



ARCH angels

Richard Zinzan of ARCH-angels architects talks trade show highlights

Just as exhibitors are winding down from this year's Eco Technology Show – held for the second year in Brighton – we're gearing up again for our next trade event, The National Home Improvement Show, to be held at London Olympia from 29 September to 1 October.



Another successful year

Conferences and trade shows have always been an excellent way for visitors to find out more about what us architects do.

This year has been a really positive one – the Eco Show improved on last year's excellent showing and the other big event – Southern Home Building & Renovating Show (HBRS) held at Sandown Park Racecourse – didn't disappoint either.

The Eco Technology Show proved once again what a lively and engaging event it was - best of all perhaps was the number of guests in attendance; a great mix of enthusiastic presenters, those with a passion for 'green' living and a fair amount of intrigued tourists too.

What's in it for you?

The laid back, intimate and friendly approach of the Eco Show is a real trump card for the organisers and means stand visitors are often less bashful about approaching exhibitors.

What you achieve at the shows, that you don't when engaging with a business by many other means, is the human contact and the face-to-face interaction. We relish these opportunities and always look forward to those we might meet at different events – each has its own character after all.

These lifestyle shows are there for you, the potential client, to survey the market and allow you the chance to choose an architect that's right for your project and your personality; that's the crucial bit.

Different practices work in different ways, adopt differing approaches and with diverse specialisms; it's important to those of you looking to develop your property that you find an architect who fits your philosophy.

What to expect?

The beauty of exhibiting around the UK is the diversity of each show; you're always likely to enjoy a few surprises and have fun along the way, which ensures they rarely grow stale – key to a fruitful experience for you the visitor. The Eco Show attracted a really upbeat local audience, ready and willing to ask questions and keep exhibitors on their toes. It's an opportunity to catch up with old friends, meet new and emerging Brighton-based businesses and be introduced to eco enthusiasts travelling from further afield.

The bigger shows (like the HBRS) have a different vibe but are no less enjoyable and equally successful. Interacting face-to-face is what business is about; it helps us understand the individual and their character, which tells us plenty about your attitude and approach to a new design project.

Likewise, some of the biggest shows in the UK, The National Home Improvement Show for example, gives visitors an 'everything-under-one-roof' opportunity to be inspired by some great ideas and concepts for their budding projects. The exhibition centre will be awash with exhibitors, all there to offer advice and guidance.

Contact us for free tickets to the show, we would thoroughly recommend it; it's your chance to survey the market and stir those creative juices. Come and see us at stand C39; we'd love to chat. Bring your plans for a free consultation. www.improveyourhomeshow.co.uk

Richard Zinzan and Nicola Thomas are founders of ARCH-angels Architects in Brighton, an approachable local practice specialising in environmentally conscious, cost-effective architecture. We work closely with you to maximise your space and provide beautiful integrated buildings.
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