#### design centre

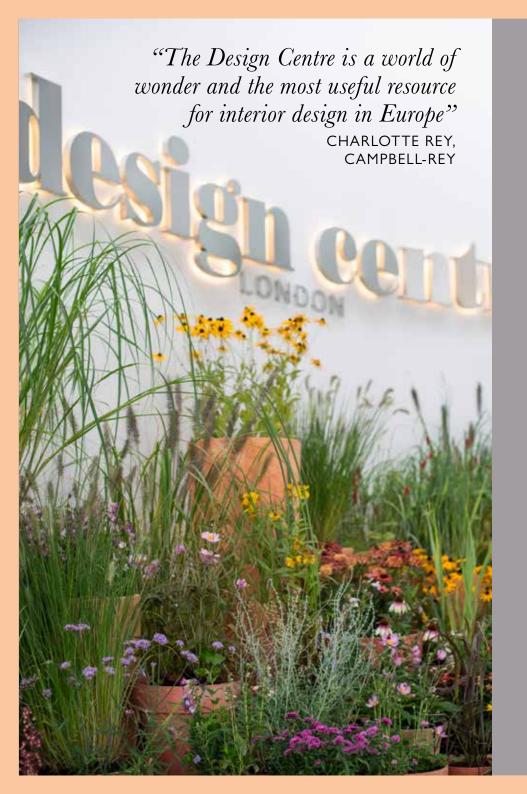
# F0CUS/24

THE ULTIMATE DESIGN AND DECORATION SHOW

16 – 20 SEPTEMBER

AND INTRODUCING
FOCUS/24: The Longer View
23 SEPTEMBER – 11 OCTOBER

"The best, the best, the best"
PAOLO MOSCHINO, INTERIOR DESIGNER



## FOCUS/24 AND INTRODUCING

FOCUS/24: The Longer View at design centre, chelsea harbour

Design Centre, Chelsea Harbour is the world's premier destination for design and decoration

At the heart of design excellence and inspiration, it is the place to discover world-class talent and connect with the best makers, internationally renowned designers and finest luxury interiors brands

130 showrooms
600+ international luxury brands
The largest design destination in Europe

Unique access to brands that can only be found at Design Centre, Chelsea Harbour

The number one destination for design professionals, architects and specifiers, sourcing for prestigious residential and commercial projects

#### **ABOUT**

#### FOCUS/24

Focus is one of the most important shows in the international design calendar.

It brings together a global design community connected by creativity – the ultimate opportunity to access the Design Centre's audience of internationally renowned designers and the professional world of design.

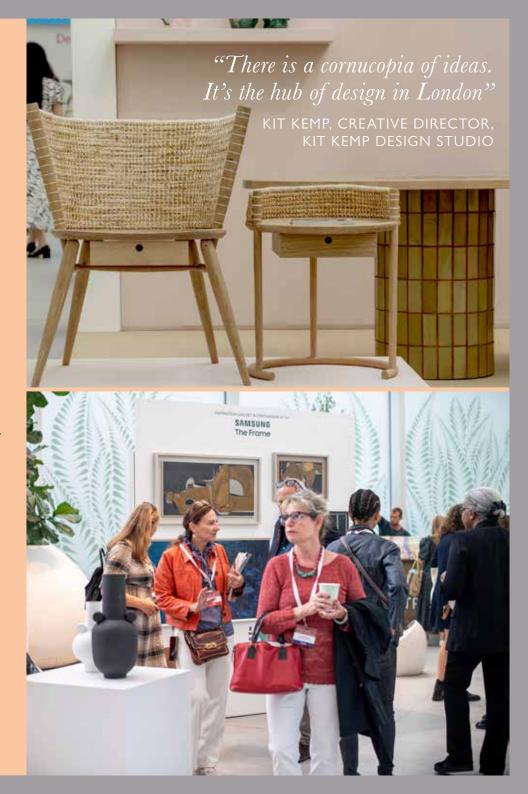
- New collections 600+ brands exhibited
- New connections thousands of UK and international interior designers and specifiers
- New conversations networking with those who are actively sourcing and buying
- New contacts hundreds of media /press visits during the show
- New learnings an exclusive programme of talks, tours, demonstrations, and workshops
- Longer term exposure on the Focus/24 microsite and DCCH social media channels
- Media exposure across interiors and luxury press in print and online

This year Focus/24 is being extended by three weeks...

FOCUS/24: principal show 16 – 20 September

FOCUS/24: **The Longer View** 23 September – 11 October, an opportunity to show over an additional three weeks

You are invited to be a part FOCUS/24







16 – 20 SEPTEMBER

FOCUS/24: The Longer View 23 SEPTEMBER – 11 OCTOBER

**Exhibit as a House Guest** alongside handpicked brands in the spectacular and spacious Design Avenue. Within your own space you can showcase your products to industry professionals who are there to source and buy

Along with thousands who will attend Focus/24, a wider global audience will have the opportunity to discover your brand on a dedicated microsite as well as via the Design Centre's vast social media reach and email campaign aimed at a targeted database.

Focus/24 is **supported by a marketing campaign** covering PR and advertising in key interiors and luxury media brands, in print, online and via social media.

As a Focus/24 House Guest you will have an exclusive first option to extend use of your space for an additional three weeks — Focus: The Longer View will ensure your products will be seen from 15 September to 11 October.

"How lucky we are to have something like this in London, because there's nothing like it in New York or Paris. It's been great!"

JEROME AVENEEL, CEO OF ELITIS FOR MOORE & GILES – EXHIBITOR

#### FOCUS/24: The Longer View

23 SEPTEMBER – 11 OCTOBER

FOCUS/24: The Longer View will allow visitors to connect with specially selected House Guests over the three weeks following the main Focus show.

Brands can showcase the creativity of their brand over an extended period of time, and designers and specifiers have the chance to take another look and make new connections beyond the busyness of the main exhibition.





JESSICA NIGHTINGALE-ELLIS, TROWBRIDGE -**EXHIBITOR** 

"We see the visibility on social media, and that trickles down see it too. They say how lucky we are to have something like Paris. It's been great!"

JEROME AVENEEL, CEO OF ELITIS FOR MOORE & GILES – EXHIBITOR

MINNIE KEMP, DESIGN DIRECTOR, KIT KEMP **DESIGN STUDIO** 

"One of the things I love about Focus, is how much of a buzz

PIP RICH, GLOBAL EDITOR-IN-CHIEF, LIVINGETC

#### WHAT THEY SAY ABOUT FOCUS

LISA SANDERSON, CEO SANDERSON

"It's packed with

DAVID MLINARIC,

INTERIOR DESIGNER

"There are see" LAURA GONZALEZ, INTERIOR

**DESIGNER** 

HATTA BYNG, EDITOR,

HOUSE & GARDEN

"Doesn't come better" **VEERE GRENNEY,** INTERIOR DESIGNER

GEORGINA CAVE, FOUNDER, CAVE **INTERIORS** 

....

SUSI BELLAMY – EXHIBITOR

"It's the most incredible collective - a creative hub

ANNA HAINES. **INTERIOR DESIGNER**  CHARU GANDHI,

FOUNDER, ELICYON

FREDERICA BIASI, FOUNDER, FREDERICA **BIASI STUDIO** 

"I always come away inspiration and ideas"

**GILES KIME, EXECUTIVE &** INTERIORS EDITOR, COUNTRY LIFE

#### MEET INTERNATIONALLY RENOWNED DESIGNERS INCLUDING

1508 • ALBION NORD • ANITA ROSATO AREEN DESIGN - FIONA BARRATT INTERIORS BERKELEY GROUP BOS-STUDIO CHAMPALIMAUD DESIGN COLLETT-ZARZYCKI CONRAN AND PARTNERS DAVID COLLINS STUDIO • TERENCE DISDALE FIRMDALE HOTELS • FOUR SEASONS HOTELS & RESORTS FRAN HICKMAN GA DESIGN GENSLER HARRODS DESIGN STUDIO · HBA RESIDENTIAL · HELEN GREEN DESIGN · SUZY HOODLESS · MARTIN HULBERT DESIGN · KATHARINE POOLEY LAMBART & BROWNE MADDUX CREATIVE - MARTIN BRUDNIZKI DESIGN STUDIO - SHALINI MISRA NATALIA MIYAR ATELIER PENTREATH & HALL • RICHMOND INTERNATIONAL RUSSELL SAGE DESIGN SOHO HOUSE • STUDIO ASHBY • TAYLOR HOWES TODHUNTER EARLE • TURNER POCOCK • WALDO WORKS WINCH DESIGN

"The ultimate destination for interior designers and architects, like me"

VINCENT VAN DUYSEN, ARCHITECT

















#### JOIN DESIGN CENTRE BRANDS INCLUDING

ANDREW MARTIN ARTE BELLA FIGURA • CECCOTTI COLLEZIONI COLEFAX AND FOWLER COLE & SON DEDAR DE LE CUONA FLEXFORM GALLOTTI&RADICE | JULIAN CHICHESTER GP & | BAKER • KVADRAT • ORIGINAL BTC PHILLIP JEFFRIES PORADA PORTA ROMANA RAIPH I AUREN THE RUG COMPANY SAMUEL HEATH SCHUMACHER • SUMMIT FURNITURE SUTHERLAND FURNITURE • THG PARIS TISSUS D'HELENE TOLLGARD ZIMMER + ROHDE • RUBELLI • VAUGHAN VISPRING ZUBER





### BUSINESS-BUILDING OPPORTUNITIES AT

#### FOCUS/24

**Showcase your brands** and products in an iconic space at Europe's number one design destination, during one of the world's most important design events.

Opportunity to meet - and do business with - high quality audience of design professionals – designers, specifiers, architects, buyers – who visit Focus/24 with sourcing and buying objectives.

Access new clients, industry contacts and create new collaborations

**Media exposure** and benefit from the Design Centre's significant marketing and PR resources:

- 130+ media visits, including editors of home interest and luxury media brands
- Social media reach over 137k
- · Cross channel digital coverage for your brand
- Featured on Focus/24 website
- 40k database weekly eblasts

**Networking event** - Opportunity to invite up to 12 people to the Focus/24 opening night networking event

**Guided through the process** by in-house production team

## VISITOR PROFILE: HIGH QUALITY, INFLUENTIAL, INTERNATIONAL, SOURCING TO BUY

Focus is one of the most important shows in the international design calendar and attracts a professional audience of scale that is of the highest quality.

Be a part of Focus/24 to meet thousands of Interior designers (including *House & Garden*'s Top 100) specifiers and architects – all of whom are actively sourcing to buy.

85% UK and Ireland 15% International

57% Residential

37% Hotel/leisure/hospitality/restaurant/bar

% Yachts and aviation

Over 80% are owner/directors/CEOs, senior designers and decision makers



**Lead visitor markets:** USA, France, Italy, Ireland, UEA, India, Japan, South Korea, Germany, Belgium, Netherlands, Sweden, Australia, Denmark, Canada

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FOR FURTHER INFORMATION ABOUT BEING A PART OF FOCUS /24 PLEASE CONTACT

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