

## DECOREX INTERNATIONAL REVEALS SEMINAR PROGRAMME HIGHLIGHTS

Secure a ticket at [decorex.com](http://decorex.com)

Decorex International, the show of choice for the luxury interiors and design market, will again welcome some of the industry's foremost experts to its inspiring Seminar Programme. Engaging discussions led by a prominent group of designers, journalists, businesspeople and marketers will offer valuable insight into a diverse range of topics that impact today's design world.



Hatta Byng



Barbara Sallick



Henry Prideaux

Highlights include a conversation with editor of House & Garden **Hatta Byng** and **Beata Heuman**, winner of the magazine's inaugural *Interior Designer of the Year* award. A discussion regarding current and future kitchen trends between interiors editor of County & Town House **Carole Annett**, **Barbara Sallick** of Waterworks Operating Company and **Henriette von Stockhausen**, co-founder of VSP Interiors.

**Daniel Hopwood**, President of the BIID, will offer advice on how to add personality to new build properties. Interior designers **Brian Woulfe** and **Emily Williams** will discuss the international reach of London interior designers, while **Henry Prideaux**, **Natalia Miyar** and **Sophie Elborne** will share tips on how to assure that a design is original in every project.

**Emilio Pimentel-Reid**, **Jeffrey Beers**, **Sebastian Cox**, **Christiane Lemieux**, and **David Mottershead**, will define the essential elements of establishing and maintaining a creative identity by exploring how top interior creatives build brands for themselves and others.

For more information, photography or fact check please contact the Decorex team at Cultural-Agenda, London.  
e: [decorex@cultural-agenda.com](mailto:decorex@cultural-agenda.com) t: +44 (0)20 7245 1066

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Steffan Tollgard



Katharine Pooley

**Matteo Bianchi**, **Jo Hamilton**, **Staffan Tollgard** and **Katharine Pooley** will offer an interior designer's take on product design, in a talk moderated by **Letitia Taylor**, head of Harrods Interiors. **Kate Burnett**, editor of Studio, will be speaking about how social media is changing the way designers work.

The importance of establishing and truly understanding a client brief, will be discussed by **Gilly Craft**, BIID President, **Neil Stevenson**, maker of fine custom-made furniture, **Beata Heuman** and **Henry Prideaux**.

**Jess Sims** and **Kate Baxter**, founders of Be More Hive will reveal how to use influencer marketing to help you grow your interiors business. This will include an overview of how to start working with influencers and engage their audience with your business.

**Tricia Guild**, founder and creative director of Designers Guild and **Ben Spriggs**, executive editor of Elle Decoration will discuss a life in design. **Giles Kime**, interiors editor at Country Life and other speakers will be talking about what design will look like for the next generation.



Gilly Craft

To see the full Seminar Programme, visit Decorex website: [decorex.com/agenda](https://www.decorex.com/agenda)

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## About Decorex International 2018

Location: Syon Park, London

Date: Sunday 16 September – Wednesday 19 September 2018

Opening Hours:

Sunday 16 September: 10am-6pm (trade only)

Monday 17 September: 10am-6pm (trade only)

Tuesday 18 September: 10.00am–7.00pm (open to the general public)

Wednesday 19 September: 10.00am–5.00pm (trade only)

Tickets: [£15 trade](#) / [£30 consumer](#)

**Decorex International** is the UK's leading design show and the only one of its kind in the UK for the luxury interiors market. Established in 1978, Decorex is firmly recognised among the international design community as the trusted resource for high-end interior designers, architects, speciers, retailers and property developers. Boasting more than 400 exhibitors from leading names to emerging talents, this annual four-day show takes place each September in the prestigious location of Syon Park. Attracting nearly 14,000 visitors from across the globe, Decorex 2018 will be exploring Blank Canvas as this year's show theme.

Kicking off the London Design Festival 2018, Decorex International runs from Sunday 16 until Wednesday 19 September 2018.

Decorex is organised by UBM, which in June 2018 combined with Informa PLC to become a leading B2B information services group and the largest B2B Events organiser in the world.

To learn more and for the latest news and information, visit [www.ubm.com](http://www.ubm.com) and [www.informa.com](http://www.informa.com).

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