

Expo of opportunities

PARTICIPANTS AT THE Ideal Interiors EXPO 2011 stand to tap into over Ksh 150bn worth of active projects across the East African region and by extension the new-found country of Southern Sudan.

With the expo arena being filled faster than had been anticipated, Real Wealth, the event's organisers say its 2011 show at the Village Market scheduled for 10th – 13th March is primed to capture a multi-billion shilling market opportunity for the exhibitors and incremental value for the show's decisive consumer.

The event themed: *Transforming the heart of your home*; is fashioned to engage decisive buyers with various quality focussed product manufacturers and suppliers-cum-authorized vendors across the country.

Those targeted to visit the four-day show, lined for official



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opening by Hon. Dr. Margaret Wanjiru, the assistant minister of housing, are customers yearning for aesthetically appealing, technologically advanced and sustainably sound breed of creative interiors within the interiors competitive market place.

Humphrey Odhiambo, the event's director who's also the chief executive of Real Wealth, says Kenya compared to the other the



Eastern African countries has the fastest growing interiors market. Much of the industries' vibrancy is being felt in the middle to upmarket residential landscape, hospitality industry and the office market.

"With over Ksh 100 billion worth of active real estate projects across the region, the outlook for interior refurbishment and fit-out work

appears positive," says Odhiambo adding that occupancy of well-designed offices, homes and hotels in the region has experienced an exponential growth since 2008.

But against this backdrop, there has been a veneer of challenges, among them; individual companies' growth and brand positioning, promoting local talents and dealing with counterfeits.

BEST CHOICE

Show house with a difference

For the second time in a row, Ideal Interiors show is queued to actualize an Ideal Home of Creativity courtesy of Spiegel Interiors – the lead consultants of the project who has combined effort with 12 other companies.

Emerging as the event's showstopper, the two-bedroom house is an ultimate spot to obtain enriching ideas in making a fabulous cozy home.

According to Shahin Rajwani, the Head Consultant at Spiegel Interiors, the inspiration of this year's show house is taken from the changes in the global marketplace. The show-house is about changes in people's lifestyle both in working terms as well as home needs and comforts.

"We have noted that consumers between the ages of 25 – 55 years of age have very little time to spend at home since most singles or couples are working full time and spend most of their lives either at work or commuting in traffic! At home they look forward to a spacious, clean, well-organized and stylish interior.

The style we have created is very contemporary and we hope that it appeals to this type of consumer. The design is simple but clean cut and elegant. The use of glass doors and windows adds an element of space and light. Furniture is mainly made of glass, chrome and wood with clean contemporary lines. Floors are natural bamboo and mostly left bare with the odd rug scattered in places to add interest."

Subject to product suitability, suppliers are invited to participate in the show-house by displaying their products in this full-sized family home of worthwhile ideas. Among the areas of concessions include furnishings, décor, fabrics, kitchen, bathrooms, energy saving, space saving, windows and doors, roofing, flooring and carpets. Other areas are tiling, art linen, accessories and kitchen equipment.



Among the companies that joined Spiegel Interiors to actualize the event's show-stopper house included UTECMA Bamboo Products, Classic Mouldings, Poggen Pohl and Diani Flowers. Others were Hotpoint, Thola Glass, Wood Products, Homes & Spaces, Crown Berger, Pierllite, Lighting Solutions, Romyo International and Audio Visual Systems.

Show house with a contemporary theme

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bare with the odd rug scattered in places to add interest. Colours in the main living areas are light with a splash of colour on a few accent pieces. The contrast of black, white, beige and silver support the boldness and the clean lines of the furniture style. Touches of the colour green on wallpaper and accessories lift the spirits and add the necessary contrast to energize the scheme.

The bedrooms in contrast are very different. This year we have created a room for a young boy who loves motor sports. The room is based on



the theme of Ferrari with the use of dynamic reds and whites who should appeal to the young man if not the older man as well!

The Master bedroom has a romantic feel with the use of pink, black and white. Classic wallpaper is teamed up with a modern bed upon which a luxurious fur throw lined in shot silk adds the finishing touch.

The bathrooms are modern with glass panels and the latest in spa shower amenities.

A Zen garden surrounds this modern haven and sets a tone of peace and serenity.

We hope you enjoy the experience!

Shahin Rajwani

SHOW HOUSE DESIGNER

Your home deserves glass

Use of Glass is one of the greatest challenges faced by architects, interior designers, developers and home owners in Kenya owing to choices that restricted by lack of technology, innovation and high costs.

There are quite a number of glass solutions to match various purposes and tastes of the market. Thanks to the modern day design trends that have elevated the way we think about the use of glass in our homes, offices and hotels.

"Thola Glass has solutions," quips George Mutiso, the company's sales manager adding: "It is no longer just a material for windows and the occasional sliding door but a design component in its own right."

Queued to build about 50 percent of the Ideal Home of Creativity, a prided show-house to be actualized at the Ideal Interiors show, Thola glass have lined to use a range of glass in the contemporary house.

Glass, notes Mutiso comes in several forms. Among those to be used at the event's Ideal Home of Creativity ranges from glazing, to counter tops, furniture, shower cubicles, painted glass and fused glass among others.

Thola Glass which secured a stall next to the show-stopper house invites you to experience the best of glassware for your customized home interiors.

surface scratches, even deep cuts caused by knives can be easily buffed away using T-cut or similar product.

Combining a man made material like Parapan with wood, steel or stone gives you endless possibilities as a designer, says Webule as he invites the event visitors to the Ideal Interiors show-house.

In-step with foresight

FORESIGHT INTERIORS one of Kenya's leading kitchen-makers has partnered with Spiegel Interiors, the lead consultant of the Ideal Interiors EXPO show-house to design and actualize a tomorrow's kitchen design for today's functionality.

"On display will be the design of the future which is available today. Not only stylish and contemporary in appearance, German Parapan® is also hard-wearing and easy to maintain and has become the material of choice for many leading interior designers and fabricators.

Patrick Webule, the marketing manager says Parapan's durability and moisture-resistance makes it especially suitable for kitchens, bedrooms and bathrooms. The product is

available in 12 stunning high gloss colours.



Patrick Webule

According to Webule the German Parapan kitchen, which Foresight queued to make at the event will be fully accessorized with inbuilt appliances, creating more work surface. The kitchen island incorporates a hob, a glass island hood and pulls out racks on both sides.

Corner accessories make these voids usable space and metallic baskets under the sink work well in-



case of water spills. The full height ladder creates massive storage space whilst enhancing aesthetics.

Foresight Interiors is the exclusive supplier of Parapan kitchens and wardrobes which carry a 5 year guarantee.

Unlike most modern door surface finishes which can tear or become irreparably damaged by scratches, Parapan® is a solid surface which can be cared for with just regular cleaning with a damp cloth. Any