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INSPIRATION FOR INTERIOR DESIGN PROFESSIONALS

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**JOHN MINSHAW**

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master of elegant restraint

**KITCHEN CONFIDENTIAL**

KBB exhibitors reveal how they  
plan to impress interior designers

# Colourful Characters

Neon brights and juicy hues bring a zing  
to fashion-forward schemes this spring

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**ARAN**

Interior designers and architects supply 30 per cent of the business at Italian kitchen company Aran, says Raafat Amin, managing director of Aran World UK, who is trained in architecture. 'Architects don't design kitchens, they allocate the space for it, while interior designers generally want to have more input,' he says. In both cases, Amin feels the company's own in-house designers will make life easier for design professionals by supplying free CAD drawings to show clients.

He also believes that offering a fast turnaround – as little as 12 days from order to delivery – and competitive prices will appeal to designers. Aran has a presence at KBB and 100% Design and advertises in magazines such as Blueprint. [www.aranworld.co.uk](http://www.aranworld.co.uk)



# What's Cooking?

New and established kitchen exhibitors reveal how they plan to impress interior designers at this year's KBB *Words KAY HILL*

**T**he average householder might refit a kitchen or bathroom every decade but interior designers and architects oversee dozens of such projects a year — providing an ongoing source of revenue for those kitchen and bathroom companies that make the right impression.

With KBB coming up in London this month, design professionals will be making their way to ExCel to see the latest kitchen and bathroom products. To win them over, businesses will need to offer a lot more than just a fancy exhibition stand. Idfx asked a number of high-end exhibitors about how they plan to tempt professional designers.

**TRIFLOW**

Triflow is already popular with interior designers but, in an attempt to increase awareness among architects, director Nicolette Kwok has sponsored the Architectural Review Awards for Emerging Architecture. 'The entrants are young architects and they aren't doing big projects yet but we hope to get more attention from architects through the publicity the awards generate,' she says. The company also runs a regular Future Talents competition for young designers.

Kwok also believes that a collaboration with architect Zaha Hadid, who designed Triflow's new Quadro tap, will raise the company's profile among designers.

As well as KBB, Triflow exhibits at 100% Design and advertises on the RIBA specifiers' website, as well as in consumer magazines such as World of Interiors and Wallpaper. 'It's always difficult to measure the effect of advertising because it's a slow process of raising awareness,' Kwok admits. [www.triflowconcepts.com](http://www.triflowconcepts.com)