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Successful
hotel design

Bruce Munro's
light shower

Glamorous
Mayfair hotel

Upcoming
shows

£5.99

SBID

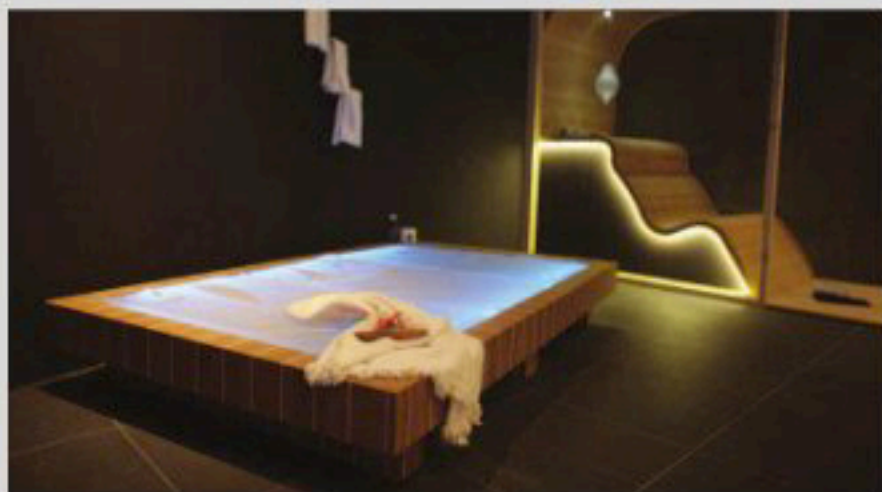
THE SOCIETY
OF BRITISH
INTERIOR DESIGN



the SBID stand was positioned in one of the main thoroughfares, which may have accounted for the high interest that the stand received – ranging from visiting interior designers and architects, to hotel procurement managers and fellow exhibitors at the show.

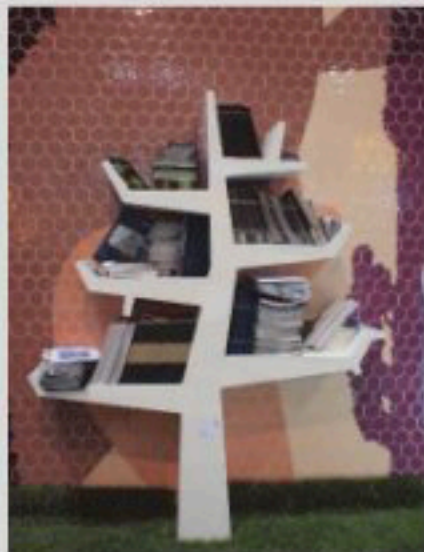
The diversity of those exhibiting was fascinating: traditional and contemporary Italian tables and chairs; pizza ovens; 3D TVs; outdoor and indoor flooring solutions; wellness centres; beds that rock you to sleep; and even a hotel designed for dogs – with jet bath, massage parlour, and kingsize bed included!

As SBID Member Diana Celella, of The Drawing Room Interiors, said: “Just the two words ‘Italian’ and ‘design’ need to be combined to excite me and SIA Guest didn’t let me down. There was an impressive array of different exhibitors with some stunning displays – especially the Hotel room sets. Some of these room sets had lovely details such as a giant lean to mirror which had an amazing effect built in, this gave the impression of a gentle voile curtain rippling in a summer breeze within the glass. I have returned to UK with my head full of new



ideas which I am eager to use within my own projects.”

With over half the exhibitors signing up for SBID membership since November, this now means that *The Society* has a large reputation and representation in Italy – giving SBID members the perfect



contacts if they have projects out in Italy, or if they would like an Italian influence in their domestic projects. The quality of many of the Italian products and services is very high, and will help to realise the SBID goal of maintaining the high standards of British Interior Design and the products used therein.

