



Surface Design Show announces 'Close to Home' as its 2020 theme, celebrating both sustainability and regional difference throughout the world

[Surface Design Show](#), which runs from 11-13 February, has announced its theme for 2020: Close to Home. Held at the Business Design Centre in Islington and celebrating its fifteenth edition, the show's theme addresses the current climate emergency debate in the context of the surface and materials sector, for both the UK and international markets.

Close to Home will look at a wholly sustainable approach to design. Innovative and thought-provoking products will be highlighted at [Surface Spotlight Live](#), a section of the show curated by trend expert Sally Angharad and forecasters Colour Hive. The theme will look beyond aesthetics and into manufacturers' impact on the environment, from the processes used in mining or manufacture, through to the carbon footprint sustained during sales and distribution. Designing with a conscience will also be examined, from reusing waste materials to looking at what happens at the end of a product's life cycle.

There will be a number of home-grown products on display including textiles from the North of England from exhibitors such as New Talent's The Monkey Puzzle Tree and porcelain in the Midlands from H+E Smith. Several areas worldwide which are renowned for specific materials, will also be represented, from Italian marble to Spanish tiles from Tile of Spain and ceramics from Portugal's Viúva Lamego. Other issues examined through the theme include why these areas have become market-leaders in their respective material markets, what benefits a project brings to the local area in terms of employment, preserving skills and sustaining the local community, and what challenges there are in continuing to serve the global marketplace.

Further questions to consider include can we ever return to buying locally, with particular reference to the UK post-Brexit, given the fact that we're so used to being global consumers? Should manufacturers use local designers, as opposed to those based hundreds or even thousands of miles away?

Over the 2½ days, Surface Design Show will host approximately 30 presentations from 50 speakers, including panel discussions and talks centred around this highly topical theme, including Jo Roan,

associate strategy director at PriestmanGoode talking sustainability through 'Get Onboard: Reduce. Reuse. Rethink' on the Main Stage on from 1:45pm - 2:30pm on Thursday 13 February. Also featured on the Main Stage on Wednesday 12 February is 'Close to Home: Consciously Creating Spaces from Concept to Completion' with Nicola Keenan from Boxx Creative (3:15pm – 3:45pm) and Hotel Designs' editor Hamish Kilburn who highlights the importance of close to home in his presentation entitled 'Biophilic Materials in Surface Design' from 12:30pm - 1:00pm on Thursday 13 February.

Tickets are free to professional and trade visitors. Register at

<https://www surfacedesignshow.com/register>

Surface Design Show, Business Design Centre, 52 Upper Street, Islington, London N1 0QH
11-13 February 2020.

ENDS

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About Surface Design Show

Located in Islington, at the centre of London's design district, Surface Design Show is the event of choice for architects and designers. Held annually in early February, the 2½ -day exhibition has been the place where industry professionals immerse themselves in the latest materials for the built environment, gain new insights and network with like-minded designers, architects and suppliers.

Surface Design Show is the only event in the UK to focus solely on interior and exterior surface materials. It provides architects, designers and suppliers with the latest trends and innovations. From exquisite hand-crafted surfaces to the latest technological advances in architectural lighting, Surface Design Show hosts over 180 exhibitors each year highlighting the very best in surface design.

The show also incorporates the Surface Design Awards, at which outstanding examples of progressive design and use of innovative surfaces in projects both in the UK and internationally are celebrated. Divided into interior and exterior categories each project is judged on a range of criteria including the type of surface, the use of materials and aesthetic design.