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Boardroom Collection

Crafted tables and credenzas from
Komfort's Sheraton Veneer Division

Prima lives up to design and innovation promise

The third annual Design Prima 2007 was busy, exciting and really worth attending. Less pretentious than the first event in 2005, so appealing to a wider spread of visitors than just the architect and designer community. But there was a feast of great new designs that would appeal to all tastes

Lesco, Pledge, Space Age and Elite with its new Linnea furniture were among the familiar names taking the opportunity of Design Prima to demonstrate to the architect and design community they are all worthy of consideration when it comes to design and product development. The bonus was that the visitor count included a large number of trade visitors which was not anticipated when the first Prima was opened.

Certainly the show ended on a high note of business optimism. "We have had a fantastically brilliant show. The feedback we have had from our visitors has been phenomenal, surpassing all our expectations. We are looking forward to a busy time ahead", said Adrian Cowley, CEO of Silverline after a couple of days of reflection. From silence to success, one could say without being contradicted. It is all down to the eagerly awaited launch of s:line, the company's new system storage range.

The Triumph Design Prima stand was also a stunner, proving that being well-established does not mean old-fashioned and out of date. Indeed, with its multi-colour visuals drawing the crowds, the upholstered tops of seat-height storage units acted as their own invitation to step on to the stand and sit down for a chat and, if you had a mind to, a little hospitality.

And there was quite a lot to chat about on the news front. The Interior Channels favourite was the Triumph Solar powered POM (Personal Office Mobile) unit with custom made internals providing mobile solar recharging for laptops, cameras, phones etc. An environmentally friendly office storage unit which uses microgenerated energy, it certainly got yours truly dreaming about the possibility of setting up an outdoor office for the summer.



Above: Interstuhl's Sputnik for WAGs; right: Gresham's Avianet

Other new ideas included a storage unit with built-in cable management; an adaptation of Triumph's Metrix tambour unit, with a plinth designed to sit over floor-mounted cable boxes, and a special back panel to house the requisite cable management system. Also new was a Student Underdesk locker, an adapted 300mm wide slimline pedestal unit with a security locking system for housing irregular sized with integral table separation, giving each individual personal space.

FX Design Awards recognise excellence

The FX/Design Prima Awards recognised the technical and engineering expertise in the contract furniture and accessories industry. The winning products all impressed and fell into four main categories: engineering and technological innovation; ergonomic advancement; surfaces and textiles; and creative vision. Many of the winning designs could well have been entered for two or more of the categories in the view of the Interior Channels team.

We were delighted to note that one of FX Design Award winners was a product we picked out as a potential winner in the March issue (see the Design Prima preview - page 11). We refer to the Integrated Work Centre (IWC) from Eurotek Office Furniture which is designed to give a complete personal space in an open plan environment. Supplied complete with an ionisation and hepafiltration system which puts the freshness back into the air, kills airborne bacteria and microbes, it also comes with dimmable, full spectrum polarised lighting to provide the wavelengths found in daylight; protection against EMR (electromagnetic

