

**We interview Sam Fisher, Decorex's Brand Manager, in the lead up to this year's show....**

**Q1. What does sustainability mean to Decorex?**

Sustainability is a part of all aspects of what we aim to achieve, from how we serve the community of Decorex to how we deliver the event.

When considering our sustainability we look at all elements which make up the future success of Decorex and the communities it serves, this includes environmental responsibility, social impact, as well as economic prosperity. This leads us to focus on issues ranging from how we ensure we protect the green space Decorex is located on, to how we support the future development of the interior design industry, to how we use our resources to support our charity partners.

An important element of the sustainability of Decorex is the choices we make in delivering the event, from the materials we use to build the show, to our energy efficiency, to the ingredients used in our catering. We are committed to achieving a sustainable events industry, and aim to continue to be at the forefront of driving change.

But the other key side to how sustainability is embedded in to Decorex is our commitment to the future of the interiors industry and how we through Decorex help to support sustainable development, from our fostering of new talent through our Future Heritage feature and our Craft Work exhibitors, our support of ethical programs such as Good Weave, and our enabling of our community to generate key business success.

We see sustainability as at the very core of the purpose of Decorex.

**Q2. What have been some of your main achievements so far?**

For the past few years we have supported the charity Fine Cell Work who teaches prisoners high-quality needlework in order to help boost their self-worth, instils self-discipline, fosters hope and encourages them to lead independent, crime-free lives. By donating Decorex's resources we have helped to put a spot light on the amazing work that Fine Cell Work do, enabling them to build their profile and to foster their relationships with the interior design industry.

Future Heritage has a proven track record in launching makers' careers. Juliette Bigley, part of the 2016 edition, sold one of her pieces to the V&A. Last year, David Marques who had never before shown in the UK, sold his Cherry Blossom wall installation to a fellow exhibitor and within an hour was commissioned by a Hong Kong customer to produce a second one. Marcin Rusak, after a successful kickstart from Future Heritage 2015, went on to win the coveted Perrier-Jouet Arts Salon prize.

Simon Hason, Future Heritage 2017 maker said, "Decorex is a catalyst for new work and confirms your credentials as a designer."

Over the past five years we have made great strides towards reducing Decorex's environmental impact, some of our key highlights have been; greatly increasing our energy efficiency by switching all of our lighting to LEDs, switching all of our printing to being on recycled paper, ensuring our carpet is recycled after the event, introducing the use of sustainable signage materials, preventing

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the use of plastic straws at our catering units, and carefully designing all of our feature area to create as little waste as possible.

### Q3. What is new for 2018?

Something we are really excited about is that new for 2018 all of Decorex's electricity usage will be powered by renewable energy. As this means our electricity usage will be carbon neutral we estimate it will prevent the creation of 21.5 tons of CO<sub>2</sub>, greatly reducing the events carbon footprint.

Also new for this year we have partnered with the charity Maggie's Centres to host our exhibitor & VIP party. Maggie's 21 centres help to provide practical, emotional and social support to people with cancer and their family and friends. We would like to help support Maggie's by encouraging our guests to [donate to the charity](#) as well as hopefully volunteering at a centre during the year.

Another new concept for 2018 is our Craft Work exhibitors through which we aim to help support young companies' progression in to the industry, by offering them a more affordable package to exhibit. We hope that it will offer them a new and varied audience to help them gain new business contacts.

### Q4. What are the main challenges you are looking to tackle?

Material use and waste still remain an issue for the events industry, from signage, to carpet, to catering packaging, to exhibitor stands. Our aim is to continue to work with our contractors and our exhibitors to work towards Decorex being a waste free event.

As a show for the interior design community, we are keen to nurture the skills of designers. Many universities are terminating their furniture design courses and we need to support the wealth of talent out there. Many designers also come out of education with a qualification in design/ interior design but don't necessarily have the business skills to take their talent further. With specific seminars on this subject as well as some mentoring appointments we're hoping we can help these particular designers on their quest for success.

### Q5. What can you do to help support the sustainability of Decorex?

There are four actions I would like to encourage everyone attending Decorex to consider;

Firstly what choices could you make which will have a positive impact? Could you bring a refillable water bottle to help reduce waste? Could take us up on our offer of a free coffee for anyone who used public transport to get to the event? Have you considered what waste is created by the building of your stand? For more information please see our visitor and exhibitor sustainability checklists which highlight the key ways you can join us in considering sustainability while at Decorex.

Secondly how can you or your business support any of our charity partners? Are there business skills, connections or resources which you could donate? Please make sure to visit their stand while you are at the event.

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Thirdly how can sustainability become a part of your conversations while at Decorex? Are you promoting your products sustainability credentials? What sustainability questions could you be asking during your conversations with exhibitors?

Fourthly let us know your feedback, what would you like us to be focusing on next? What do you see as the key sustainability issues facing the interior design industry? What role do you see Decorex having in addressing them?

