

Press release

SBID joins forces with two industry giants to create new business opportunities

With a membership base of international decision makers with budgets, SBID joined forces with two industry giants – Lend Lease, top international property group, and Grohe, Europe’s largest and the world’s leading single-brand manufacturer and supplier of sanitary fittings – to bring members together and create business opportunities.

Society of British Interior Design

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On Tuesday 26 June, SBID invited members to the first in a series of sustainability-focused seminars entitled “Built for the future” followed by a networking session. The event was fittingly held at the Lend Lease London headquarters – the company won a £1.5 billion government bid to build the 2012 Olympics’ Athletes’ Village (Stratford), and was awarded the contract to regenerate the site post-event.

The seminar, sponsored by Grohe, was the first in a series for SBID members, aimed to reveal the design thinking processes incorporated into the conversion of residential and commercial space within the built environment.

Duncan Young, Sustainability Manager for New Business at Lend Lease, gave a presentation on the science and sustainability aspects incorporated in office design and development. The current focus of his work is on occupant health and its link with productivity, through the incorporation of natural elements within the design of the building to ensure health and well-being for employees.

Martin Rowell, the Channel Manager for Architects and Designers at Grohe UK, spoke about the brand’s commitment to designing solutions for water saving at minimal extra cost for the end-user as well as providing some thought provoking facts.

The evening included a tour of the new Lend Lease six-storey office building, and provided a platform for global industry leaders in manufacture and design along with individual design professionals to exchange ideas and build business opportunities.

Representatives of Conran and Partners, The Building Centre, Thomas Dudley, Crawford Partnership, Strategic Asia, UBM, and Artwood Floors were in attendance; along with members of the industry press in the form of the International Building Press, Mix

Publications by Global Color Research, and Design Exchange magazine.

SBID received excellent feedback, including confirmations of newly formed partnerships. Carolina Calzada-Oliveira, Marketing & Sales Manager at Global Color Research, said: “One company has confirmed this morning that they will become sponsors for the Trend Trail installation that we are doing this year at Tent London. This is great news for me and my team!”

Another attendee, Architectural Designer Darlington Orji from Spongewall Creative Studio, said: “I enjoyed meeting all the guests and the presentation was excellent. Please keep me updated about future events.”

Grohe speaker Martin Rowell later said: “It was interesting to see how the topic ‘Built for the Future’ saw such a wide spectrum audience, from architects and designers to PR agencies and journalists, all of whom came to listen to expert views on talks on the environment. Our GROHE “Water saving without compromising performance” session focused on the embedded cost of water and our commitment to designing out water use in our products. The SBID event was very insightful and caused interesting debate and networking opportunities. All in all, an excellent evening.”

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Note to editors:

About SBID (Society of British Interior Design)

SBID is the standard-bearer organisation of the profession of interior design in Britain and represents members in practice, higher education and industry. The organisation supports the profession locally, nationally and internationally and is part of a global network of 50,000 designers who are professionally accredited.

SBID is the British organisation selected by the 16 nation members of the European Council of Interior Architects and the NCIDQ in the USA and Canada to represent their professional accreditation standards in Britain.

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