A former 1920s industrial warehouse is now home to a novel health and fitness outlet in the UK.

Architecture and design by SHH

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Mr Chan Chong Beng
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8 more style finds you won’t want to miss!
Color, Comfort & Clarity
The Three C's of HD Expo 2008

By Denise Turner, ASID, CID, CMG, Contributing Colour Editor

Color, Comfort and Clarity was the predominant theme at the 2008 HD Expo. Fresh tropical inspired colors, vibrant, calming, and greenish, with white being the neutral, were the primary colors. Both colors such as this Blue Agate by Jeffrey Levetton www. incorporated into furniture www.ajisid-stone.com.

Glowing crystals were incorporated into lamps, vases, furniture, art and contemporary design fixtures such as this one by Brian Finley www.brianfinley.com.

About 1,160 exhibitors and more than 15,000 national and international industry professionals converged in the annual HD Expo in Las Vegas, 16-17, in the world's largest international trade event dedicated to the hospitality Design industry.

Hospitality Trend

The competition in the hospitality industry continues to increase, as room rates grow and demand slows. Hotels are putting more pretzels and gin into their presentations. This was particularly apparent at the HD Show.

Spa Trend Continues

Spa colors continue to gain momentum. Overwhelmed consumers have marketed the luxury bar none are the days of placing them with a comfortable sofa and soft throw. Consumers want an experience.

Spa/Therapeutic massage Therapy continues to support the Alternative Healing movement. Soothing blues, greys and chocolate colors become the new therapeutic stress reducer.

Daniel Johnson, an artist and Reiki Master whose work is soothing and healing, has been a health care industry designer for over 20 years. She now produces paintings for hospitals, spas and health care homes. Daniel incorporates Reiki healing symbols into her paintings and enwraps them with Swarovski crystals. The art supports the reduction of stress, relaxation and other ailments (www.danieljohnsonart.com).

Acrylic & Glass

Acrylic products in brilliant colors are emerging to support the Renaissance Modern Movement. This includes slim 750 furniture, lighting and sculptures.

Multi layered slumped and hand blown glass is becoming more prevalent in commercial and spaces. While in recent years not as common, the ability of manufacturers to make glass casts. Fire hardened colors now have glass vendors, where in recent years would have been unheard of. There were more glass art pieces at this show than in recent years such as these striking pieces by Fusion Z (www.fusionz.com).
Textures & Patterns

Textures and patterns are becoming more simplified. One to three colors in each is the norm. Subtle colors give focus to form, texture and pattern with interplay of shadows and light.

Patterns continue to be organic, nature inspired unlike others, are reminiscent of the 70s. Space affect of the environment with various woods, we re proven in virtually every kind of product, as in these Priced (Drago) with Mirror finish doors from Forma Surfaces (see bottom; www.forma-surfaces.com).

Tri-Kee Wall Covering pushed the customization envelope for wall covering with their applied deco elements. This created product even more dimension to the already beautiful product (see bottom; www.tri-kee.com).

Marketing Trends

With the downturn in the economy, several Non Destructive Color companies have joined forces to maximize their marketing efforts. Some shared booths at the show, while others are sharing floor space in stores. One dynamic duo particularly stood out for their innovative marketing approach.

Big Apple Wall Coverings Inc. has installed display monitors in several Benjamin Moore Paint stores. This makes their customers one stop shopping for paint and wall covering, it eliminated four space for wallpaper books, the maintenance of them, as well as prevents discontinued wallpaper stock from going into landfills.