

**INTERNATIONAL AND LOCAL EXPERTS COVER HOT TOPICS INCLUDING
SUSTAINABILITY, BLOGS, TEXTILES AND DÉCOR TRENDS AT THE 2008
INDUSTRY SEMINAR SERIES**

Three high profile international trend and textile experts will jet into Melbourne as guests at the **International Industry Seminar Series at FURNITEX and DECORATION + DESIGN Melbourne** in July 2008. The seminars run throughout the Fair and provide unique insights into a diverse range of subjects including colour, interiors, product development, fabrics and sustainable design.

Visiting Australia for the Fair will be **Michelle Lamb from The Trend Curve in USA, Textile expert, Kathryn Ireland from Kathryn Ireland Textiles & Design in the USA and Milou Ket from Milou Ket Styling & Design in The Netherlands.**

These international guests will be joined by Australian design industry experts including **Anna Spiro from Black and Spiro, Nic Burnham from Norman, Disney and Young and Andreas Sederof from Sunpower Design.**

Held in the Auditorium of the **Melbourne Exhibition Centre**, each seminar runs for approximately one hour. **Bookings are essential** and tickets are available through Australian Exhibitions and Conferences P/L for only **\$44**. Book now at www.furnitex.com.au to avoid disappointment as it's sure to be a sell out.

Home Beautiful magazine is a proud supporter of the 2008 International Industry Seminar Series.

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Design Blogs – A Virtual Phenomenon

Anna Spiro, Black & Spiro (Australia)



Blogs within the design industry are quietly yet aggressively pushing forward as one of the most successful ways to source and advertise product. Overseas design blogs have been a popular source of inspiration for years, however within Australia they have only recently been discovered. Join Anna as she explores the growth of the design blog phenomenon and how you can use it to your advantage.

Anna Spiro seminar date and time

Thursday 17 July 2008
9.45am – 10.45am

Anna Spiro Background

Interior Design is Anna Spiro's all consuming passion. Fate led her straight from Year 12 into an Interior Design apprenticeship with an established Brisbane Decorator. 12 years on from that, she now runs her own Interior Design and Homewares Business. Based in New Farm, Black & Spiro has developed a cult following amongst locals. Always one step ahead of a trend, Anna's inspiration comes from US Designers, Textiles, Artwork and Antiques.

Anna conceived (her Blog) Absolutely Beautiful Things in December 2006. A chronicle of Anna's inspirations, projects and ponderings brings more than 4500 hits a day to her site. Her blog address is www.absolutelybeautifulthings.blogspot.com

Cosmopolitrends: Top Décor Trends for 2009 & Beyond

Michelle Lamb, The Trend Curve (USA)



With over 20 years experience in trend forecasting Michelle Lamb has certainly seen a range of different forces and influences internationally that have driven trends over this time.

In her seminar Michelle will share her most current residential trend forecast complemented by a stunning visual presentation of key colour directions, materials and styles.

A New York Times featured trend analyst, Michelle creates annual colour forecasts for décor, children, Christmas and the Latino market as well as keeping her blog, Connecting The Dots updated with the latest information.

Michelle Lamb seminar date and time

Thursday 17 July 2008
11.45am – 12.45pm

Michelle Lamb Background

Michelle established her own trend and colour forecasting consultancy, Marketing Directions in 1987.

Michelle works with a wide variety of companies specifying color, recommending themes and motifs, and providing trend direction for products to be sold both within the U.S. and in other countries.

Lamb is also Senior Editor of The Trend Curve(tm), the celebrated trend newsletter published six times each year by Marketing Directions. The Trend Curve forecasts trends in theme, color and motif that will impact product development and selection in Home Furnishings going forward.

In her role as an industry expert, Lamb is a frequent speaker at trade shows and conferences, as well as company product planning sessions. She has also been invited to teach seminars about U.S. trends in foreign countries.

Fabrics as the Aesthetic North Star

Kathryn Ireland, Kathryn Ireland Textiles & Design (USA)



House & Garden magazine included Kathryn Ireland among the '10 To Watch' designers expected to influence 21st-century style.

So we are very lucky to have Kathryn in Australia to share with us her expert views on textiles, which she believes will be rescued from the almost incidental function of routine decorating staple to the role of central inspiration on a level with art and antiques.

In particular she will look at how the juxtaposition and layering of colours, patterns and texture will bring untapped dimensions to an interior.

Kathryn Ireland seminar date and time

Thursday 17 July 2008
2.30pm – 3.30pm

Kathryn Ireland Background

Born in England, Kathryn was raised between her parents' homes in London and Scotland. She arrived in Los Angeles in 1986. Prior to launching her interior design business in 1997, Kathryn worked as an actress, designed clothes, ran her own public relations company, and produced music videos with her husband, filmmaker Gary Weis.

Deftly blending English manor and French farmhouse sensibilities with Santa Monica's bohemian vibe, Kathryn M. Ireland creates signature interiors for a distinguished clientele ranging from David Mamet and Steve Martin to Lady Annabel Goldsmith and Caroline Kennedy Schlossberg. Her look has been described as homey, comfortable, family (and dog) friendly—with large doses of color and a lack of orthodoxy. One editor dubbed it seat-of-the-pants chic.

In addition to directing several interior design projects in the United States and Europe each year, Kathryn oversees the operations of her design firm and the manufacture of her trademark fabrics. She allows herself enough time to be a mother to her three boys and spends each summer at her home in France, tending to her horses, entertaining and finding inspiration.

Emerging Themes In Colour, Style & Design

Milou Ket, Milou Ket Styling & Design (The Netherlands)



World-renowned trend expert, Milou Ket is back by popular demand after impressing all those who met her when she was in Australia on her last visit.

Milou will take an in-depth look into emerging design themes for bedding, bath, ceramics and wallpaper as well as revealing what inspires future product development.

Milou Ket seminar date and time

Friday 18 July 2008
9.45am – 10.45am

Milou Ket Background

Milou spent some time studying in America before returning to The Netherlands to start her career where she became an advisor and buyer in the styling department of Hema BV, a successful chain of department stores in Amsterdam.

In 1980 Milou started her own company, Milou Ket Styling & Design. Her main role is putting together fabric and print collections as well as new product development for a range of different retail and buying groups.

In 1992 Milou decided to publish an Interior Trend book. It became an immediate success and has been sold worldwide at international fairs such as Heimtex, Surtex, Evtex, Decosit and Biennale. She has a broad variety of clients including: Volvo Cars, Ikea, Esprit Home products, The House of Fraser, Sony/Erickson, Royal Scandinavia, and Electrolux in Sweden.

Milou Ket is an advisory member of the Trend Board of Decosit, Belgium and gives seminars at Heimtex in Frankfurt, Germany. In May 2005 she presented the trends for Surtex and the Contemporary Furniture Fair in New York, and has lectured for the International Colour Marketing Group in New York.

Sustainable Lighting And Design...Illuminating The Way Forward

Nic Burnham, Norman, Disney & Young (Australia)



Lighting design and efficiency is more than just about luminaries, energy and feature installations...it is also about people, space and experience. Lighting design is fundamental in the development of any project. Join Nic as he discusses the latest lighting design trends in a way that will both inform and entertain you.

Nic Burnham seminar date and time

Friday 18 July 2008
11.45am – 12.45pm

Nic Burnham Background

Nic Burnham spent three years in the UK as an Associate at Foster and Partners where he learnt that there is far more to lighting than luminaries and pretty installations. Since his return to Melbourne, Nic has run the growing specialist lighting group at NDY working on a range of projects including commercial offices, fit outs and foyers, landscapes, galleries, private residences and hotels. Nic combines an extensive understanding of light, space, daylight and materiality in design. His practice ensures that the visual experience is highly effective and exciting, efficient and above all that is reflective of the architectural intent.

Sustainability Versus Lifestyle – They’re Not Necessarily Incompatible

Andreas Sederof, Sunpower Design (Australia)



This seminar looks at meaningful questions such as: what does it take to be truly sustainable; what does it really mean; and how does it impact on our lifestyle choices?

We all need to understand why previous lifestyle assumptions and their damaging consequences are no longer relevant. This seminar is about achieving good sustainable design with better knowledge of what’s now possible.

Andreas Sederof seminar date and time

Friday 18 July 2008

2.30pm – 3.30pm

Andreas Sederof Background

Andreas is the founder and partner of Sunpower Design, a leading consultancy in integrated sustainable building design with 25 years experience and over 30 National and State awards for energy efficiency building and sustainable design.

Sunpower Design’s speciality is providing clients with a home that is extremely comfortable and way exceeds the energy performance levels of 5 Star Rated design. They integrate sustainable features such as rainwater collection, alternative power sources, grey water recycling, solar hot water and water efficient landscaping into the fabric of the design.

FURNITEX is Australasia’s largest furniture and furnishings Trade Fair with its innovative program of events attracting more than 16,000 local and international visitors.

FURNITEX 2008 is co-located with **DECORATION + DESIGN Melbourne** at the Melbourne Exhibition Centre from **Thursday 17 July – Sunday 20 July 2008**.

This year FURNITEX and DECORATION + DESIGN Melbourne is a key satellite event of the State of Design Festival .

The Fair will be open to the public for one afternoon only on Sunday 20 July from 1-5pm.

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