

As Retail Interiors moves to London and links up with IDW to help boost visitor numbers, RED's Sharon McFarlane looks at who will be there

CAPITAL SHOW

Retail Interiors has a new show buddy and venue for 2002. It's bye bye to the NEC and Retail Solutions and hello to Earls Court and IDW for the aptly named RI/IDW2 (plans are afoot to give the merged events a more snazzy name in the future - Inside Retail).

Staging the event in the capital will hopefully have a positive effect on visitor numbers. Ian Silverstein, managing director at Creative Action, believes this will be the case: 'We all have less time today and if you have to go to Birmingham, you've pretty much got to write off a whole day. People are more likely to go to an exhibition if it's only going to take up a few hours or half a day rather than all of it.' First time RI exhibitors - and those participating after an absence from the event - no doubt chose to take part this year because, like Silverstein, they believe a London base will attract more visitors. New faces include Capital Print and Display, showing Wallpaper Graphics, a recent product introduction allowing retailers to apply graphic material directly to walls and other surfaces, and Henderson Global Imports, showcasing Brollymac, a unit which wraps wet umbrellas in a plastic pouch to stop them dripping all over a store's floor. CIL and Link 51 strengthen the shop equipment sector at this year's RI. The star of CIL's 50 sq m stand will be its new Cilplan plus system, while Link 51 will be highlighting its choice of space-saving and versatile storage and shelving.

A third of the 150 overall exhibitors will be IDW exhibitors and, as this event has already had one outing (at the Business Design Centre in Islington in April, see Visual Merchandise, June RED), this show, will feature pretty much the same people again',



Top, Link 51 back-of-house storage solutions. Centre, Rare Basics stand at IDW with strong colour change lighting. Above, Retail Interiors 2001 in Birmingham - now relocated to London

according to Andrew Colclough, managing director of IDW organiser Retail Visual Merchandising. That doesn't mean IDW2 won't display new product lines. Rare Basic showcases a new collection of mannequins (distributed on behalf of a specialist Lithuanian company) and colour changing columns, cubes, screens and panels, developed in collaboration with AVR.

London Visual is taking two stands - one unveiling new Darrol figures and highlighting the formation of a separate company dedicated to Darrol mannequins and torsos (Darrol UK); the second, showing the Puccisculpted Christy Turlington YOGA mannequin for the first time in the UK.



RI/IDW2 is supported by a range of features. The Trend Zone, put together by David Dalziel of Dalziel + Pow, combines the latest materials and colours from exhibiting companies to offer a glimpse of fit-outs of the future. The Graduate Gallery focuses on 12 PoP, VM and store design ideas from students of the London College of Printing's School of Retail Studies. Creative Action Design is sponsoring, exhibiting in and designing the Art of Design area. Silverstein explains: 'The plan is for eight or nine design practices to exhibit within the area.'

There'll also be a series of International Study Tours, guided on-screen tours highlighting worldwide trends in the fashion, food