

2020 Events Guide

Architecture & Design

January 7-10 Heimtextil

Frankfurt am Main, Frankfurt, Germany

WHAT IS IT?

Biggest international trade fair for home and contract textiles. First trade fair of the year for the sector, providing a climate and trend barometer for the new business year.

WHO ATTENDS?

Decision makers attend searching for the latest patterns, colours and trends of the season.

WHY HATTRICK RECOMMENDS

A must-visit for colour, texture and pattern fanatics – the first opportunity to see 2020's fabric trends in situ.



February 3-9 Stockholm Design Week

Stockholm Furniture Fair, Stockholm, Sweden

WHAT IS IT?

The world's leading event for Scandinavian design.

WHO ATTENDS?

A meeting point for buyers, architects, designers, press and influencers from all over the world. Taking place in various locations across Stockholm, everyone is connected to or interested in Scandinavian design, leaving with new ideas, contacts and lots of inspiration.

February 11-13 Surface Design Show

Business Design Centre, London, UK

WHAT IS IT?

Leading event for architects and designers to explore the best in surface material innovation.

WHO ATTENDS?

Over 5,000 key decision makers from the A+D sector attend the only event in the UK dedicated to exterior and interior surfaces to explore design, innovation and update their knowledge on the latest products and materials for the year ahead.

April 21-26 Salone del Mobile

Milan Fairgrounds, Milan, Italy

WHAT IS IT?

Global benchmarking event for the furnishing and design industries.

WHO ATTENDS?

Showcasing 2,300 companies and visited by over 370,000 professionals from over 180 countries, professionals attend to see products, latest innovations and new solutions.

Hot tip: Be sure to visit Rossana Orlandi's studio while in Milan!

May 19-21 Clerkenwell Design Week

Clerkenwell, London, UK

WHAT IS IT?

UK's leading independent design festival in the home to more creative businesses and architects per square mile than anywhere else.

WHO ATTENDS?

Unrivalled design hub opens its doors for three days, showcasing leading UK and international brands presented in a series of showroom events, exhibitions and special installations across the whole area of Clerkenwell, London. Over 30,000 professionals attend every year to see product collections, hear from a series of industry experts and network.

Best place for a bite on the go:
Benugo, St John Street, Farringdon.

Drink: Best place for an end of the day beer?
The Slaughtered Lamb, Great Sutton Street.

June 8-10 NeoCon

Chicago, USA

WHAT IS IT?

World's leading event for the commercial design industry.

WHO ATTENDS?

50,000 highly qualified design professionals wanting unparalleled access to the best companies in the industry across a spectrum of vertical markets: workplace, healthcare, hospitality, retail, education, public space and Government.

WHY HATTRICK RECOMMENDS

Biggest and the best global industry event.



July 1-2, 8-11 New Designers

Business Design Centre, London, UK

WHAT IS IT?

New Designers provides a unique platform for fresh design talent to connect with design educators, professionals and consumers, for creative exchange and collaboration.

WHO ATTENDS?

For two weeks, you can discover, connect with and support more than 3,000 breakthrough talents and 100 new creative businesses – all under one roof.

WHY HATTRICK RECOMMENDS

Meet the next generation of up-and-coming innovators before they make it! Ideal for sourcing trailblazing collaborators.



Drink: If you fancy a post-event cocktail and some good music head to Slim Jim's Liquor Store.

September 14-16 INDEX

Dubai World Trade Centre, Dubai, UAE

WHAT IS IT?

Middle East's largest interior design festival.

WHO ATTENDS?

Architects, interior designers, buyers and hoteliers attend to uncover trends, discover innovations and network with over 1,100 suppliers.

September 12-20 London Design Fair

Truman Brewery, London, UK

WHAT IS IT?

Four day event that brings together 5,550 exhibitors from 40 countries.

WHO ATTENDS?

Over 29,000 influential retail buyers, architects, interior designers to see and specify the very latest furniture, lighting, textiles, materials and conceptual installations from around the world.

WHY HATTRICK RECOMMENDS

An engaging showcase of British and international brands.



Drink: For a post-show pint, head to the Pride of Spitalfields, located just off Brick Lane. It's a firm favourite of East End locals and the perfect place for a knees up.

September Designjunction

London, UK

WHAT IS IT?

Brings together world leading designers to undiscovered brands to showcase the newest furniture, lighting and accessory designs.

WHO ATTENDS?

Design community interested in discovering the latest furniture and lighting trends.

October 11-14 Decorex

London Olympia, London, UK

WHAT IS IT?

The UK's longest running interior design show showcasing the next level in interior design from across the world.

WHO ATTENDS?

15,000 high profile professionals from artisans to architects, interior designers and developers. Visitors attend to see exquisite designs and foster relationships with leading brands.

October 17-25 Dutch Design Week

Eindhoven, NL

WHAT IS IT?

Biggest design event in Northern Europe, presenting work from 2,600 designers to more than 350,000 visitors.

WHO ATTENDS?

Design professionals wanting to experience smart solutions and inventive designs offering new perspectives.

WHY HATTRICK RECOMMENDS

Best for the latest in material innovation – especially one for fans of biomaterials.



November 8-9 BDNY

Javits Centre, New York, USA

WHAT IS IT?

Introduced in 2010 as a more personalised, more productive trade fair experience for the hospitality design industry, Boutique Design New York (BDNY) has fast become one of the largest, buzziest, and most important events on the industry calendar.

WHO ATTENDS?

8,000+ designers, architects, purchasing agents, hoteliers, owners and developers together with 750+ inventive manufacturers of design elements for hospitality interiors.

November 17-18 Sleep + Eat

London Olympia, UK

WHAT IS IT?

Sleep & Eat is Europe's leading design and innovation event for the hospitality sector. The International Exhibition features established and emerging brands launching their latest collections and showcasing their most design-led products.

WHO ATTENDS?

Sleep & Eat welcomes over 4,600 designers, architects, owners, operators, investors and developers.

December Mix Design Collective

Manchester, UK

WHAT IS IT?

Brought to you by the publishers of Mix Interiors, Mix Design Collective is a unique design and networking event showcasing the best of commercial interiors and product design, as well as a packed programme of inspiring talks and workshops from leading voices within the industry.

WHO ATTENDS?

Leading design practices collaborate with world-class product partners to design experiences within workplace, hospitality and living settings.

WHY HATTRICK RECOMMENDS

An event that's rapidly gaining popularity!



Drink: Head to The Refuge to soak up some original Art Deco design.

Download our B2B events marketing guide now: wearehattrick.com/eventsguide

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Seek beyond the obvious.