

MAKING OF A SHOW STOPPER

I am proud to be associated with the Ideal Interiors team and the hard work that they have put into establishing a show of this caliber in Kenya. I have waited patiently for many years for someone to have the vision that Humphrey and his team have realized for the Kenyan Interior Design Industry.

I was very happy to partner the first ever show last year in August by sponsoring the design of the Ideal Interiors Show stopper House. It was a grueling effort to erect and complete the structure and design in four days and we spent many a sleepless night wondering whether we would get it done. However, we did manage to create a showstopper house that was very well received by the Kenyan public and was written and talked about in the media with great enthusiasm.

This year we have once again put a team together to build a Show House that will show case the latest trends in both interior as well as exterior and landscape design. The companies involved will be presenting the latest kitchen style as well as lighting and electrical systems, which can only enhance the ambiance of your home and add to the level of comfort. We have the latest in bathroom design and spa shower

systems. Glass is being shown not only for its functionality but also for its aesthetic beauty. The look is contemporary, light and airy.

I would like to thank the entire team who has been involved in the creation and execution of the Show House. It is always difficult for so many Companies to work together and share a vision let alone actualize it. They have done a great job and I would like to honor their contribution.

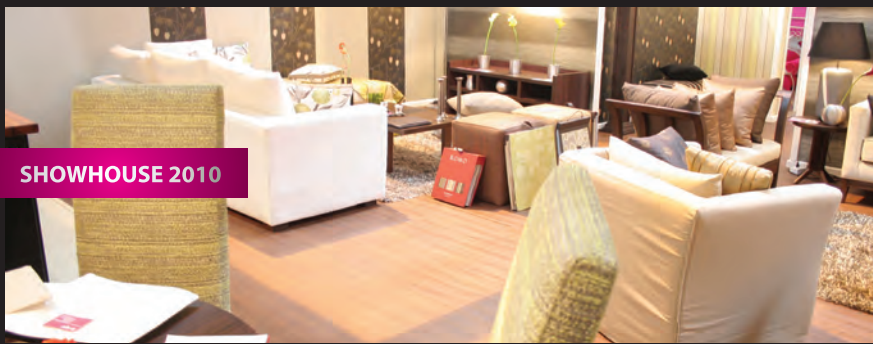
I see a very positive change in the Interior Design Industry in Kenya. Consumer tastes and preferences are veering towards the need for a better standard of living. The construction industry is building homes with more style and technological innovations with the motive of wooing the discerning customer. This can only impact the furnishing industry in a positive way. It requires that we take design to a new level since the market expects this from us. High quality products and finishes should now be the norm. Gone are the days when consumers settled for second best. With the onset of the Internet, global competition is the way of life and if we are to keep up we need to add quality not only to our products but also to our services.



We are certain that the Ideal Interior Show will grow into the venue through which Kenyan Companies can show their quality and innovation.

Shahin Rajwani
Spiegel Interiors Ltd.

SHOWHOUSE 2010



PARTICIPATING IN THE MARCH 2011 SHOWHOUSE

- Spiegel Interiors
- Thola Glass
- Pierlite
- Contract Carpeting
- Foresight Interiors
- Wood Products
- Homes & Spaces
- Hotpoint Appliances
- Audio Visual Systems
- Athi River Mining
- Crown Berger
- Lighting Solutions
- Diani Flowers

Transforming the heart of your home