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INTERIOR DESIGN YEARBOOK 2011

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EDITED BY JADE TILLEY

FOREWORD BY JENNY Gibbs, BID

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INTERIOR DESIGN YEARBOOK

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Extending their expertise

George Clarke joins Fun on the Floor's Expert Panel

Channel 4 presenter and architect George Clarke has joined Fun on the Floor's panel of experts to help people make the most of carpet. George, who presents Channel 4's Restoration Man and The Home Show, has joined the panel as Design Expert.

Fun on the Floor has been working with George and trend forecaster Victoria Richshaw to identify the key interior trends for the next year. From the decadent drama of 'Gaiety Pastiche' to the pop-art to Miami-inspired mayhem of 'Realgood Factor', everyone can find a look they love and be inspired to experiment with colour, pattern and texture at home.

George Clarke, Fun on the Floor's Design Expert, says: "I'm really excited about joining Fun on the Floor. I'm passionate about helping people turn their home into a place which meets their family's needs and is somewhere they love spending time.

"I'm a big fan of carpet. I visit a lot of people's homes and I don't believe we all make the most of carpet. I have light grey carpets in my house and plan to carpet the whole of my new basement. Carpet is warm, easy to care for and hygienic. It absorbs sound and keeps the heat in. And there is a huge variety of textures, colours and styles that can completely transform a room.

"Instead of thinking about your flooring and then the décor, consider the floor as part of the décor. A bold coloured, striped, patterned or beautifully textured carpet can be an integral part of a room's scheme and can dramatically change the way the room looks.

Visitors to www.funonthefloor.com can ask the Expert Panel any questions about carpet, and receive a personal reply. There's also a downloadable voucher for VIP service at a Fun on the Floor retailer. With interior design ideas and practical advice on everything from planning and fitting, there's a wealth of style inspiration for using carpet.

A new carpet can be delivered, and your home transformed, in as little time as 5-7 days from time of purchase. All of the retailers on www.funonthefloor.com offer a free measuring service and will fit in around your schedule. Not only that but carpet can be fitted a lot quicker than the time it takes to re-paint a room, with an average sized room completed in under 2 hours.



News brief...

ROOM WITH A VIEW

Calibrated hair pioneer Paul Edwards unveils 'The Rooms', two beautiful and exclusive camping spaces within his luxurious Knightbridge salon, which have been created by London's leading design company, Brian Interiors. Brian are renowned for their cutting edge creativity on projects as diverse as houses to hotels, and private yachts to cinemas. Sourcing only the finest materials and commissioning exquisite designs, Brian has stamped their inimitable style on 'The Rooms' to create a truly relaxing and welcoming ambience that are specifically created for customers whose time is a precious commodity and want to indulge in some of London's most exciting and innovative hair and beauty treatments at the same time.



HANDS ON: DESIGN BROUGHT TO LIFE

An idyllic Edwardian parlour is transplanted into a twenty-first century gallery space and opened up to the street, exposing the enchanting interior to the passing crowds. The London Design Festival, studioWAG and University of the Arts London invite you to step in to the new Arts Gallery, reimagined as a fantastical shoebox house. The doors open on 16 September and close 29 October 2010. Hands On is created entirely with imaginative products designed by University of the Arts London graduates. Limited edition prints and featured design products will be available to purchase exclusively from the Arts Gallery.



Park Plaza Italian show case

The public have been invited to view the glamorous, contemporary work of many of Italy's top interior designers this autumn as IDA - Italian Design Exhibition Arena is showcased at the new Park Plaza Westminster Bridge London from 24 September - 20 December.

2010. The free exhibition will be displayed prominently in public areas throughout the hotel. Each of the items presented will have been created by an internationally recognised Italian designer and will be supplied by leading Italian manufacturers such as the Poltrona Frau Group, Gracie, Capellini and Cassina.

Complementing the exhibition, Park Plaza Westminster Bridge will host three Design Evenings in which guests will have an

opportunity to meet one of the featured Italian designers, a representative from a commercial interior design company, and hear a discussion about their art, design concepts and production challenges. The first of the series will be held at 7 pm 21st October followed by Design Evenings on 25 November and 16 December. For information, please visit www.parkplaza.com/ida

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