



## **Surface Design Show 2020 brings the best in 'New Talent' to London's Business Design Centre**

Following on from its successful introduction last year, Surface Design Show's [New Talent](#) section will be expanding for the 2020 edition. New Talent supports emerging creatives, specialising in producing interior and exterior surface materials and lighting design.

[Surface Design Show](#) is held from 11-13 February and is a must-visit for architects, designers and specifiers looking for the latest launches from established companies. Surface Design Show's New Talent area offers attendees the chance to see the next big innovations in surface design. New Talent is curated by Chief Creative Director at Trendease International Jennifer Castoldi. All of those chosen to exhibit in New Talent have been in business for five years or less, and with 37 exhibitors showcasing, compared to 16 last year, the section has grown substantially.

Many of the New Talent exhibitors are using traditional craft techniques and combining them with contemporary design. Charlotte Relf is an experimental embroidery artist who uses exaggerated stitches to add detail and energy while Royal School of Needlework graduate Frances Stone uses various experimental embroidery techniques such as gold work, crewel work and beading to create her range of foot stools, chairs and cushions. Charlotte Clayton Design, meanwhile, combines knitting with automotive interior design for her surface designs and Farr Designs marries photography and contemporary design using hand screen prints and digital technology.

The sheer wealth of approaches to surfaces is one of New Talent's strengths from Janine Partington's emphasis of carving and hand painted leathers to Trifold, a company which has designs constructed of thermal and acoustic layers, folded via means of a traditional origami tessellation to research-based designer Megan Cowley, who creates mild steel moulds using water jet technology, which are then transferred onto glass.

Wallcoverings are well-represented in New Talent this year, Olenka's luxury British wallpaper collection features natural motifs of leaves and flowers whilst Catherine Griffiths' work takes in bold wallpaper designs as well as fabric and cushions with inspirations as eclectic as Celtic mythology, the Renaissance period and European architecture. West by Design specialises in intricate hand-painted wallpaper inspired by the English countryside and King Kong Design creates site-specific corporate wall art and custom wall panels for retail, public and residential installations.

It's no surprise given the current climate emergency that exhibitors in New Talent are focussed on nature or sustainability. This focus is reflected throughout the whole of Surface Design Show with its theme of Close to Home: looking beyond aesthetics and designing with a conscience. Jonel van Schalkwyk uses a painterly style to create surface designs featuring human-sized plants while designer Paula Nerlich has a strong focus on circular biomaterials and exploring vegan compostables

and foams from industrial and household food waste. Atticus Durnell, the brains behind the That's Caffeine brand, has created a material made from recycled coffee grounds, that imitates granite stone. Brussels-based Studio Gilles Werbrouck also takes a novel approach to material reuse, making knitted textiles from unconventional material such as video tape or dead stock from fashion designers.

Christopher Newton, Director of Surface Design Show said:

*"We are thrilled to have collaborated with Trendeaze International; Jennifer has brought together some of the most exciting new designers with the freshest ideas in material design to New Talent. We can't wait for visitors to immerse themselves in New Talent's designs, textures and materials."*

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 170 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.