

SURFACE DESIGN SHOW

BUSINESS DESIGN CENTRE
LONDON 2-4 FEB 2027

surfacedesignshow.com



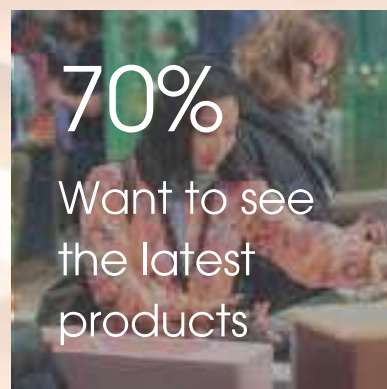
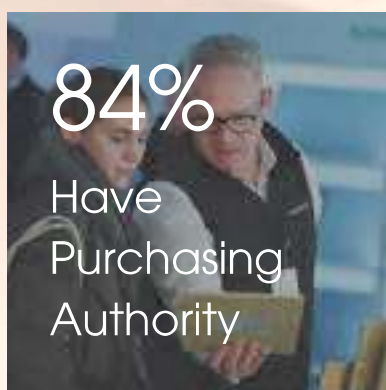
Post Show Report 2026



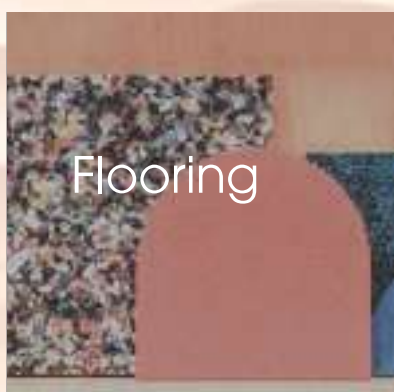
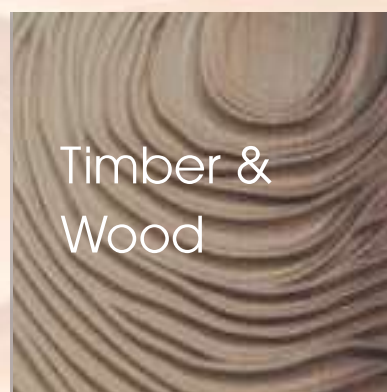
@surfacethinking

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OUR VISITORS IN NUMBERS



PRODUCTS OF INTEREST



MEET OUR SPECIFIERS

Global Architecture / Engineering Firms

AECOM · AHMM · Allies and Morrison · ARUP · Benoy · Buro Happold · Cundall · EPR Architects · Foster + Partners · Gensler · Hassell · Heatherwick Studio · HOK · HLW · Make Architects · Perkins & Will · PLP Architecture · Populous · Price & Myers · Scott Brownrigg · Sheppard Robson · SimpsonHaugh · Squire & Partners · Stanton Williams · Stantec · Stiff + Trevillion · tp bennett · Wilkinson Eyre Architects · Zaha Hadid Architects ·

Interior Designers / Interior Design Studios

1508 London · Areen Design · Bannenberg & Rowell Design · Conran and Partners · David Collins Studio · Dexter Moren Associates · GA Design International · Goddard Littlefair · Hirsch Bedner Associates (HBA) · JPA Design · KCA International · Kelly Hoppen Interiors · M Moser Associates · Morgan Lovell · MoreySmith · Richmond International · Russell Sage Studio · SHH Architecture & Interior Design · Studio Indigo · Studio Moren · Taylor Howes · Winch Design · Yoo ·

Construction / Homebuilders / Property Developers / Real Estate

Blackbird Development · Bouygues Construction · Braemore Construction Ltd · Deanhouse Group · Eden Living Properties Limited · Hutchison Property Group Ltd · Mace · Mase Real Estate · McLaren Construction · MFH Development Ltd · Mount Connaught Ltd · RR Developments · Savills · Smart Developments Ltd · St George PLC · St James Residential Ltd ·

Retail / Fashion / Luxury / Consumer Brands

Argos · Astrid & Miyu · Bentley · Christian Dior · COS · Dunelm · Elemis · Footasylum · Fortnum & Mason · Harrods · Hawes & Curtis · Howdens · Hyundai · Loewe · Mango · Marks & Spencer · Mulberry · Next · Nobody's Child · Pandora · Penhaligon's · Primark · Princess Yachts · River Island · Sainsbury's · Selfridges · SharkNinja · Shell · Size? · Spar · Tesco · TK Maxx · Waterstones · Wickes · Wren Kitchens ·

Travel / Hospitality / Leisure / Food / Beverage

British Airways · Cheval Collection · Cineworld · Diageo · Greene King · Gymbox · Handpicked Hotels · Heathrow Airport · Hilton Worldwide · IHG (InterContinental Hotel Group) · KFC · Maybourne Hotels · MSC Cruises · PepsiCo · Premier Inn · Pret A Manger · Soho House · Starbucks · Tapas Brindisa · Technogym · Third Space · Wagamama ·

Corporate / Finance / Media

Bank of America · Bank of England · BBC · Berenberg · Bloomberg LP · BNP Paribas · BT · HP · J.P. Morgan · JLL · Lloyds Banking Group · Morgan Stanley · PwC · Samsung · Warner Bros. ·

Cultural / Public Institutions / Public Sector / Other

Bupa · Central Saint Martins · City of London Corporation · Francis Crick Institute · Goldsmiths · National Gallery · NHS · RIBA · Royal College of Art · Tate Gallery · UCL · University of the Arts London ·

SUSTAINABILITY

Sustainability is a core priority at Surface Design Show, shaping how we design and deliver the event in line with the values of the architecture and design community. While exhibitions are often perceived as waste-intensive, we take proactive steps to minimise our impact and ensure our show reflects the industry's growing commitment to responsible, future-focused design.



- **Better Stands initiative:** 98% of exhibitors achieved Gold or Silver status through sustainable stand practices
- **Sustainable stand builds:** all modular stands constructed using re-used panels and energy efficient lighting
- **Venue:** the Business Design Centre is a B Corp certified business, sending zero waste to landfill and working towards a Net Zero 2030 pledge
- **TRACE:** we track and report estimated event emissions and overall carbon footprint
- **Sustainable features:** the Main Stage was repurposed from another event, the Workshop Stage, designed by U-build, is fully reusable, and Surface Spotlight continues to use tables provided by CDUK in 2024
- **Lanyards:** made from recycled plastic bottles, with returned lanyards recycled again after the show
- **Award trophies:** designed and manufactured by Revive using recycled CDs
- **Paperless approach:** exhibition guides are now fully digital, with no printed show guides or show bags

MAIN STAGE, WORKSHOP STAGE & RIBA CONFERENCE

12+

Hours of
CPD
Accredited
Content

60+

Industry
Experts
Sharing
Knowledge

200

RIBA
Members
in
attendance

3

Stages
dedicated to
furthering
knowledge



The Seminar Programme at SDS26 delivered over 20 sessions and 60+ speakers, bringing together leading voices from across architecture, design and material innovation. Headline speakers included Michelle Ogundehin, Katie Treggiden, Giles Miller and Justine Fox, alongside contributors from organisations such as tp bennett, Allies and Morrison, Sheppard Robson, HOK, LOM, Conran and Partners and Lloyds Banking Group, covering key themes including circular design, material reuse, wellbeing and sustainable specification.

New for 2026, the Workshop Stage offered a hands-on, highly engaging programme with contributors including Carmen Wochner (tp bennett), Olivia Aspinall (Do Not Go Gentle), Siobhan Murphy (Interior Curve), Green Grads and Justine Fox. From jewellery crafted from recycled materials to maximalist mood boards and immersive colour workshops, the Workshop Stage delivered a diverse and engaging programme.

The RIBA Conference welcomed over 200 members, creating a strong bridge between thought leadership and the exhibition, as delegates continued onto the show floor to engage with materials and suppliers.

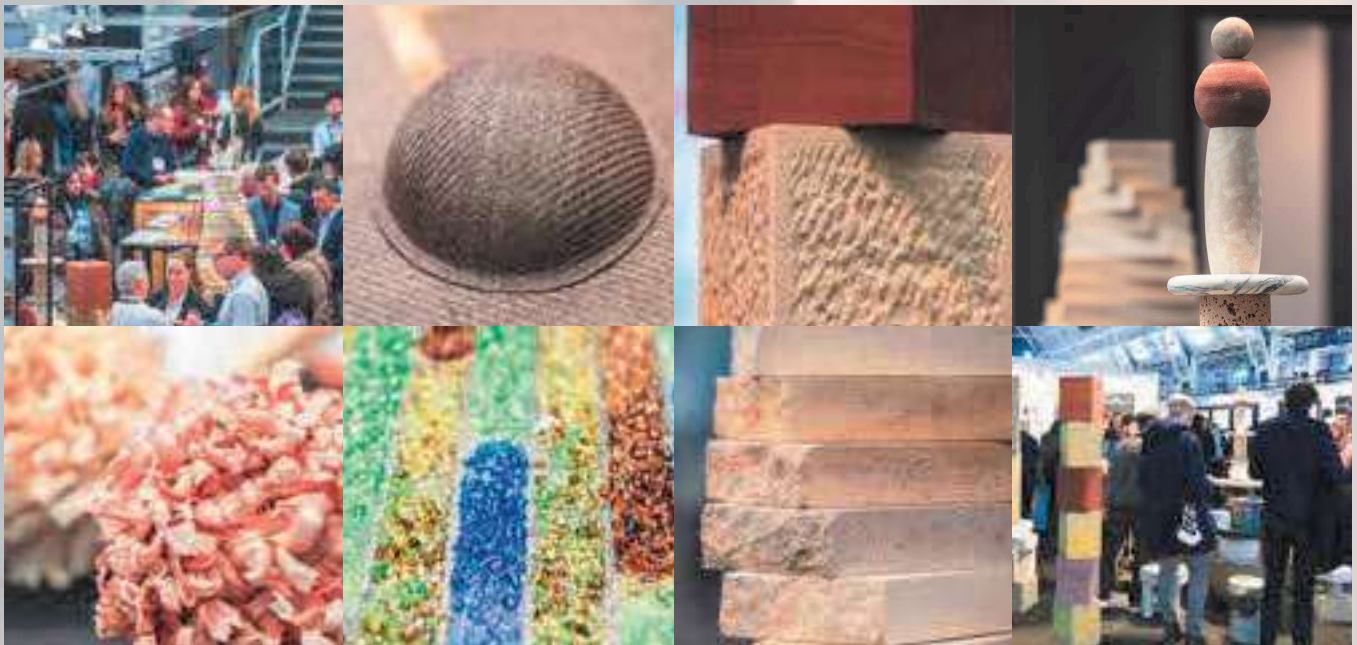
FEATURES

Surface Spotlight

Curated by trend expert Sally Angharad, presented a forward-thinking showcase of materials defined by innovation, sustainability and design impact. From shoes created from dust and bricks made from waste surfboard materials, to tiles formed from shells, handcrafted 3D printed wallpaper and worktops and facades made from recycled denim and fashion textiles, the feature highlighted the creative potential of circular design.

Positioned at the heart of the show, Surface Spotlight drew strong visitor attention, offering a curated space for discovery, inspiration and deeper engagement with the materials shaping the future of the built environment. You can apply to feature on Surface Spotlight 2027 via our website.

**Sally
Angharad**



Stone Tapestry

Designed by Squire & Partners and curated by Stone Federation Great Britain, this years Stone Tapestry celebrated the use of stone sourced from the British Isles, highlighting the importance of local material sourcing within the built environment.

Showcasing the quality, craftsmanship and sustainability of British stone, the installation offered a compelling example of how locally produced materials can shape contemporary design.



Federation
Stone
Great Britain

**SQUIRE &
PARTNERS**

SUPPORTING THE NEXT GENERATION

The Innovation Gallery at SDS26, developed in collaboration with Green Grads and the Royal College of Art, brought together a diverse range of emerging designers and material innovators exploring the future of the built environment. Showcasing work across textiles, ceramics, furniture, wallcoverings and biomaterials, the feature highlighted new approaches to circular design, from materials made using waste streams, natural fibres and bio-based processes to products engineered for durability, reuse and low-impact production. By combining research-led thinking with commercially relevant applications, the gallery offered fresh perspectives on how material innovation is evolving.



Surface Design Show continues to champion emerging talent, supporting the next generation of designers through initiatives like the Emerging Talent Award. This year's winner, a graduate from Central Saint Martins, was recognised for Ruvi, an innovative acoustic ceramic tile designed to improve sound quality and wellbeing in high-traffic environments such as the London Underground. Since winning, the project has progressed into early-stage production development, reflecting the show's role in providing meaningful opportunities for emerging designers and supporting ideas as they move towards real-world application.

