeing for all, start-up businesses are educating us on ethical alternatives to our everyday material choices.



# SURFACE DESIGN AWARDS 2023

Taking place on the Thursday morning, the **Surface Design Awards 2023** rewarded success in **12 categories**.

Judges were blown away by the quality of this year's entries, so much so, not one, but two entries were crowned Supreme Winners:

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BARNES DESIGN CENTRE




**JOINT SUPREME WINNERS**  
MONC, Nina+Co with Smile Plastics, London, UK  
Glade of Light, BCA Landscape, Manchester, UK

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ARMOURCOAT




**COMMERCIAL BUILDING EXTERIOR**  
WINNER: Design District Building D2, Mole Architects, London, UK  
HIGHLY COMMENDED: Knitted Eaves, Studio AVT Architects Pvt, India

**SPONSORED BY**  
ARMOURCOAT




**COMMERCIAL BUILDING INTERIOR**  
WINNER: MONC, Nina+Co with Smile Plastics, London, UK

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ColourHive



**HOUSING EXTERIOR**  
WINNER: Stepped Loft, Andre Kong Studio, London, UK

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ColourHive




**HOUSING INTERIOR**  
WINNER: Wiltshire Farmhouse, Emil Eve Architects, Salisbury, UK  
WINNER: Southwark Brick House, Satish Jassal Architects, London, UK

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CDUK




**LIGHT & SURFACE EXTERIOR**  
WINNER: Knitted Eaves, Studio AVT Architects Pvt, India  
HIGHLY COMMENDED: The Yards- St Martin's Courtyard Terrace, Brimelow McSweeney Architects, London, UK

**SPONSORED BY**  
CDUK



**LIGHT & SURFACE INTERIOR**  
WINNER: Sky Lantern House, Proctor & Shaw Architects, London, UK

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informare:PR




**PUBLIC BUILDING EXTERIOR**  
WINNER: The Digi-Tech Factory, Coffey Architects, Norwich, UK  
HIGHLY COMMENDED: Sutton Hoo, Nissen Richards Studio, Woodbridge, Suffolk

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informare:PR




**PUBLIC BUILDING INTERIOR**  
WINNER: Jive Spa and Wellness Centre, Emil Eve Architects, London, UK

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MASS



**LANDSCAPE & PUBLIC REALM**  
WINNER: Glade of Light, BCA Landscape, Manchester UK

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KI




**TEMPORARY STRUCTURE**  
WINNER: A Cautionary Bench/Mark, Andre Kong Studio, London, UK  
WINNER: The River Book, Atelier YokYok, China.

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SURFACE DESIGN SHOW




**ARCHITECTURAL PHOTOGRAPHY AWARD**  
WINNER: A deserts rose, Sanaa Aftab, UK



## MORE THAN 20 MEDIA PARTNERS SUPPORTED SDS23 INCLUDING



ColourHive



Design Buy Build



HOTEL DESIGNS.

interior designer



Mix Interiors

RETAIL FOCUS



# PR AND MARKETING CAMPAIGN 2023



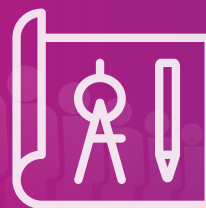
18,773,821  
Readership



5,363,949  
Circulation

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

70,000+  
architects and designers



## SOCIAL MEDIA

Social Media followings for @surfacethinking



14,800

20% INCREASE FROM 2022



7,600



5,600



3,000

52% INCREASE FROM 2022





# EXHIBITING AT SURFACE DESIGN SHOW CAN CONNECT YOU WITH KEY SPECIFIERS AND INCREASE YOUR BRAND'S VISIBILITY

Book your 2024 stand early to be included in all the pre-show publicity including:

Emails to our database of

**60,000+**

architects and designers



Social media shared with our

**31,000+**  
followers



Valuable PR coverage with our

**20+**

media partners



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

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

**Please contact:**



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**JOIN US  
NEXT YEAR:**

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