

# OFAS newsletter

OFFICE FURNITURE ADVISORY SERVICE

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## recognising excellence in design



### comment

When I asked for letters from readers in the last edition, I didn't expect such a response from eminent members of our industry (p.22). Thank you all. Readers please follow up with your comments on topics discussed, and on related subjects you would like to air – a prize every time! In the past we have sometimes struggled to give away really worthwhile prizes, so it would be good to break that mould and see the letters pouring in – together with entries to the football competition (p.25).

One does sometimes sense a similar apathy in the sector generally – not attributable to any individual or organisation – more in the overall 'team' spirit. Any organiser will tell you that an industry gets the exhibition it deserves. Granted, they may be covering their own backs, but the experience of British commercial furniture shows in the past decade lends strong credence to the claim.

Typically an event is fired with enthusiasm at its inauguration, only to slowly sink further with each successive iteration. Why is there so little support? Some suppliers will say they will only attend if Company X will also be present, whilst others declare their unwillingness to openly pitch their products against their competitors. Little wonder then!

The trend-bucking event has been Design Prima and its predecessor Spectrum, both under the capable auspices of David Field. You will see an announcement inside (p.24) that Prima is moving to the Business Design Centre next year. I have always found this quite a soulless venue, with the ambience of a place that never quite succeeded at what it had been created for. Let's hope then that Prima is strong enough to buck yet another trend and deliver a resoundingly successful show.

by Jonathan Hindle

**T**he Furniture Makers Company is launching a Design Guild Mark to reward excellence in the design of furniture pieces in volume production. By the award of this Guild Mark for designs, which meet the Company's criteria, the designers will receive due recognition and the industry will be made more aware of the importance of investment in design.



There are many initiatives in this country and across the world, which aim to show the value of design, innovation and creativity in every facet of our lives. The Design Guild Mark has been introduced to show the value of design in the manufacture of furniture in volume production.

Furniture designers working in Britain and British furniture designers working abroad will receive the reward and recognition they deserve. As the qualities that make a good design are highlighted and promoted, the furniture industry will recognise the benefits of investment in good design and the public will be able to make better-informed purchasing decisions.

Judges, who include Lee Cheong of BDP, Georgia Burt of Nightingale Associates, Margaret Howell, Fashion Designer, Chrystina Schmidt of Skandium, Sebastian Conran of Conran Design, Jack Pringle of Pringle Brandon, Deyan Sudjic of The Design Museum, Sally



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margaret haynes,  
director, ofas





**Triumph**, Britain's leading manufacturer of steel furniture for business, has reported that it has just completed a major storage project for the administrative headquarters of the Church of England at Church House, Great Smith Street, in Westminster. Triumph's job was to supply a thoroughly modern storage solution, to a fast track programme, following a decision to replace and update all existing storage

# Triumph



in this important building. Triumph worked with Globe Office Solutions to supply and install over 600 new cabinets and 3000 internal fittings within four weeks from order. The building, over six floors, houses the principle bodies of the Church of England: The Archbishops' Council and The Church Commissioners - and is also the place where the Church of England holds its General Synod. The storage was supplied in four different heights, with full provision for lateral filing, suspension filing, and a range of legal and accounting folders. *Triumph - 01685 352 252*

and a range of legal and accounting folders.