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Drainage & Wastewater

How wetland treatment systems maximise biodiversity

Sustainability in Development

Urban redevelopment at Printworks

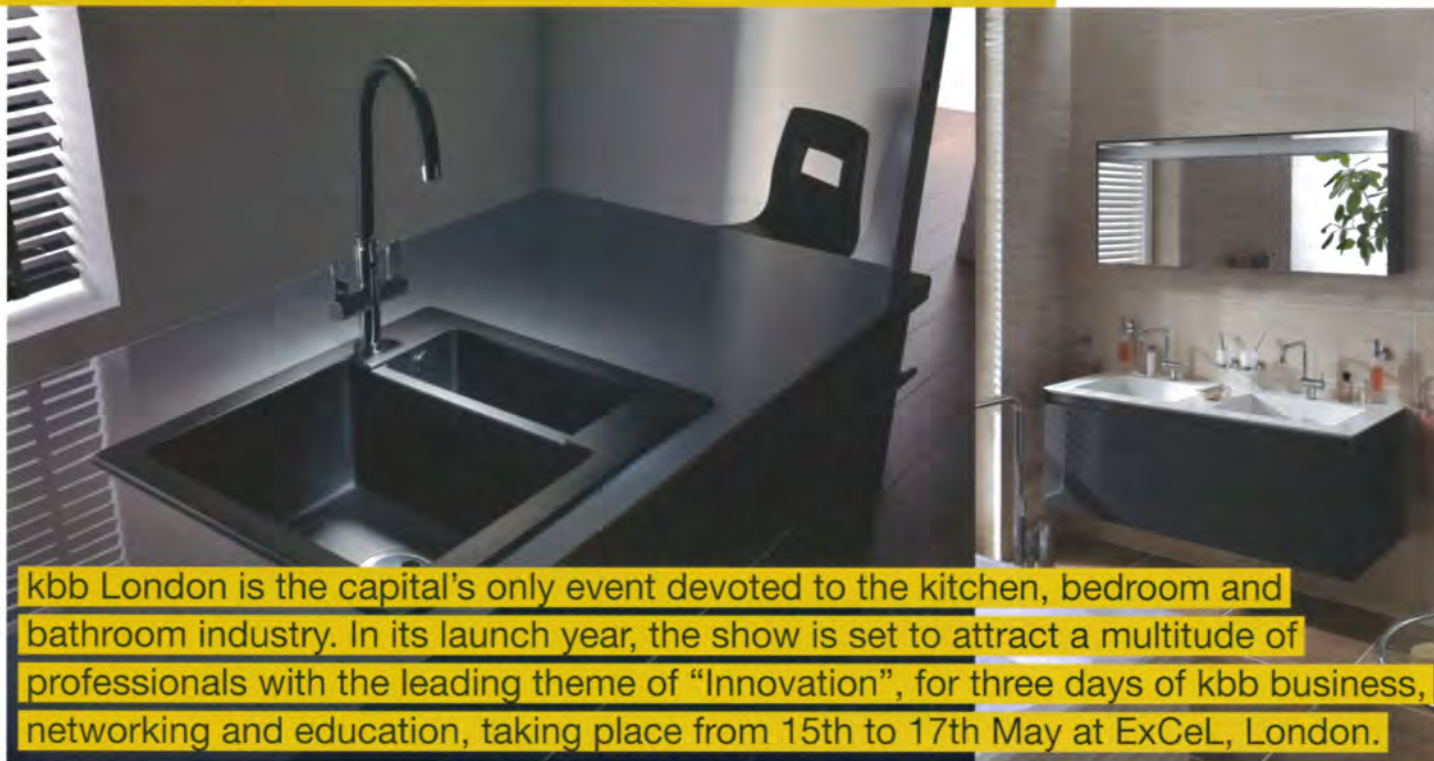
Design & Desire

Green getaway – Bournemouth's eco hotel

kbb London: a capital idea



15TH-17TH MAY 2011
EXCEL LONDON, UK
WWW.KBB.CO.UK



kbb London is the capital's only event devoted to the kitchen, bedroom and bathroom industry. In its launch year, the show is set to attract a multitude of professionals with the leading theme of "Innovation", for three days of kbb business, networking and education, taking place from 15th to 17th May at ExCeL, London.

A wealth of the industry's well-known brands will present their latest developments, including technologically advanced products, architectural open plan kitchens and interactive storage spaces. Among the recognised industry brands featuring at the show are Abode, CDA, Kohler, Nobilia, Nolte, Perrin&Rowe, Poggenpohl, Samsung, Scavolini, and Triflow Concepts.

Poggenpohl will showcase their latest +ARTESIO collection of open plan kitchens. Created in collaboration with renowned designer and architect Hadi Teherani, the project is an eclectic fusion of design and construction. With the technological advancements presented by other companies, such as CDA and Nobilia, the event will inspire with a forward-thinking vision of the future of kbb industry.

Pioneering brands

The kbb London Innovation Awards will recognise the brightest product design ideas from the kbb's pioneering brands. Among the submitted products are Teuco UK's recessed tubs, S-Box's interactive storage spaces and CDA's touch-screen ovens.

Nobilia will further promote technological ideas with an innovative stand involving touch screens and digital presentations on how to implement forward-looking designs into the kitchen environment.

Product concepts

'We are very excited to showcase original projects and product concepts at the show, and contribute to the continuous development of kitchen, bedroom and bathroom designs,' said Andrew Vaughan, kbb brand director. 'We want to inspire architects and interior designers who visit kbb London and provide them with a

business and networking platform perfect for future fruitful collaborations'.

A series of free seminars will discuss the industry's latest achievements and forthcoming trends. Representatives of branding agency Seymourpowell will present their findings from European design trade shows and unveil the future trends of the kbb industry. Colour trends for 2012 will be discussed by Global Color Research and well-known eco-designer Oliver Heath will host a lively debate on Eco-Chic - implementing sustainable solutions in high-end designs.

For more information about kbb London and to register, and attend the event for free, visit www.kbb.co.uk/london. For daily show updates and industry news join the kbb community on Twitter @kbbevents