

Progressive housewares

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Home rings in the new

Home, the first UK trade show of 2014, promises an inspiring mix of well-known and budding designers, 'home-grown' talents and major UK and international housewares brands. Some 80% of exhibitors are exclusive to the show, and housewares comprises the fastest growing sector, showing some 50% growth. Home runs alongside Top Drawer and the inaugural CRAFT exhibition (London Earls Court January 12-14.)

Clarion Events' Ian Rudge, brand director of Home describes this year's line-up as a mix of "well designed, engaging products that will show how people really live," as well as reflect "what is happening on the high street," and trends for 2014.

The celebrated Dutch designer Piet Hein Eek will be showcasing his Fat Ceramics collection from Pad Home, while British designer, Sebastian Conran launches his Universal Expert brand to the UK market (following international launches in Frankfurt and Chicago earlier this year).

Sebastian states: "The Universal Expert collection comprises the key kitchen and homewares categories including cooking and preparation, kitchen electricals, dining, tabletop, entertaining and utilities." He continues with pride: "Everything is designed to last both functionally and stylistically; for example our wine decanter is designed not only to look beautiful but function better too as it has a filter funnel that will aerate the wine while filtering out any sediment." He confirmed: "We'll be unveiling the entire collection at Home 2014 with a capsule collection of innovative, new product available to order for Spring and Summer 2014."

Meanwhile budding designers with products at Home include Stefanie Pisani – part of The Graduate Collection initiative whereby new design graduates are given their first foothold on the career ladder. Stefanie says her debut range, Wild In The Country (pictured) "will stir memories of a typical English summers day spent in the country."

* Home's exhibits also include a new grinder system from Royal VKB, Danish Tea-ware from Stelton, Marimekko's new collection (from Skandium) inspired by natural phenomena, and the Ankarsrum Original stand mixer from Hot Ideas. The mixer takes its name from the mill town in Småland, southern Sweden where it was developed in 1940 and is still manufactured today.

* For more information on Home, see the dedicated supplement that accompanies this issue of PH and www.home-london.net.

Below: Sebastian Conran in his workshop.



Above: Keith Brymer Jones as singer Adele, singing Rolling Clay With Keith, alongside his Word pottery.

Keith's potters' anthem

MAKE International's head of design, ceramicist Keith Brymer Jones now has a "worldwide following of potters among many other fans," since his Adele-style video (launched at the end of March) confirms MAKE's md, Dominic Speelman.

The video – featuring Keith as 'Adele' and a re-working of the song, Rolling in the Deep – has attracted nearly 210,000 YouTube hits. Keith's version, Rolling Clay With Keith, has struck a chord with fellow potters, as well as creating a successful viral marketing campaign. The tongue in cheek rendition, which features lyrics such as, 'There's a fire starting in my kiln' and 'Jugs, mugs, bowls, plates: all for my soulmate', was described by Clayandmore.com as a new ceramists' anthem. It is the second spoof video to feature Keith's Word whitewear mugs and pottery – it follows 'Keith Encounter' which echoes the repressed passion of the classic movie, Brief Encounter.

Dominic confirms that there is another video from Keith in the pipeline for 2014. The company – exhibiting at Home in January – is due to launch more Keith Brymer Jones Word products including espresso sets as well as 25 new designs in its Scion range. Dominic states that, at the end of November, "MAKE sales are up 53% this year."

Melitta is filtering through in the UK

Coffee experts Melitta will be opening its UK division as of January 1 2014, with its UK head quarters and showroom based in Peterborough. The Melitta brand was established after German housewife, Melitta Benz invented the filter method of coffee preparation, using a filter top device lined with paper, in 1908.

Stephen Barnett, who is heading up Melitta UK, explains that the company's first step is to re-launch the filter papers to the UK market, followed by the launch of a wide range of electrical and non-electrical household products. He describes Melitta as: "The only producer of coffee that can offer a coffee solution across the board, with expertise from the coffee bean plantation through to the cup literally."



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