

SBID at 100% Design  
September 2011  
For immediate release



**Society of British  
Interior Design**

## **SBID was pleased to partner 100% Design in its promotion of innovation and quality**

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This year the continuing importance of London on the world design stage was very much brought to the fore at 100% Design, and SBID was pleased to partner in its promotion of innovation and quality showcased by so many of its members.

It was the first time SBID had exhibited (stand A50) at the show taking full opportunity to educate stakeholders (designers, architects, manufacturers, students and consumers) on what the organisation does: our plans for the future as well as our achievements over our first two years of existence.

We also displayed some of our members' latest products; including a Villiers Console table, a Lasvit lamp, a DecoFlame Ellipse fireplace, flooring from KarndeanDesign Flooring from Van Gogh range, and a pair of Natuzzi Vani vases.

Over 500 visitors registered for membership information to join SBID at the four day event.

Our stand was also the venue for a breakfast talk on Saturday by The Times's Style Editor, Dr Richard Dixon, to a group of American interiors bloggers (pictured below).

Vanessa Brady, SBID President, opened the seminar session on Thursday 22 September with a talk on 'Design Law and Order,' addressing issues such as designer fee rates, intellectual property and qualification criteria.

SBID also organised a networking event in conjunction with Prato Chamber of Commerce and the Italian Chamber of Commerce and Industry for the UK – over 170 guests attended the Made in Italy evening, supported by MP Mike Weatherley.

As the UK's first and leading contemporary design show, 100% Design outdid itself this time round and remains a hub of creative talent from the UK and around the world and a key event in the international design calendar. It brought together three inspiring exhibitions under one roof: world-class interiors show 100% Design, innovative surfaces at 100% Materials plus emerging talent showcase 100% Futures.



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Note to editors:

SBID is the only British interior design organisation inducted into the European Council of Interior Architects, has made a number of valuable partnerships and agreements over the course of the past year:

- SBID is the Official UK Partner at Maison & Objet (Paris), Macef (Milan), The Tramshed (London), 100% Design (London) and Sia Guest (Romini).
- For the first time, SBID is hosting its own competition: The SBID International Design Awards 2011, hosted at Maison & Objet in Paris, 9-13<sup>th</sup> September.
- Robin Gibb CBE, president of the International Confederation of Societies of Authors and Composers, CISAC has now become the ambassador of SBID's Intellectual Property protection campaign.
- SBID provides an accredited Continuing Professional Development programme (CPD).
- SBID has established unique partnership agreements with the NCIDQ, IDC (Canada) and IIDA (USA).

- SBID has an exclusive agreement with WIDN which allows SBID members the opportunity to buy a WIDN online profile for a discounted rate.
- SBID is official partner of BP Product Search, meaning that our members' products will be featured prominently on the BP site and within their newsletter.

For more information on Society of British Interior Design (SBID)

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