

MEDIA RELEASE

November 2011

**Timeless design meets LA luxury  
2012 International Industry Seminar Series announced**

Classic chic will meet Hollywood glamour when the International Industry Seminar Series returns to **Decoration + Design** and the **Australian International Furniture Fair 2012**. World leading experts in design, decoration, lighting, and style direction will share their tips and the hottest trends for the coming seasons over the three day program, held from **1-3 February** at the **Sydney Exhibition Centre**.

On his first visit to Australia, US designer to the stars **Martyn Lawrence Bullard** will headline the series, talking about *Creating a Super Star Interior*. A celebrity in his own right with his reality TV show *Million Dollar Decorators* (aired in Australia on Foxtel), Lawrence Bullard's clientele includes Sir Elton John and David Furnish, Cher, Edward Norton, Christina Aguilera, Sharon and Ozzy Osbourne, Mr. and Mrs. Vidal Sassoon, Kid Rock and Felicity Huffman. He has also done commercial projects for Jimmy Choo, Warner Brothers and Paramount Studios and has written a book, *Live, Love & Decorate*.

UK interiors expert, furniture designer, author and curator **Suzanne Trocmé** will share her take on timeless style in her seminar *Classic Chic - defining the little black dress in interior design*. Curator for the London Design Festival since 2008 and Special Projects Editor for Wallpaper\* magazine, Trocmé's furniture can be seen in American football stadiums, Hilton Hotels, exclusive restaurants and the Royal Shakespeare Theatre in Stratford upon Avon.

Celebrated style and decoration authority **Melinda Ashton-Turner**(AUS) will lead a panel discussion on *Creating Luxury in Interiors*. A former Ikea stylist, Ashton Turner went on to become Style Editor for Vogue Living (Australia), decoration editor of Homes & Gardens UK and style director of Inside Out (UK). She also worked for Elle Decoration UK, Living Etc and prestigious UK newspapers The Guardian and The Sunday Times before venturing into advertising as a style director.

Joining Melinda on the panel will be **Chelsea Hing** (AUS) and **Sarah Davison** (AUS). Chelsea Hing Design Consultants offers interior design with a strong architectural focus. Her portfolio features residential renovations, bar, café & restaurant fit outs and boutique commercial developments.

Sarah Davison heads internationally acclaimed studio Sarah Davison Design, leading an award-winning team focused on residential interiors. Sarah's passion is combining modern and vintage pieces from Australia, Europe and America.

Illumination expert **Petra Kleegraefe** (AUS) is the founder of Sydney's Architectural Lighting Design, which has completed a large range of projects located in Australia, Europe and Asia. Originally from Germany, Kleegraefe spent time in London on a number of major hospitality, retail and urban landscape projects. Her seminar on *Lighting – The Cornerstone of Interior Design* will explore the importance of lighting and how it creates the ambience and feel within four walls.

Finally, Decoration + Design's resident trend forecaster **Genty Marshall** (AUS), will give a seminar on *The Collector, The Creator and The Connoisseur*. Based on her

**Design Futures** installation area at Decoration + Design, Genty's talk will look at three distinctive ways of relating to design through these personalities and demonstrate some of the trends we'll be seeing in 2012.

The International Industry Seminar Series provides the opportunity for retailers, designers, decorators and specifiers to learn about upcoming furnishing and design trends, as well as insights into where leading designers gain their inspiration from.

The 2012 International Industry Seminar Series will be sponsored by **Australian House & Garden** magazine.



**What:** 2012 INTERNATIONAL INDUSTRY SEMINAR SERIES

**Where:** Sydney Exhibition Centre, Darling Harbour

**When:** Wednesday 1 February

- **Creating a Super Star Interior**, Martyn Lawrence Bullard (USA), 10.30am – 11.30am
- **Classic Chic - defining the little black dress in interior design**, Suzanne Trocme (UK), 12.30pm – 1.30pm

Thursday 2 February

- **Design Futures presents The Collector, The Creator and The Connoisseur**, Genty Marshall (AUS) 10.30am – 11.30am
- **Creating a Super Star Interior**, Martyn Lawrence Bullard (USA), 12.30pm – 1.30pm **(REPEAT)**

Friday 3 February

- **Panel discussion: Creating Luxury in Interiors**, with Melinda Ashton-Turner (AUS), Chelsea Hing (AUS) and Sarah Davison (AUS), 10.30am – 11.30am.
- **Lighting – The Cornerstone of Interior Design**, Petra Kleegraefe (AUS), 12.30pm – 1.30pm.

**Tickets:** Seminar tickets cost \$44 and are available online at [www.decorationdesign.com.au](http://www.decorationdesign.com.au) or [www.aiff.net.au](http://www.aiff.net.au)  
Pre-booking is essential.

**Organiser:** Australian Exhibitions and Conferences

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