

## Office Interiors to launch at Olympia in September 2012

Organiser Diversified Business Communications UK has today announced the launch of Office Interiors, a new trade exhibition set to provide a new annual platform for the UK's office interiors industry. The office furniture market alone is estimated to be worth £635 million, according to AMA Research, and expected to grow to a total value of £735 million by 2015. The event will also include suppliers of office lighting, storage, relocation, design and fit-out.

"With many of us spending more of our lives at work than anywhere else, it's common sense that a well designed office is essential to creating an effective working environment and helping to maintain a motivated workforce," says Ali Mead, Office Interiors' event manager.

"Office Interiors follows the success of our office\* show, launched just two years ago, where many visitors commented on the lack of an effective exhibition where they could go to seek inspiration and meet leading suppliers at one effective, highly focused event."

Aware that other shows targeting this sector in the past have often been branded too elitist, Diversified UK's new launch aims to attract a far wider, critical mass of decision makers. "Our research confirms that we need to get to a broad audience, ranging from architects and interior designers, to office managers, operations managers, procurement managers, CEOs, CFOs and FDs," explains Mead. "With our strap line 'Interiors For Offices That Work', we intend to put the spotlight back on the importance of inspiring, creative work environments and to create a highly effective platform for this important industry."

Andrew Bentham, Head of Communications at CCT Interiors, welcomes the launch, saying: "An event that recognises the importance of commercial office design and the impact it has on staff, businesses and the economy as a whole is well overdue. Highlighting an often overlooked, yet crucial aspect of how businesses and brands function – and the design and expertise that goes in to it – is an exciting and very welcome prospect."

James Hamerton, Marketing Manager of Area Sq/Four Front Group, adds: "With the UK marketplace more competitive and challenging than ever, the importance of effective office interior design in helping business flourish, is huge. An exhibition like this, which helps educate, share ideas and drive business forward, can only be a good thing."

The event will be held alongside the already successful office\* show at Olympia Exhibition Centre on 12-13 September 2012, providing exhibitors with the opportunity to meet and do business with their two most important buying audiences at the same time.

Office Interiors' website will be live from mid-November, with stand bookings to commence in the next few weeks. For further information and to enquire about exhibiting, please contact Ali Mead at [amead@divcom.co.uk](mailto:amead@divcom.co.uk).

To keep up-to-date with all the latest show news, please follow [@OffInteriors](https://twitter.com/OffInteriors).

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*Diversified Business Communications (UK) Ltd (Diversified UK) is a fast growing event organising and publishing company based in Brighton. In addition to office Interiors and office\*, Diversified UK also organises Natural & Organic Products Europe, lunch!, the Independent Health Store Conference, camexpo and the Service Desk & IT Support Show.*

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