

Press release

## SBID in conversation at Laufen's new collection launch

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Last week, SBID President Vanessa Brady joined renowned designer Roberto Palomba in an evening talk at the London Roca Gallery for the launch of Laufen's new Palomba Collection 2012.

The talk started at 7pm on Tuesday 12th February 2013, when Alan Dodds, Managing Director of the Roca Group UK, introduced Brady and Palomba. Brady then took to the stage and engaged with Palomba, discussing his long and distinguished career within the design industry.

The design of the Laufen Palomba Collection recalls small inlets or pebbles shaped by the eternal movement of the sea, expertly transformed into ceramic. All elements of the collection harmonise with one another as each one of them bears the signature of the Italian designer couple, Ludovica and Roberto Palomba.

Following the event, Brady said: "Roberto is a hugely recognised and admired product designer, talking about his travels, influences and his family provided a personal insight into the person the industry knows by name.

"Roberto revealed the development of the new Laufen product which has not yet launched. Conversation in such an environment with a talented audience from the profession of architecture and design provided an inspirational consideration to continue pushing the boundaries."

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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.

[www.sbid.org](http://www.sbid.org)

**For additional media information or pictures** please contact Emmanuelle Chazarin, Web & Press Manager, 0207 738 9383 or [emmanuelle@sbid.org](mailto:emmanuelle@sbid.org)

