



# TL

TOTAL LIGHTING

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# Light refreshments

Almost good enough to eat

&

Changing moods  
Street-wise  
Decorex

NOVEMBER 2010  
£4.50

**T**he occasion showcased high quality interior design, with a mix of architectural materials from both the UK and across the world.

Show director, Peter Massey said: 'Exhibitors really felt the upsurge in visitor spending at the weekend, with record numbers of exhibitors reporting new levels of spending and genuine business enquiries.'

The 16th edition of 100% Design welcomed over 400 exhibitors, in an environment created by JAM and was a platform for launching emerging talent.

For the first time, there were 14 dedicated international pavilions with designs from around the world. Visitors got to experience culture from all corners of the globe from luxurious Italian design to quirky Taiwan products and as diverse as Norway to Argentina.

Massey adds: 'Our new retail programme (100% Select) clearly drew in the crème de la crème of UK retailers and some of the most influential overseas buyers. Our seminar programmes were packed; curated to engage hospitality and trend driven sectors in design, the response was overwhelming.'

Triflow Concepts wowed visitors with its display of innovative brassware but the true showpiece on the stand was the Zaha Collection, designed by renowned architect Zaha Hadid. Displayed on custom-made fibreglass plinths, the cutting edge designs intrigued passers by. The Quadro system is the latest development based on Triflow technology. The £7,000 appliance delivers hot, cold and filtered water as well as instant hot filtered water heated to 98 degrees – the perfect temperature for tea!

Triflow hosted the first Future Talents competition as an opportunity to encourage emerging young design talent to submit designs for kitchen and bathroom accessories. The short-listed five voted for their favourite design, with all entries generating a wealth of interest from the public who were also invited to vote. John Walsh was announced as winner with 35 per cent of the vote for his design entitled 'Trees'. Walsh received a cash prize of £1500 and will have his design taken into production by Triflow Concepts.

Tenshi 7, an emerging Greek company, that produces furniture and lighting designs for both private and public areas debuted its latest concept, Time Square. The fascinating clock consists of 12 cylindrical aluminium components; four forming a cross, and eight attached with metal joints, forming a square frame, approximately 1.40m x 1.40m. LEDs are integrated in each cylinder while a dimmer system ensures a wide brightness variation. The illuminated cylinders display the hours while the lower left horizontal cylinder displays the minutes; 12 circular LED spots light up based on a five-minute frequency and fade away progressively.



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All available commands -on and off, dimming and time setting - are issued by Time Square's remote device. Anna Kanta, marketing at Tenshi 7 said: 'The entire team was very pleased with the exhibition; to be accurate, the feedback we received for Time Square in some cases exceeded our expectations given that it was its very first official introduction. The fact that visitors had to see beyond the obvious, it's lighting id, and discover it is also a timepiece, along with TS being a collector's item had quite an impact on their perception!'

100% Design was a launching pad for interesting innovative designs and collections. London-based designer, Meystyle, the inventor and maker of LED wallpaper launched its latest collection, Nina at the show.

Since starting Meystyle in 2004, sisters, Maria and Ekaterina have developed a reputation for pushing the conventional boundaries in wallpaper design. Their latest

Facing: Tenshi 7's Time Square clock  
Above: 100% Design Village



This page: Meystyle Maya Gold and Maya Pendulum



concept draws inspiration from old and new. The retrospective inspiration integrates traditional craft materials used to complement Swarovski crystals and LEDs. Maria Yaschuk said: "This collection is in many ways our most personal. We wanted to include the subtle colours, brush strokes and light effects made famous by the impressionists. Although Meystyle is all about what's new and innovative, we liked the idea of incorporating a tradition into contemporary designs and interiors."

"The show was a great success, the LEDs got a lot of attention as usual and the new design collection was really a sensation. People loved the technological novelty mixed together with tradition."

This year the designers have diffused the light produced by the LEDs integrated into their wallpapers, making it more subtle and ambient. The use of Swarovski crystals and gold and silver dust accentuates the impact of the LEDs by catching and reflecting light to create a dramatic impact. LEDs are fully incorporated into the material, allowing it to be pasted and hung just like any traditional wallcovering, but with the added requirement of an electrical socket or switch.

Roca is known for defining bathroom spaces and stuck true to form at this year's exhibition with its latest creation, The Wave. The design is an impressive 15m kinetic installation of moving light, consisting of 40 rods with integrated blue LEDs, which hang horizontally from the ceiling. The motorised rods are synchronised to move like a wave when a presence is detected underneath, creating a unique and relaxing effect.

The design is the work of German studio, White Void, which used key values of design and leadership of the Roca brand within the work. The Wave decorated the ceiling of the Roca stand which has three spacious areas featuring designs at an international level: the 4th edition of the International Design Contest entitled Jump the Gap; the exclusive Armani/Roca collection; and the first pictures of the Roca London gallery. Each area featured different projections, which were activated when sensors detected the presence of a visitor.

Ironically, in full view at 100% was Hidden Art – a design collective that has been promoting its members at the show for more than a decade. At the main feature boulevard of the show was Hidden Art member Tom Cecil's installation, Field of lights. It featured a canopy of motion-sensitive LEDs above Cecil's own products, which created a trail tracking the movement of people below. The trail highlighted the most popular of the nine products.

After a successful show of advanced lighting, admirable architecture and quirky designs, we can only anticipate what next year's show will have in store!

## contacts

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