



AUSTIN FRIAR  
2019



**The Furniture Makers' Company**  
the furnishing industry's charity

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Our vision is for a thriving British furnishing industry with a talented workforce delivering high-quality products, which supports those in need from within its ranks and those who have served it in the past.”



## The Furniture Makers' Company the furnishing industry's charity

We are The Furniture Makers' Company, the City of London livery company and charity for the furnishing industry.

We support the industry by helping those who work or have worked in the sector; ensure its long-term success by educating future generations; and inspire excellence in design and manufacture.

Welcome to our yearbook, which celebrates everything we did in the 2018–2019 livery year.

We've achieved so much over the past 12 months in the areas of welfare, education and excellence. This yearbook pays homage to

our members, who make what we do possible through their immense support.

The increase in membership that we've seen over the past year confirms the importance and relevance of what we do.

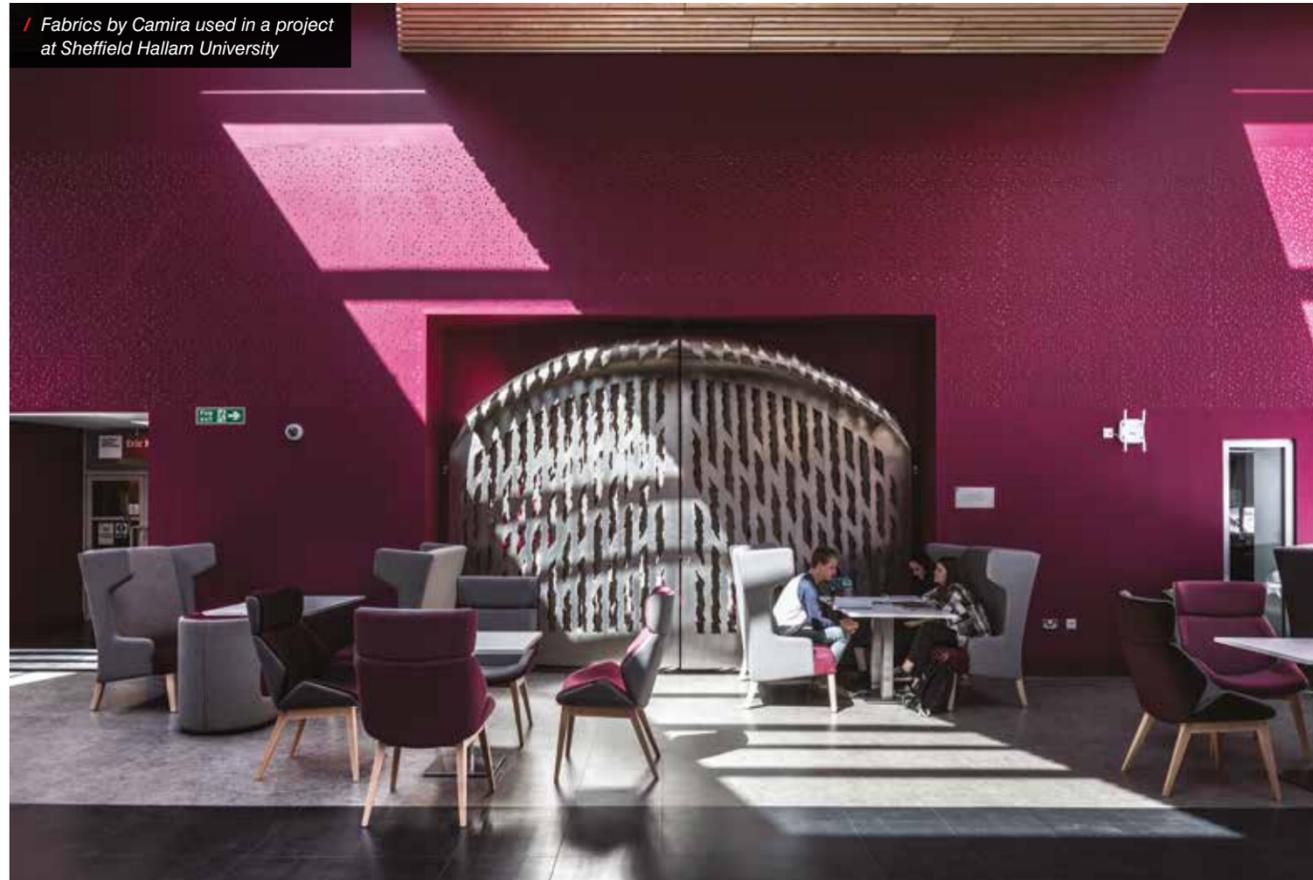
Despite the looming economic challenges, remember, The Furniture Makers' Company is here for you.

We hope you enjoy looking back on the year just passed, as we look forward to the coming livery year and working with the entire industry to ensure prosperity for all.

INTRODUCTION	4 / 9
SUPPORT	10 / 15
EDUCATION	16 / 31
EXCELLENCE	32 / 61
MEMBERSHIP	62 / 93

THE FURNITURE MAKERS' COMPANY IS THE CITY OF LONDON LIVERY COMPANY AND CHARITY FOR THE FURNISHING INDUSTRY

WE ARE HERE FOR YOU AND YOUR INDUSTRY





# THE MASTER

Hayden Davies, Master of  
The Furniture Makers' Company 2018-19

I have enjoyed a unique and wonderful year as Master of The Furniture Makers' Company. A never-to-be-forgotten experience and an enormous privilege to represent an organisation that is highly regarded within the livery world.

Our own livery company may be relatively young compared with the hundreds of years of history enjoyed by some of our peers, but I now know from first-hand experience that our achievements in the last dozen or so years lead us to rub shoulders with the great and the good. I believe our founding forefathers would be very proud to witness what the Furniture Makers have accomplished.

The role of Master can be challenging: leading our own company, overseeing all our various committees and Court, acting as an ambassador and fulfilling ceremonial duties within the wider City. I have made many mistakes, but I can promise it's never been dull and has always been stimulating.

I'm regularly asked what I will remember most. There are so many outstanding events that it's almost impossible to pick one. But in response, I would say that it's always the people that make a difference.

The whole livery and City movement, from the Lord Mayor downwards, is full of people enjoying their year in office. They are all warm, friendly and enthusiastic. Most of all, though, I have had the good fortune to serve a livery whose members have been tolerant, supportive and forgiving.

I will never forget the Installation Ceremony last May at Mansion House. To be surrounded by friends and family, all enjoying the palpable sense of excitement at such a ceremony, is a once in a lifetime experience.

The first week in September will also be a stand out time for me. Leading the Furniture Makers' team on our successful challenge to cycle all three routes up Mont Ventoux in a single day was a hugely enjoyable challenge. Thanks to the generosity of friends, family, colleagues and the wider industry, we raised an astonishing £65,000 that will help fund our vital charitable work in the areas of welfare and education.

This was followed by the Master's outing to Avignon where my wife, Alison, and I had the pleasure of introducing many people to an area we have come to love as a second home.

We have held many events over the year. Our Southern Region organised a Summer Party, courtesy of Mike Clare, which took place on a warm Sunday afternoon, and was a great success. It's exciting to see how these new committees are helping us expand our fundraising efforts and develop new bonds of fellowship around the country. Then, as the summer faded into autumn, it was uplifting and inspiring to attend our Young Furniture Makers exhibition and see the work of so many students and such remarkable talent.

We were again joined by our charity president, The Lord Kirkham CVO, at our Royal Charter Dinner in November at Vintners' Hall. He is a very supportive president and a committed supporter, and we remain very grateful for his very generous and unsung philanthropy behind the scenes.

My report would not be complete without passing on my deep-felt thanks and gratitude to my two wardens during the year. They have been unfailingly supportive and a joy to be with. I wish Dids Macdonald every success in her forthcoming year as Master, and I am sure she will lead this company with distinction.

# MASTER ELECT

Dids Macdonald OBE, Master Elect of  
The Furniture Makers' Company



Post Brexit, whatever the outcome, the UK has experienced emotional, commercial and political exhaustion. As we turn the page of a new chapter in Britain's remarkable history, drawing inspiration from our exceptional DNA will be a sector priority. As resilient architects of our own destiny in uncharted territories, we know we must meet any challenges with enthusiasm and pragmatism, while forging forward to discover new and exciting opportunities.

I've long been a part of this vibrant sector, having worked in interior design and as CEO and co-founder of Anti Copying in Design (ACID). There is no doubt that the intellectual capital underpinning UK furnishing brands is an impressive asset and protection of its intellectual property is paramount.

As 'new kids on the block' in livery terms, The Furniture Makers' Company has forged ahead as a modern and revered livery company. We are a company that rolls up its sleeves and actions speak louder than words, demonstrated by the exemplars

in all we do. Take design, manufacturing, sustainability and export as a starting point.

My strategy will be to influence the influencers within the City of London about our work. Every FTSE 100 company should proudly display a Design or Bespoke Guild Mark awarded piece in its boardroom and every embassy should be championing the excellence of the UK furnishing industry with tangible examples. I hope that the Lord Mayor, in his global travels, will encourage inward investment and help broker long lasting trading relationships with our sector.

Education is the cornerstone of our future and I will do everything I can to support our educational and training objectives and champion the Furniture and Interiors Education, Skills and Training Alliance as an innovative way forward. Delivering and nurturing an integrated educational programme of activity to encourage new talent and retain existing talent via activities in schools, colleges and universities is a must.

The wealth of wise thought leadership possessed by those who have held this role before is a sound basis for me as current custodian and the bar has been set high by our Master Hayden Davies. As Master, my focus will be to ensure there is continuity and consistency and my theme will be connection via effective communication with a focus on welfare.

I want to ensure that all of those who make up the collective workforce in our amazing industry know about our welfare work through the launch of my Master's Challenge 'One step at a time' campaign.

None of us know when life is going to throw us a curveball. Who knows when fate will place us one day away from needing support. The hand of friendship and kindness should never be underestimated, and we want the industry to know that they have a friend in us.

*Dids Macdonald*

/ Trevor was supported to purchase a mobility scooter



# SUPPORT

A helping hand to industry workers

Our charity has been supporting the welfare of employees in the interiors and furnishing industry for more than 100 years, through good economic times and bad.

We are here to help anyone from the industry, past or present, who has fallen on tough times with financial assistance.

Grants can be awarded for essential household items or bills, funeral expenses,

property repairs, medical equipment, respite or convalescent breaks, general financial hardship or pre-tenancy costs and removal costs.

Around 327,000 people work in the industry and they all contribute to making this one of the most vibrant sectors in the UK.

We hope you never need our help, but remember that we're always here for you if you do. ♦



## Why Supporting People Matters

Paul von der Heyde, welfare trustee at The Furniture Makers' Company, talks about why supporting people in the industry is more important than ever before.

"There has been a charity supporting people from the furniture and furnishings industry since 1903. In the early days of the Furnishing Trades Benevolent Association (FTBA), the focus of support was on workers retired from the industry, needing ongoing support to supplement their state pension.

Nowadays we find that the people from our industry with the most pressing needs are those of working age, needing help to keep a roof over the heads of themselves and their families, when difficult times overtake them, such as accidents, ill health or a relationship breakdown.

The state benefits system has undergone considerable changes in the last 10 years, with the aim of moving claimants off benefits and into work.

Those of working age, who find themselves

unable to work, either temporarily or in some cases for the long term, because of ill health, disability or redundancy, may find that their housing costs are not met, leading quickly to eviction proceedings and homelessness.

The basic weekly benefit for a working age claimant is still only £73.10 per week. How many of us can imagine living on that amount for more than a couple of weeks?



For a self-employed craftsman, the situation is even worse, because they may not be entitled to any state help.

Working-age people with little or no savings, paying high rents or expensive mortgages are extremely vulnerable to any loss of income due to adverse life events for themselves or family members.

Low incomes coupled with high housing costs and childcare bills mean that many families are living with increasing levels of consumer debt. Very quickly they can find themselves in a cycle of debt, where continual borrowing leads to increased debt, interest costs become a significant monthly expense and debt increases even faster.

People on low incomes have less access to low-cost borrowing and are more likely

to be forced to resort to payday loan companies and doorstep lenders. People on low incomes are also likely to be paying more for their utility bills because of higher 'pay as you go' tariffs.

The Furniture Makers' Company welcomes applications from anyone with at least two years' service in any part of the industry including people working for furniture manufacturers, cabinet makers, kitchen and bathroom fitters, sales people, upholstery workers and those working with beds, carpets or fabrics. We can offer financial help and also information and support.

In all honesty, we hope no one ever needs to contact us, but we're here for them when they do and we review every case individually. There isn't a request too big or small that we will not review.

However, in order for everyone in the industry to know we're here, we need your help to promote us. You can do this in a number of ways, such as displaying our charity poster, publicising the charity on your intranet or staff newsletter, or by including a message in payslips.

In order to be sure we deal with all applicants fairly, we apply the guidelines of the Joseph Rowntree Foundation to judge a Minimum Income Standard, which ensures that we're helping a genuine need.

If you or someone you know needs help, please take that first step and contact The Furniture Makers' Company." ♦

# Supporting the industry through thick and thin

There's a common misconception that our charity is only here to help retirees, or you have to be a member to receive support. Neither are true.

**We're here to help anyone who has ever worked for the furnishing industry, young or old, employed or otherwise, no matter what sector of the industry they've worked in.**

**Here are a few examples of the support we've given and the difference it has made.**



## David's story

Retiree David was experiencing financial hardship after spending most of his working life in the furniture industry on the sales and retail side of the business.

David was well aware of our charity having carried on his connection with the trade through his 17 years as treasurer of the Hull branch of the Furnishing Trades Benevolent Association.

Unfortunately he was diagnosed with Parkinson's Disease in 2003. David and his wife found that living with disability brought extra costs, which weren't fully covered by his disability benefit.

Our welfare officer made a home visit to find out how The Furniture Makers' Company could help and recommended accepting David and his wife for a regular quarterly payment.

The financial support has helped them meet their essential bills and afford a little extra treat occasionally. David says that although

he manages well, there are problems and the help he and his wife receive from the Furniture Makers is very much appreciated.

## Elisa's story

Elisa was forced to retire early from her job as a sales assistant with national retailer John Lewis when her eyesight deteriorated, due to glaucoma, and digestive problems caused her severe pain. She was finding it hard to make ends meet on just a small occupational pension.

She heard about The Furniture Makers' Company from her employer and got in touch to see how we could help.

Having worked at John Lewis for 12 years, Elisa's length of service meant she more than qualified for a grant.

Our welfare officer visited Elisa to understand her situation better.



She had very little furniture and was in need of some comfortable seating. She was also worried about how she was going to pay her heating and electricity bills.

The Furniture Makers' Company was able to quickly award a grant so that Elisa could buy a sofa for her living room.

We kept in touch with Elisa so that she was able to let us know when her utility bills came in and we could give her some peace of mind that we would be there for her if she needed help.

Elisa said: "I am so grateful for your care and most of all for the understanding of my situation, I feel well looked after."

## Greg's story

Greg has been working as a joiner and cabinet maker for the last 18 years and now runs his own business making bespoke furniture and fitted kitchens.

Following a relationship breakdown nearly six years ago, he was struggling to manage to support himself and his daughter, who was living with her mother.

Despite health problems and stress, he continued to work but fell into substantial debt and eventually realised he required some expert advice in order to get back on the right path.

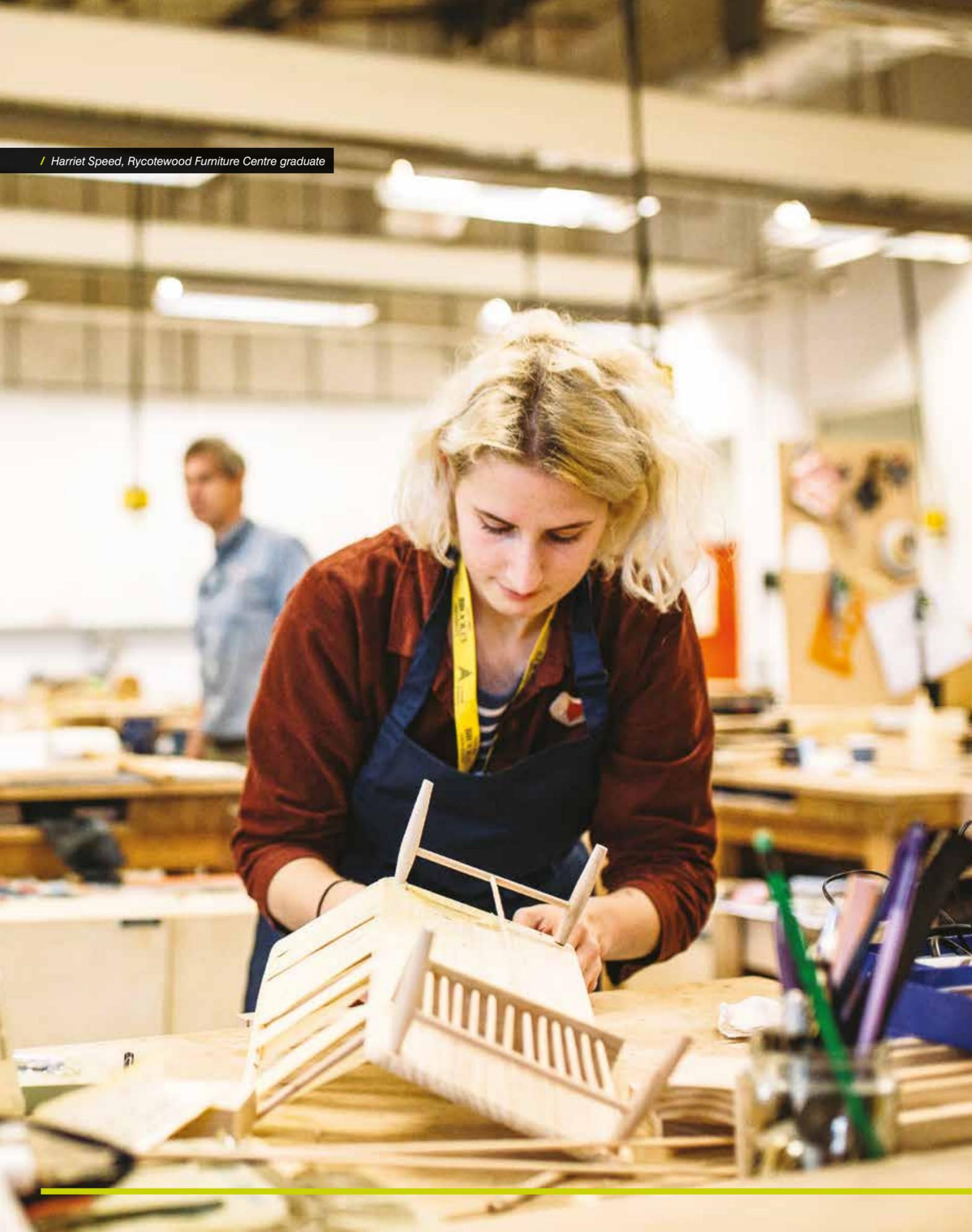
A debt advisor helped him to establish a sustainable plan going forward but suggested that he contact The Furniture

Makers' Company with his most urgent issue, which was paying off his rent arrears to avoid losing his home.

Our welfare officer quickly assessed Greg's needs and marked his case as a priority so we could immediately help him with a grant to get his rent up-to-date and prevent him becoming homeless.

Greg was very relieved and told us: "The grant came as wonderful news at a moment when I was in dire straits. I was really struggling to meet my monthly outgoings and the support came at just the right time. I cannot thank you enough."

/ Harriet Speed, Rycotewood Furniture Centre graduate



# EDUCATION

## Developing the next generation

The UK has a thriving furniture and interiors sector that contains many world-class businesses which each have a rich heritage. For the sector to continue to grow, it is essential for it to attract the very best school leavers and graduates.

We have spent time developing an education programme to inspire and

steward the next generation of young talent.

Through our many prizes, bursaries, tours, programmes and opportunities for professional development and growth, we are committed to ensuring that the future of the industry is bright and it flourishes, root and branch. ♦



/ John Hampden students showing their work

## Why Education Matters

Sean Ramsden is head of design and technology at John Hampden Grammar School, which is supported by The Furniture Makers' Company as part of the Supported Schools programme.

"John Hampden Grammar School is an all-boys school that has been an important part of education in High Wycombe and Buckinghamshire for almost 125 years.

It was originally set up to support the thriving furniture industry that High Wycombe was established upon and became world-renowned for.

Sadly, the majority of the historic furniture made by students of the original technical institution ended up on the bonfire when the site moved to Marlow Hill in 1966.

However we still have the headmaster's chair, a carved set of 12 lockers designed by Shaw Wilson and the headmaster's table, engraved with the school motto 'Quit ye like men'.

I was employed at the school in 2017 as the head of design. I felt it important to use the connotation of the motto to plan the future of John Hampden's design and technology department.

I want to develop resilient students for the future, young people who can actively problem solve in a modern world by utilising traditional skills as well as modern.

The curriculum that we offer has a balance of woodworking practice, engineering and CAD/CAM, allowing our students to gain an understanding of a wide range of disciplines.

Providing a rich varied curriculum is vital, given the rate at which the world is changing and advancing.



I believe that every student should have an understanding of how and where their day-to-day products come from, furthermore, the impact that a product will have in its lifetime. Future generations will live with what we do today.

Our partnership with The Furniture Makers' Company has opened many doors for our students. We have worked hard to establish connections with local companies such as William Hands and ercol.

These new relationships have allowed our students to visit their factories and meet some of the designers.

A large element of the trips were to help our students to gain a better understanding of a modern furniture factory, but also explore the vast range of career opportunities within the furniture making sector.

We have also been fortunate to have received funding from the Company. This financial support has allowed us to update some of our machines and replace many of our dated tools.

Our current department is evolving every term. I am striving to provide a clean, modern environment that is fit for the future of design. This will be an environment that allows our students to gain confidence in all aspects of design and creativity, like Noah, Jacob and James.

'In Year 9 I struggled with drawing on paper, but learning CAD allowed me to draw in 3D. I then enjoyed making the designs into reality.'

– Noah

'Design gives me an alternative perspective on the items we use every day, seeking ways to modify them to make them more sustainable and effective for the future generations.'

– Jacob

'The subject allows my creative ideas to come to life.'

– James

As we look ahead, John Hampden is delighted to be partnered with The Furniture Makers' Company and have such an influential and prestigious organisation supporting our effort of building not just resilient young people, but makers and designers of the future." ♦

[jhgs.bucks.sch.uk](http://jhgs.bucks.sch.uk)



## Our Education Programme

The Furniture Makers' Company's education output ranges from GCSE level to young professionals.

### School Poster Competition

Raising awareness of the industry among young people continues to be one of our headline missions. If we can sow the seed early enough, students will be able to pick industry-appropriate courses and start their journey.

Every year we organise a competition, sponsored by DFS, and challenge design and technology students to create a poster that showcases the wealth of career opportunities that the furnishing industry offers.

The winner of the competition then gets to see their idea designed and refined by DFS's creative agency. This year Mette Rutter won the competition and got to attend our Royal Charter Dinner where she was presented with her prize by DFS founder and our charity president, The Lord Kirkham CVO.

### School Design Prize

Acknowledging someone's talent is a vital part of their development. Recognition builds confidence. Confidence in one's ability stimulates the desire for further improvement. Our School Design Prize was launched to distinguish gifted young design and technology students so they would be inspired to continue cultivating their talent.

Now in its sixth year, the School Design Prize rewards talented GCSE and A Level students. Every year we send hundreds of sponsored copies of curriculum textbook *Design of the 20th Century* by Charlotte and Peter Fiell to schools and colleges around the country, asking teachers to award it to their most outstanding design and technology student.



/ Past Master Jonathan Hindle with Innovation Design Engineering students Carolyn Tam, Claudia Arnold, Wilhelmina Crolius and Beatriz Herrero, joint winners and runners up of the KI-sponsored scholarship at the Royal College of Art

All of the awarded students are invited to exhibit their design at our Young Furniture Makers exhibition. The students that attend have their piece judged, with a National School Design Prize winner announced.

This year Brodie Haward, Emily Lindsay and Matthew Pembery were awarded first, second and third place, respectively, and won a three-day trip to see Blum's manufacturing facilities in Austria.

### Supported Schools

In 2018 we launched the Supported Schools programme in response to research that showed the number of schools able to teach design and technology is dropping due to funding issues.

Through the initiative we will support selected schools that teach design and technology by providing financial aid, the opportunity to build links with industry, offer factory tours and work experience, and the option to participate in our annual Young Furniture Makers exhibition.

The first school that we've linked with is John Hampden Grammar School in Buckinghamshire, and we're looking to establish links with other schools around the UK.

### Student Industry Tour

For someone who is considering pursuing

a career in the furnishing industry and wants to find out more about the different companies that operate within the sector, our Student Industry Tour is an invaluable experience.

Every year we take around 40 students on a three day course of six furnishing businesses in the north of England, giving them an opportunity to learn away from the classroom and socialise with like-minded students from other institutions.

Last year CD (UK) Ltd, Harrison Spinks, Furniture Village, Knightsbridge, Vitafoam and tour sponsor Festool kindly opened their doors.

### Seminars

For those students who are committed to furthering their knowledge, every year we run a number of seminars on different popular demand subjects. These events are held around the country and provide an opportunity for students to build connections. This year's seminar topics included marketing and funding your business.

### Apprenticeships

In December 2018 the Institute for Apprenticeships approved the Level 3 apprenticeship standards for Bespoke Furniture Maker, Advanced Furniture CNC Technician, Advanced Upholsterer, Fitted Furniture Design Technician and New Furniture Product

/ Alan Styles, Axminster Tools & Machinery managing director, and competition winner Olly Webb



Developer, which were co-funded by us and the British Furniture Manufacturers.

### Industry Partnerships

For someone still learning, nothing can top on the job, real-life experience. Our Industry Partnership initiative does just that, by giving students a project with actual deadlines. We currently have an

Industry Partnership running through William Hands and the Gordon Russell Museum with Rycotewood Furniture Centre.

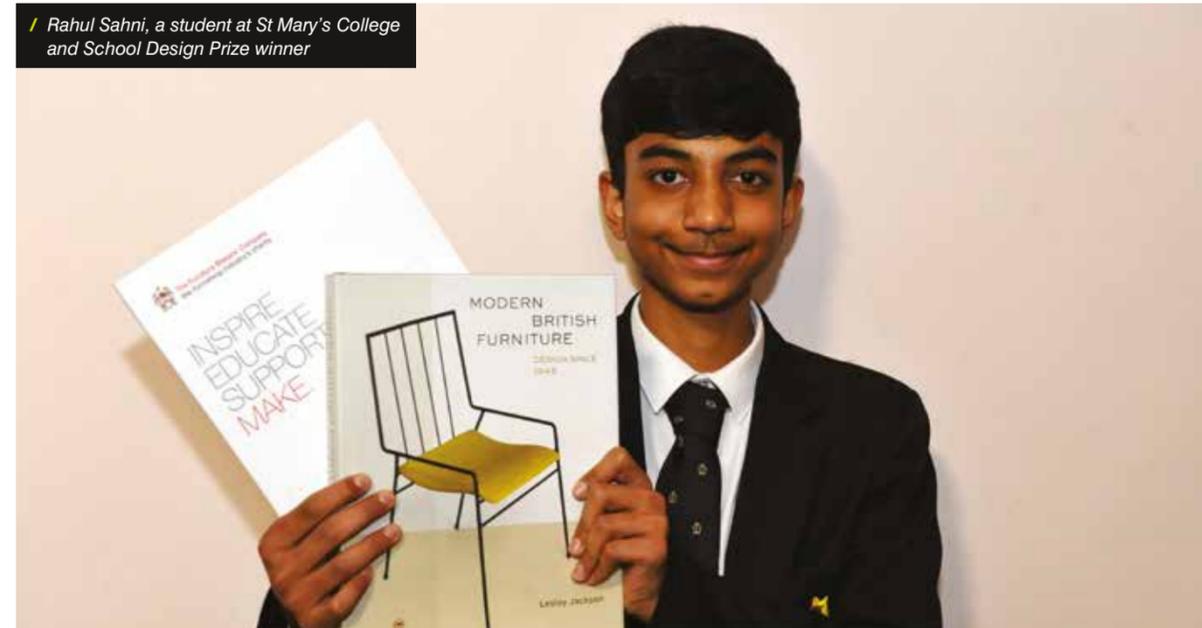
### Scholarships, bursaries and grants

The cost of tuition continues to rise and with it so does the need for financial support to ensure students can put themselves through their studies.



/ The Master with participants of the 2018 Young Professional Industry Experience: Josh Chadwick of Herman Miller, Jonny Garth from Silentnight, Felicity Squires of Axminster Tools & Machinery and Greg Young of Herman Miller

/ Rahul Sahni, a student at St Mary's College and School Design Prize winner



Our Royal Charter Fund provides scholarships and bursaries to students at colleges and universities that teach furnishing related courses. Last year's sponsors included ercol, Fishpools, KI and individual donors.

Several of the colleges and universities we work with also benefit from grants and bursaries for students at BA and MA level, which go towards tuition fees and materials.

Last year Warren Bentley completed his training at the Edward Barnsley Workshop. Warren was a former recipient of the Olwen and Edwin Powell Award to support him with his training. Josh Pengelly is now receiving the award to help his training.

## Awards and competitions

Our Young Furniture Makers Awards are the student equivalent of our Guild Marks, recognising excellence in the fields of bespoke, design and innovation. Every year we receive hundreds of entries from students for the three awards. The designs that impress our judges on paper are then invited to show at our Young Furniture Makers exhibition so they can scrutinise them in person and pick three winners.

The calibre of designs put forward continues to rise each year and this year's winners were:

- The Bespoke Award, sponsored by Festool, was awarded to Beatrix Bray for the Fluctuate Table

- The Design Award, sponsored by Crofts & Assinder, was awarded to Lewis Small for the Wilf Floor Lamp
- The Innovation Award, sponsored by Knightsbridge, was awarded to Matt Hill for the Array Table.

In addition to our Young Furniture Makers Awards, we work with companies from industry to set one-off or a series of competitions. Last year we organised a competition with corporate member Axminster Tools & Machinery.

The competition asked students to design a piece of innovative wooden furniture, with shortlisted students then given three months to create their concept using materials sponsored by Axminster.

Olly Webb, a Product Design MA student at Cardiff Metropolitan University, was awarded first place for his shelving unit called Farm.

Olly won £1,000 of Axminster vouchers, a work placement with the company, had his piece showcased on rotation in all eight of Axminster's stores, and was invited to show his piece at our Young Furniture Makers exhibition and Royal Charter Dinner.

## Professional development

Promoting the industry to students and young people is incredibly important to us, but so is retaining young talent.



/ Josh Pengelly, Edward Barnsley apprentice



/ Beatrix Bray, winner of the Young Furniture Makers Bespoke Award, and her Fluctuate Table

## Young Furniture Makers exhibition

Breakthrough design talent from across the UK came together in London in October 2018 to exhibit at our annual Young Furniture Makers exhibition.

Around 90 pieces of furniture and lighting from GCSE and A Level students through to BA and MA graduates packed out the Dutch Church and Furniture Makers' Hall in Austin Friars, London, contributing to one of the best displays in the exhibition's 12 year history.

The event is completely free for students to exhibit at and provides the next generation of designers and makers an invaluable opportunity to present their designs to key members of the furnishing and design sector.

All students are welcome to join the Young Furniture Makers group via our website or dedicated Facebook page to keep up to date with the latest news. ♦

[furnituremakers.org.uk/young-furniture-makers](http://furnituremakers.org.uk/young-furniture-makers)

/ Mette Rutter, DFS Poster Competition winner, with charity president The Lord Kirkham CVO



We've invested time in developing a couple of initiatives to support young professionals working in the industry who have been identified as future players in the sector.

Now in its sixth year, the Young Professional Industry Experience is our three week intensive programme where aspiring young people are given the opportunity to visit leading industry companies and understand all areas of the furniture industry, including materials, designing, manufacturing,

pricing, marketing, sales and customer service.

The experience offers an opportunity to gain a broad understanding of the wider industry while helping professionals forge links with senior-level members of industry as well as each other.

Graduates of the Young Professional Industry Experience are then offered the expertise of one of our members to act as their mentor.

Through these initiatives, we are showing the next generation of leaders that this is an industry worth staying in as it's one that cares about their development.

## Master Certificate Scheme

The Master Certificate Scheme, in partnership with City & Guilds, aims to recognise excellence and promote career progression from Apprentice to Journeyman

and then Master level. In order to qualify for a certificate at any of the three levels, the applicant must provide evidence of having achieved an appropriate level of responsibility within the industry and having a technical knowledge in the sector in which they work. In 2019 Neil Austin, Joseph Bray and Richard Williams were all awarded the Master Certificate.

# Young Furniture Makers exhibition 2018



/ Daniela Costa was awarded third place in the Bespoke Award category for her Drinks Display Cabinet



/ Huw Evans won second place in the Innovation Award category for the Obelisk Table



/ Ella Merriman and Dog-Eared



/ Emma Louise Hayward and Arch



/ Louisiana De Jong and the Lloyd Loom Light



/ Matthew Pembery and the Multi-Functional Projection Cabinet



/ Michael Buick and the Pegg 'Shoes Off'

THE 2018 YOUNG FURNITURE MAKERS EXHIBITION WAS SPONSORED BY





*Jane Atfield parent and child chairs*

## The Frederick Parker Collection

Furniture making has a long and proud history, from mediaeval chests and tables of fine English oak to the elegance and sophistication of cabinets and chairs in the Georgian period, through to the clean lines, comfort and practicality of furniture today.

That history is reflected in the Frederick Parker Collection, where 200 chairs made between 1650 and the present show how furniture responds to changes in society, new ideas of style and comfort and innovations in materials and technology.

The collection was formed by Frederick Parker in the early decades of the 20th century to enable his company to make reproductions of antiques, which were very much in demand at the time.

As well as the chairs and other furniture, he collected chair parts, carvings and plaster casts so that key details could be faithfully copied.

As tastes changed the collection fell out of use. It was ultimately saved, along with the Frederick Parker and Parker Knoll Archive, and passed on to The Furniture Makers' Company.

Today the chair collection and archive are widely recognised as a unique record and a wonderful resource for studying furniture history and design.

The archive is one of the most comprehensive records of a British furniture manufacturer, spanning 150 years from 1869 when Frederick Parker first set up his company in north London to the present, with Parker Knoll a leading brand in quality upholstery operating from a new factory outside Sheffield.

The archive comprises around 600 boxes of material, including sketch books, design drawings and photographs of hundreds of models of sofas and chairs, brand design and advertising material both in print and on film, and detailed accounts and business records.

The collection and archive are on long-term loan to the Sir John Cass School of Art, Architecture and Design at the London Metropolitan University, where they are accessible for study.

Individuals and groups are welcome and experts from the university and Furniture Makers are on hand to guide and assist as required.

We are especially keen to engage schoolchildren and design students, and



*Mahogany carved armchair*

to achieve this we have launched a touring exhibition which will be displayed in schools and colleges over the next few years. We aim to inspire young people to consider the furniture industry as a future career where their creativity and ingenuity will be highly valued. ♦

Enquiries about viewing items in the archive in person or arranging visits to view the chairs in the Frederick Parker Collection can be made by contacting: [specialcollections@londonmet.ac.uk](mailto:specialcollections@londonmet.ac.uk) [furnituremakers.org.uk/frederick-parker-collection](http://furnituremakers.org.uk/frederick-parker-collection)

/ DGM 206 Famiglia by  
PearsonLloyd for Allermuir



# EXCELLENCE

Championing excellence across the industry

Excellence runs through the lifeblood of the UK furnishing industry. It comes in many forms, too.

From the single designer-maker crafting sublime pieces in a remote workshop to powerhouses of commerce producing items in volume, excellence permeates the sector.

We recognise excellence and the highest standards in design and production through our coveted Guild Marks and Awards.

They raise the profile of British design, innovation and manufacturing, helping to build a thriving industry for the future, as well as bringing prestige and publicity for award holders.

We salute these innovators, these bastions of quality, who ensure the UK's proud history of designing and making outstanding furniture and furnishings lives on. ♦



/ Clare during last year's 2D category judging

## Why Excellence Matters

Professor Clare Johnston is emeritus professor at the Royal College of Art and a textile designer for fashion and interiors. In 2018 she sat on the judging panel for the Design Guild Mark's new 2D category.

"The pursuit of excellence is so deeply entrenched in the process of design. It is a driving force that pushes the designer to continually stretch their skills, reaching further in their practice, while knowing that their own critical judgement will rarely give the feeling of excellence attained. There is always another challenge and room to improve.

The Design Mark Guild is an award for excellence in the design of furnishings in volume production.

Last year I was honoured to be invited to be part of the expert judging panel for the launch of the 2D category for textiles, wallcoverings, surfaces, carpets, floor coverings and fabrics.

As judges, we are guided to distinguish the excellent from the ordinary. This distinction gives rise to challenging questions for the

nominees and leads to an open and lively debate between the judges from which we can all learn and benefit.

It was a thoroughly enjoyable morning shared with a team of challenging and enthusiastic professionals.

We were presented with a diverse and interesting range of 2D submissions, demonstrating that imagination and commercial suitability can cohabit and create really useful, elegant and pleasing products.

The judges' lively and robust discussions led to three well deserved pieces being awarded.

The speed of change and development in technology, materials and markets make this a complex, exciting and very challenging time for both design and the manufacturing industry.



“

The pursuit of excellence is so deeply entrenched in the process of design. It is a driving force that pushes the designer to continually stretch their skills... ”

Designers need to consider so many aspects beyond making their best possible product. The provenance and sustainability of materials and make, the relevance, value and needs of the customer, are all as important as ever but with the addition of increasingly complicated and competitive routes for marketing and selling.

This hugely demanding landscape necessitates the extension of designers' core skills and, even more interestingly, can often encourage the reach out for more collaborative and interdisciplinary ways of working, which has the potential to facilitate greater experimentation and invention.

During the process of design, it is exciting when risks and experiments result in a breakthrough, showing the designer an unintended or surprising result.

This is certainly not a time for designers or the industry to be complacent, but then design as a pursuit is anything but complacent, it is restless, inquisitive and wonderfully obsessive.

We are looking forward to seeing a host of fascinating and potentially excellent 2D submissions for the 2019 awards.” ♦

[clarejohnston.com](http://clarejohnston.com)



# BESPOKE GUILD MARK. EXCELLENCE RIGHT DOWN TO THE LAST DETAIL

The Bespoke Guild Mark recognises excellence in design, materials, craftsmanship and function for exquisite pieces of furniture made as single items or a limited run of up to 12. This year five exceptional pieces met the stringent criteria to be awarded the Mark. ♦

[furnituremakers.org.uk/  
bespoke-guild-mark](http://furnituremakers.org.uk/bespoke-guild-mark)



/ BGM 471 Tub Chair by Tim Gosling



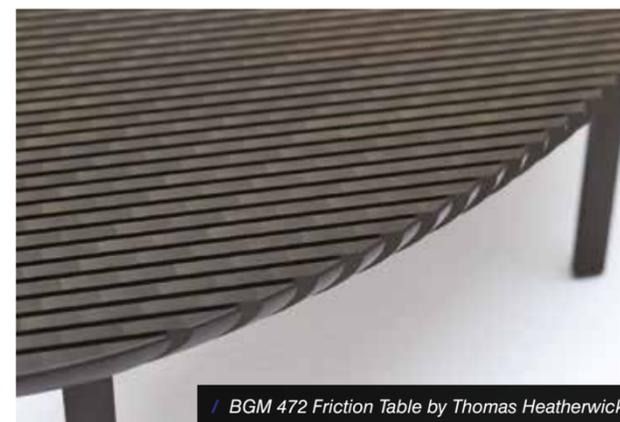
/ BGM 473 Radiant Desk by Edward Johnson



/ BGM 469 14-12 Chair by Waters & Acland



/ BGM 470 Vortex Table by Marc Fish



/ BGM 472 Friction Table by Thomas Heatherwick



**Bespoke  
Guild Mark**

Awarded by The Furniture Makers' Company

## RUPERT SENIOR



It came as no surprise last year when Rupert's Logmore Table was awarded the prestigious Christopher Claxton Stevens Prize, presented annually to the most outstanding design awarded a Bespoke Guild Mark in the livery year.

The Logmore Table is a 12-seater dining table with a beautiful 5,000 year-old bog oak table top supported on European oak legs with cast metal bosses in a bronze finish.

To call Rupert Senior simply a designer-maker would be an insult. He is an artist, a creator, an engineer, an artisan. He is the very definition of a master craftsman.

His goal is to create unique furniture with an honesty of form and proportion using outstanding British craftsmanship and superb materials.

Rupert's interest in woodwork began at school. He trained at The Parnham School for Craftsmen in Wood before setting up a workshop in Surrey.

His studio has handled a wide range of commissions. In addition to the Logmore Table, two recent prominent commissions have included a six metre dining table for Knole, the Tudor palace in Sevenoaks, Kent,



/ Rupert explaining the Moon Cabinet to Thomas Heatherwick at Evolution of Tradition

and Transition, an ingenious dual function table in oak and pewter.

“To receive a commission is a very exciting thing,” says Rupert, “and as a creative person one always has a myriad of ideas one wants to realise. It’s often a real challenge to match one’s client’s expectations of design, materials and price with the exciting opportunity to create something new.”

There’s a subtle poetic irony that the very sponsor of the award that Rupert has just won, Christopher Claxton Stevens, introduced him to The Furniture Makers’ Company in the early 1990s.

Since then Rupert has thrown himself into the Company and sat on the Bespoke Guild Mark committee, served as the Guild Mark chairman and has supported the judging

of the Young Furniture Makers Awards for countless years.

His devotion has been recognised with a place on the Company’s ruling council, the Court of Assistants, since 2014.

The Bespoke Guild Mark is his passion, though. Bespoke furniture is his *raison d’être*, after all.

“I hugely value the Bespoke Guild Mark and have always seen it as Britain’s hallmark for excellence in furniture design and making. To receive a Bespoke Guild Mark is a great honour as it is a public endorsement of the quality of your work by experts in your field.

“Furthermore, I continue to apply for them as, not only do I find it a very useful marketing

tool to potential clients, but it also proves that I am not losing my touch.”

Yet bespoke furniture is an area of design that Rupert believes is somewhat overlooked.

Rupert explains: “A big challenge for designers and makers is getting their work seen and bought by the right audience and at the right price.”

In response to this, in 2018 The Furniture Makers’ Company collaborated with Design Centre, Chelsea Harbour on ‘Evolution of Tradition’, a sensational exhibition of contemporary bespoke furniture.

The exhibition proved to be an unmitigated success and Rupert, who was instrumental in its planning, exhibited the show-stopping Moon Cabinet, a stunning orrery inspired



masterpiece that explores the blurred boundary between art and science.

“Evolution of Tradition was very well received and I believe it is a good start at establishing an appropriate showcase for this county’s largely hidden talent.”

Clearly Rupert is a Master of The Furniture Makers’ Company in the making, but until then he’ll continue to define the designation of master craftsman. ◆

[rupertsenior.co.uk](http://rupertsenior.co.uk)



Bespoke Guild Mark  
**The Christopher Claxton Stevens Prize**  
 Awarded by The Furniture Makers’ Company

# Evolution of Tradition

A highlight of 2018 was Evolution of Tradition, a new exhibition of contemporary bespoke furniture made possible by a collaboration between The Furniture Makers' Company and Design Centre, Chelsea Harbour, the world's premier design destination.

All the exhibited pieces were designed and made by Bespoke Guild Mark holders, including Matthew Burt, Byron & Gómez, Jonathan Field, Marc Fish, Tim Gosling, Alun Heslop, Edward Johnson, John Makepeace OBE, Rupert McBain, Laurent Peacock, Jake Phipps, Angus Ross, Rupert Senior, Katie Walker and Waywood.

During the event's private view, renowned designer and founder of Heatherwick Studio, Thomas Heatherwick, was awarded an honorary Bespoke Guild Mark for his Friction Table. Evolution of Tradition will return in 2019. ♦



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LONDON

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**GOLDSMITHS' FAIR**



SUPPORTERS



# DESIGN GUILD MARK. THE EPITOME OF EXCELLENCE

The prestigious Design Guild Mark is awarded to drive excellence and raise the profile of British design and innovation.

The Mark recognises the highest standards in the design of furnishing in volume production, by designers working in Britain or British designers working abroad.

In 2018 we introduced a 2D design category, rewarding excellence in fabrics, textiles, wallcoverings, floor coverings and carpets, in addition to the furniture category. Last year 15 designs were awarded across the two categories.

2018 also saw the launch of a new brand identity and stand-alone website.

[designguildmark.org.uk](http://designguildmark.org.uk)

- 1 / DGM 197 Hugo by Ian Archer for SITS
- 2 / DGM 198 Aphelion Console by Byron & Gómez for Benchmark
- 3 / DGM 199 Mozaik by Mark Gabbertas for Allermuir
- 4 / DGM 200 AXYL by Benjamin Hubert and Layer for Allermuir
- 5 / DGM 201 Thinking Quietly by Jones & Partners for Thinking Works
- 6 / DGM 202 Magnetic Copper Cube by Paul Kelley for Paul Kelley Ltd\*
- 7 / DGM 203 T1 Chair by Rodney Kinsman RDI for OMK 1965
- 8 / DGM 204 Manta by Lyndon by Boss Design for Lyndon by Boss Design
- 9 / DGM 205 Group by Philippe Malouin for SCP
- 10 / DGM 206 Famiglia by PearsonLloyd for Allermuir
- 11 / DGM 207 Edge Executive Desk by PearsonLloyd for Modus Furniture
- 12 / DGM 208 Race Antelope Chair by Ernest Race for Race Furniture
- 13 / DGM 209 Silicastone by Alasdair Bremner and David Binns for Panaz\*
- 14 / DGM 210 Jitterbug from the Shoreditch Range by Gary Bridge for Axminster Carpets
- 15 / DGM 211 The Alchemy Collection by Rachel Evison for Bute Fabrics

\*Winner of the Jonathan Hindle Prize for Excellence



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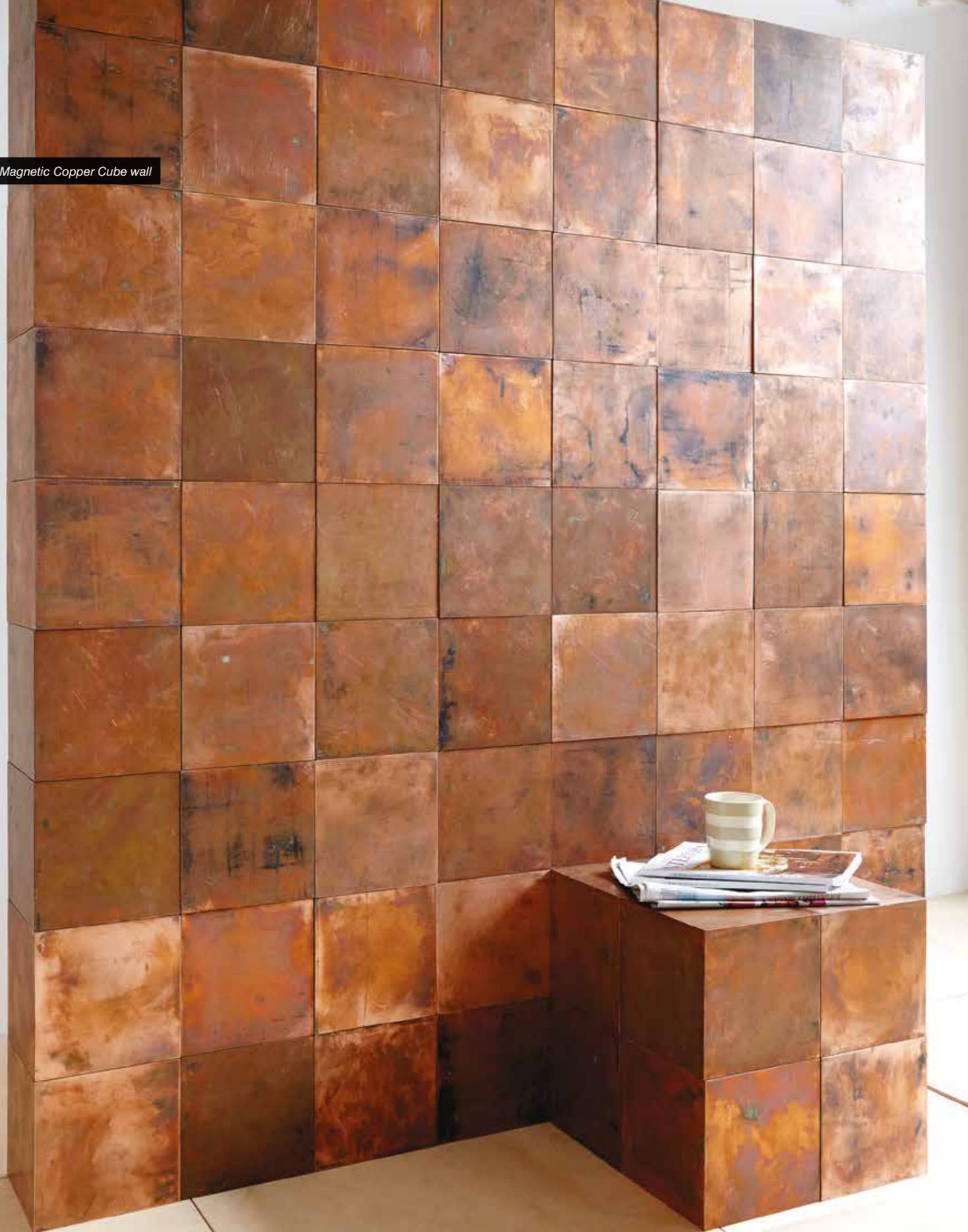


14



15

/ A Magnetic Copper Cube wall



**DESIGN**  
GUILD MARK

## PAUL KELLEY



It is unique to other design awards as the panel of independent judges – all experts in the field of design – examine the submitted piece and question the designer during a judging day that takes place in the fantastic surroundings of the City of London.

The experience can be intimidating to some. A room full of design gurus scrutinising your work.

Little did Paul Kelley know when he walked into the judging day in 2018, however, that the Magnetic Copper Cube would be awarded a Design Guild Mark, let alone be named the best design in the furniture category for the year and winner of the Jonathan Hindle Prize for Excellence.

For over 10 years our Design Guild Mark has been distinguishing the excellent from the ordinary in the design of furnishings intended for volume production.



Paul explaining the Cube during the Design Guild Mark judging day

Commenting on the judging process, Paul said: "I found the experience to be a great way to learn how to articulate my ideas and thoughts about my design into three minutes, which is important especially at trade fairs when people generally only give you a few minutes for you to tell them about your work."

The Magnetic Copper Cubes allow users to create a wide range of designs, from purely sculptural blocks to coffee tables, chairs and walls. The magnetic system allows the cube to connect in any direction and gives the end user complete freedom to choose their design and change it whenever they desire.

It is something of an exception in the Design Guild Mark's history. Never before has there

been an awarded piece that can assume different forms and create multiple designs in the same way as the Magnetic Copper Cube. The novelty of the concept charmed the judges.

"It seems to appeal to everyone and it is a piece for everyone. People use it as furniture or a stand-alone installation piece and I think it crosses the boundaries perfectly."

With a background in bespoke furniture design, Paul's modernist copper cubes designed for volume production marked new ground for the designer, who learnt his craft while studying guitar making at the London College of Furniture in the late 1970s and early 1980s.

During his early years, Paul designed and

exhibited work all over the world. He took inspiration from the likes of artist Donald Judd and became an early member of the Judd Foundation in Marfa, which greatly influenced the maker he'd later become.

In 2006 Paul got the chance to work with copper for the first time when he was asked to design a drinks trolley. Paul instantly fell in love with working with the metal.

"Copper is forgiving, malleable, easy to work with by hand, plus it has a character of its own and is always developing – so whatever you make from it is unique."

Paul's new found affection for the material led him to ponder its application in a

product for the retail market. Something that could be designed for large-scale production but would have the pleasing allure and unique properties he associated with the copper's appearance. The result was the Magnetic Copper Cube.

"I was already working on a magnetic connecting system when I was asked to make a table for a client. We both liked the work of Carl Andre and as I used copper anyway, it seemed the perfect marriage of design and materials and it kept true to the language of my bespoke work, sculptural and functional."

While simple in appearance, there is much more to the product than meets the eye, and the cube presented challenges for Paul to conquer during the design stage.

"I spent a lot of time making sure the magnetic system was powerful enough to link the cubes but not disrupt electronic goods. I also wanted to give the end-user complete freedom to construct what they wanted so consideration was given to ensure customers would not be restricted by polarity issues."

Pieces awarded a Design Guild Mark benefit from increased industry and consumer awareness, press and social media coverage, with the designers also receiving enhanced brand recognition. This is something that Paul has certainly welcomed.

"For someone who does not really sell a lot of work in the UK, it means a lot to me to get recognised by my peers in the industry, especially considering all of the



other very established designers that were also awarded the Design Guild Mark. It's given me a fantastic opportunity to get industry people and clients to see my work and opened doors with some new retailers. People are impressed with what the Design Guild Mark stands for." ♦

[pk-designs.co.uk](http://pk-designs.co.uk)



# MANUFACTURING GUILD MARK EXEMPLARS OF THE FURNISHING INDUSTRY

The prestigious Manufacturing Guild Mark has been the mark of excellence, distinguishing Britain's top furnishing manufacturers, since 1993.

It is awarded to British manufacturers that have demonstrated incredible standards across all areas of the business by successfully passing a rigorous, independently reviewed audit against a comprehensive set of criteria, including design, product development, manufacture, HR, financial stability, sustainability, sales and marketing.

Eighteen companies were holders of the Mark in the 2018-19 livery year.

[furnituremakers.org.uk/  
manufacturing-guild-mark](http://furnituremakers.org.uk/manufacturing-guild-mark)

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**LECTRA** **BIESSEGROUP**





/ Cloakroom Trolley by Grathells



/ Infinity Plus Shaker by Wren Kitchens



/ Hepworth by Michael Tyler Furniture



/ Petite Chair by Delcor



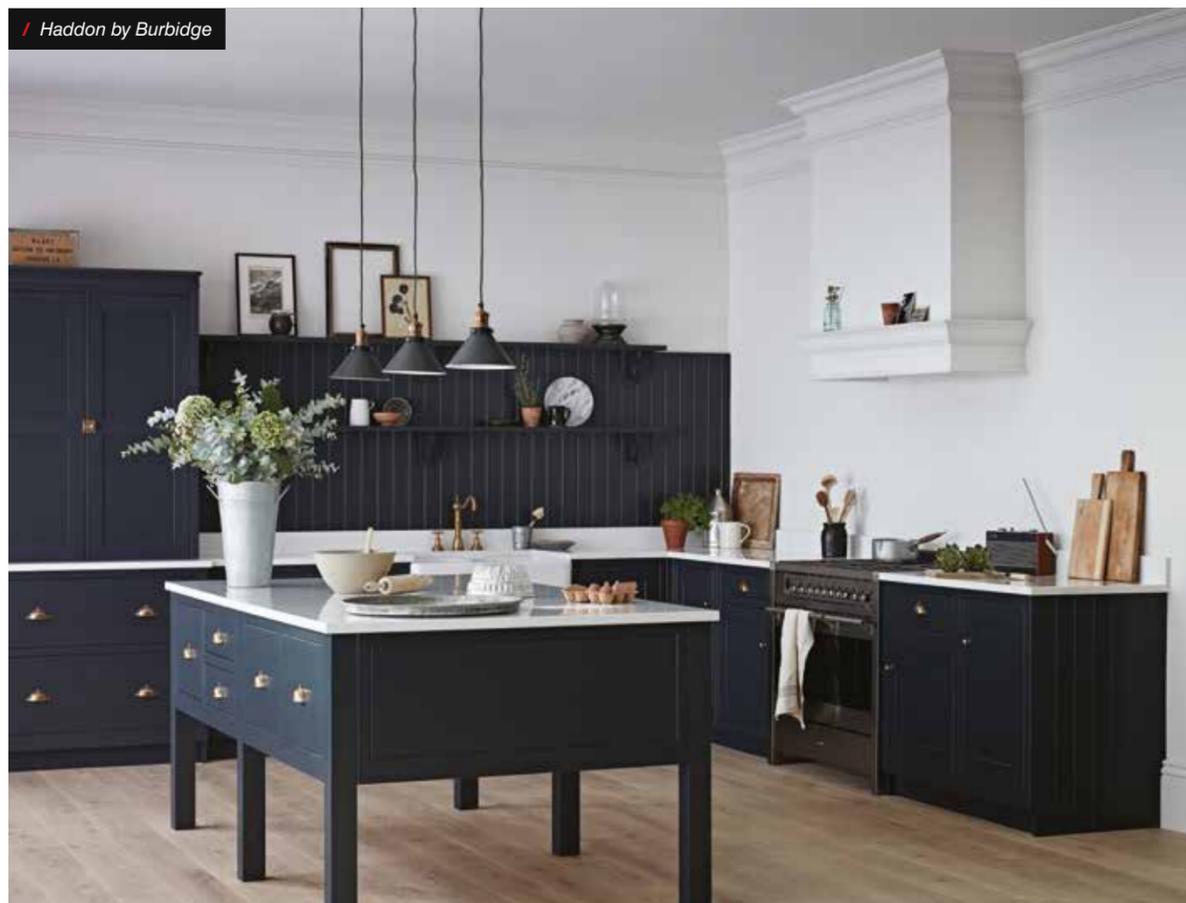
/ Walnut and Oak Bed by Treske



/ Nook Privacy Pod by Paneltech



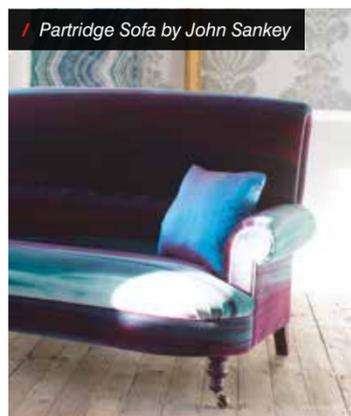
/ Seattle Gas Fire Bowl by Rivelin



/ Haddon by Burbidge



/ Emerald by Harrison Spinks



/ Partridge Sofa by John Sankey



/ Hepburn by Burgess Beds



/ Ambassador



**Manufacturing  
Guild Mark**

Awarded by The Furniture Makers' Company

## DELCOR



/ Rick Petini, managing director

retailers, specifiers, distributors and consumers confidence in working with and buying from them.

While companies of any size can apply for the Mark, holders are expected to demonstrate the highest standards in all aspects of their business, which are determined by a rigorous independent audit. However, cutting the mustard is no small feat.

In a world full of bold claims, wild promises and 'fake news', it is sometimes difficult to distinguish the sincere from the downright misleading.

The Manufacturing Guild Mark was launched in 1993 to recognise and promote excellent UK furnishing manufacturers and by doing so give

Delcor was first awarded the Manufacturing Guild Mark in 2017, but the company has been flying the flag for British craftsmanship with its made-to-measure sofas and chairs for more than 50 years.

Brenda Morpeth, an interior designer, and her engineer partner Doug Lane set up



/ Chelsea



/ Ridley

Delcor in 1967 as a maker of high-quality, bespoke furniture. The couple retired in 2000, selling it to the late Charles Wade and the Wade Furniture Group. Their legacy lives on, though, as several of their original designs are still part of the range today.

Current managing director Rick Petini joined the business in 2001 having worked for many years with the Wade Furniture Group in Long Eaton. He started his career in 1978 as a trainee upholsterer, before moving on to be a development upholsterer and working his way through the ranks to become production director.

Charles asked Rick to join the business to not only run the factory but also get involved with design, given Rick's spell in Laura Ashley's design team in the 1990s.

Rick said: "It is unusual to have a production director involved in this way but Charles requested it. I have always loved this part of the business and have a keen eye and appreciation for design and vast experience in manufacturing, so I was happy to oblige."

Over the next few years the company went through a number of changes to make it more commercial, but the

business model wasn't right for Delcor and subsequently several showrooms closed.

When Rick bought the company in 2009, he felt it was important to take the business back to its grass roots – manufacturing beautiful, bespoke upholstery using only the highest quality materials while providing second-to-none customer service.

Today the business has four showrooms with its flagship store on London's affluent King's Road and other outlets in Lincolnshire, Cheshire and Northumberland, which is also home to

its workshops, set in a stunning stone Georgian House built in 1838.

It is Delcor's commitment to quality in both the product it makes and the service its customers receive that Rick believes truly sets the business apart from other upholstery companies and makes it Manufacturing Guild Mark worthy.

"We take pride in what we do. We will not compromise on quality of materials, standards of manufacture nor customer service. The Manufacturing Guild Mark is an extremely valuable recognition for the work we do. It proves to our customers that we are as good as we say we are. To

be a holder strengthens our pledge to customers that we strive to be the best in every aspect of design, quality, longevity and service. These are attributes many boast of but few fulfil."

Times are tough for all businesses, what with the uncertainty of Brexit. There is no getting away from it. However, Rick is ready to take advantage of the opportunities that it will offer British manufacturers like Delcor.

"It is extremely important for us to be a British manufacturer and we take great pride in it. Having our own UK based factory, wood shop and showrooms

means we are in charge of our own destiny, controlling materials, method of manufacture and overall quality.

"British manufacturing has declined over the years but people worldwide still love British-made products and we are more than happy and proud to oblige. In the current climate we find it more important than ever to be British based and also to be supported by the recognition of the Manufacturing Guild Mark. In the future we intend to grow our business and retail all over the UK and the world." ♦

[delcor.co.uk](http://delcor.co.uk)

## Export Award

West Yorkshire manufacturer Spinks Springs' impressive export strategy resulted in it being named third annual Export Award winner.

The Export Award was launched by The Furniture Makers' Company's in 2016 to recognise excellence in promoting and selling British manufactured furniture, bedding and furnishings to overseas markets.

The award considers all aspects of how a business operates, including development initiatives, overseas' markets penetrated, volumes, growth techniques, long-term commitment, and relevant accreditations.

In July 2018 West Yorkshire manufacturer Spinks Springs, a leading supplier of unique, micro pocket springs, fought off stiff competition from Gosling Limited and Ocee International to win.

The company, which is part of fifth-generation, family-owned manufacturer Harrison Spinks, has developed a worldwide export business through its innovative Posturfil and HD micro-springs that act as a comfort layer and replace foam and other filling materials in products such as beds, footwear, upholstery and office furniture.

Through the development of an international strategy and continuing to increase investment in the people within each new market, Spinks Springs' export business has grown by 500% since 2015, with export sales in 2017/18 reaching £4.89 million and now accounting for 17% of its sales.

Spinks Springs was officially presented the award at the Company's Royal Charter Dinner in November 2018.

Ian Owen, European sales manager at Spinks Springs, said: "We are delighted to have won The Furniture Makers' Company's Export Award. We feel that this award reflects our commitment to exporting quality components for bedding, furniture and other markets and the hard work of the Spinks Springs team.

We're pleased to see that our strategy of taking patented innovative components into new international markets has been recognised by such an iconic and prestigious body."

Hayden Davies, Master of The Furniture Makers' Company, said: "By implementing a clear export strategy, Spinks Springs has quickly positioned itself as a world leader in innovative spring technology and seen subsequent rapid growth. The key when entering new markets is having the expertise to understand the landscape and through the recruitment of agents and undertaking market research within new territories, Spinks Springs has achieved this. We salute the company's success in flying the flag for British innovation abroad and Harrison Spinks' ambition to increase turnover to £100 million by 2022, aided by the success of its export business." ♦

[spinks-springs.com](http://spinks-springs.com)



European sales manager Ian Owen and commercial director Darren Marcangelo at the Royal Charter Dinner



/ Silentnight has launched the Eco Comfort Breathe mattress

## Sustainability Award

Silentnight's continued environmental pursuits resulted in it being presented the Sustainability Award for the second year running.

SPONSORED BY



Lancashire bed manufacturer Silentnight won our Sustainability Award for the second year running in 2018 after successfully demonstrating that it's taken its commitment to the environment to the next level.

Sponsored by waste management specialist HIPPO, the Sustainability Award recognises improvements in sustainability in relation to manufacturing of furniture and furnishings. It is based on principles provided by the Furniture Industry Sustainability Programme, administered by the Furniture Industry Research Association (FIRA).

The Sustainability Award considers all aspects of how a business operates – waste and energy management, design process, product improvements,

packaging, transportation, procurement, end of life management, client relationships, supplier management, employee engagement and corporate social responsibility.

Three companies were shortlisted for the award – Jay-Be, Martek and Silentnight – and presented to a panel of industry experts at Furniture Makers' Hall in October 2018.

All three companies gave compelling arguments as to why they should be crowned sustainability champion, but the breadth of Silentnight's initiatives ultimately convinced judges that it should take home the award again.

Silentnight was officially presented the award at our Royal Charter Dinner at Vintners' Hall, London in November 2018.



/ Silentnight's Sustainability Award success has been featured on its delivery fleet

Ben Burbidge, Manufacturing Guild Mark chairman, said: "Silentnight showed quite convincingly that sustainability and environmental initiatives now run through the veins of the business, from colleague driven initiatives to be a single-use-plastic-free site by the end of 2018 to new eco product launches and high profile advertising campaigns. It is a more than worthy winner of the Sustainability Award and an exemplar to the industry."

Since winning the award, Silentnight has proudly promoted the accolade by including it in its online and offline marketing communications.

More recently, Silentnight has promoted its Sustainability Award success by using the award logo on 80 vehicles from its transport fleet, which will travel an estimated, combined 1,800,000 miles

in 2019, delivering 1,000,000 mattresses, divans and headboards around the country.

Nick Booth, marketing director at Silentnight Group, said: "We are delighted to win the coveted Sustainability Award for the second year running. We are proud of our achievements on sustainability across all parts of our business. The award is recognition for all the great initiatives our colleagues have delivered to position Silentnight Group as a leading manufacturer on sustainability in the furniture industry."

[silentnight.co.uk](http://silentnight.co.uk)

## Silentnight's 2017–18 eco-credentials

- Silentnight Group achieved PAS 2060 carbon neutrality status on 30 July 2018 in recognition for its sustainability drive across its manufacturing sites at Barnoldswick and Aspatria and its logistics fleet
- Silentnight achieved absolute zero to landfill status at its sites in Barnoldswick and Aspatria from 1 September 2018
- Silentnight plans to eliminate single use plastic at the business by January 2019
- Silentnight has introduced a fully recyclable plastic packaging which is removed and taken away by Silentnight's delivery team as well as the customer's old bed, if required
- Silentnight has continued to improve its fleet management programme which has resulted in saving 400,000 litres of fuel worth £500,000 and cut CO2 emissions by over 1,000,000 kilos with BigChange Transport and Delivery Management technology
- Silentnight launched the Eco Comfort Breathe mattress in August 2018 – a completely foam and chemical treatment free mattress with advanced breathable fibre technology
- Silentnight has also continued to promote its sustainability and environmental initiatives through its Eco Comfort story and advertising and PR campaigns.



/ Corporate liveryman Joanne Helson,  
customer services director at HIPPO



# MEMBERSHIP

Ensuring a more prosperous industry

Our members underpin everything that we do. Our liverymen and freemen have years of know-how and our corporate members and supporters represent some of the most prosperous companies in the industry.

Through our Young Furniture Makers group, we are encouraging the next generation, helping them forge successful and prolonged careers.

We are very fortunate to have so many talented professionals who recognise the significance of our work and steadfastly volunteer their time in support of our many initiatives in the pursuit of a stronger industry.

It's only through expanding our numbers and swelling our ranks that we can continue to build upon the successes of the past to ensure a brighter tomorrow for all in the sector. ◆



/ Edward speaking to a student at John Hampden Grammar School

## Why Membership Matters

Edward Tadros, chairman of ercol and Past Master, has got involved with many aspects of the Company over the years. He tells us why membership matters.

"I joined the Company in 1979 after being sponsored to join by my uncle, Lucian Ercolani, and went to my first installation ceremony soon after.

My grandfather was a founding member of the then Guild and my two uncles, my great uncle, my cousin and my sister have all been liverymen, so it's a part of our family.

The first role I took on after becoming a member was joining the Bespoke Guild Mark committee, known then as simply the Guild Mark committee since the Design Guild Mark and Manufacturing Guild Mark were yet to be launched.

At the time there were only two or three people on the committee and the pieces were brought in for inspection. I'm a furniture maker so seeing other people's

designs was something that I found fascinating.

As the Company has evolved, we've established many initiatives in support of our objectives of welfare, education and excellence, giving members lots of outlets to contribute.



/ Edward and ercol designer Lisa Gould Sandall

I've sat on many committees during my time as a member. I've also been treasurer, Master of the Company, and my current role as chairman of trustees. Each has brought with it its own rewards, and it's only by throwing yourself into the Company that you get something out of it and can effect change in the organisation, and industry.

People ask 'what is it about the work that the Company does that is so important?', and for me education is a huge part.

The longer that you are in the industry the more you start thinking about the absolute necessity to keep developing the people following. Education is key to the future of our industry. If we don't look after people who are young and coming in to it then we're in danger.

Being a member of the Company has given ercol and me lots of opportunities to give back, specifically on the education front. For example, every year ercol hosts a group of professionals for a day as part of the Company's Young Professional Industry Experience.

The initiative is interesting because it gives young people who are progressing well and have shown commitment to their employer an opportunity to develop further by learning from a score of different businesses.

It's satisfying contributing to things like this as you can see people are benefiting from what you do.

The bursaries that the Company provide education institutions are very good too, and ercol continues to benefit from the relationship it has established with the students at the City of Oxford College. We regularly do a project with them which involves our management team working with the students on a brief.

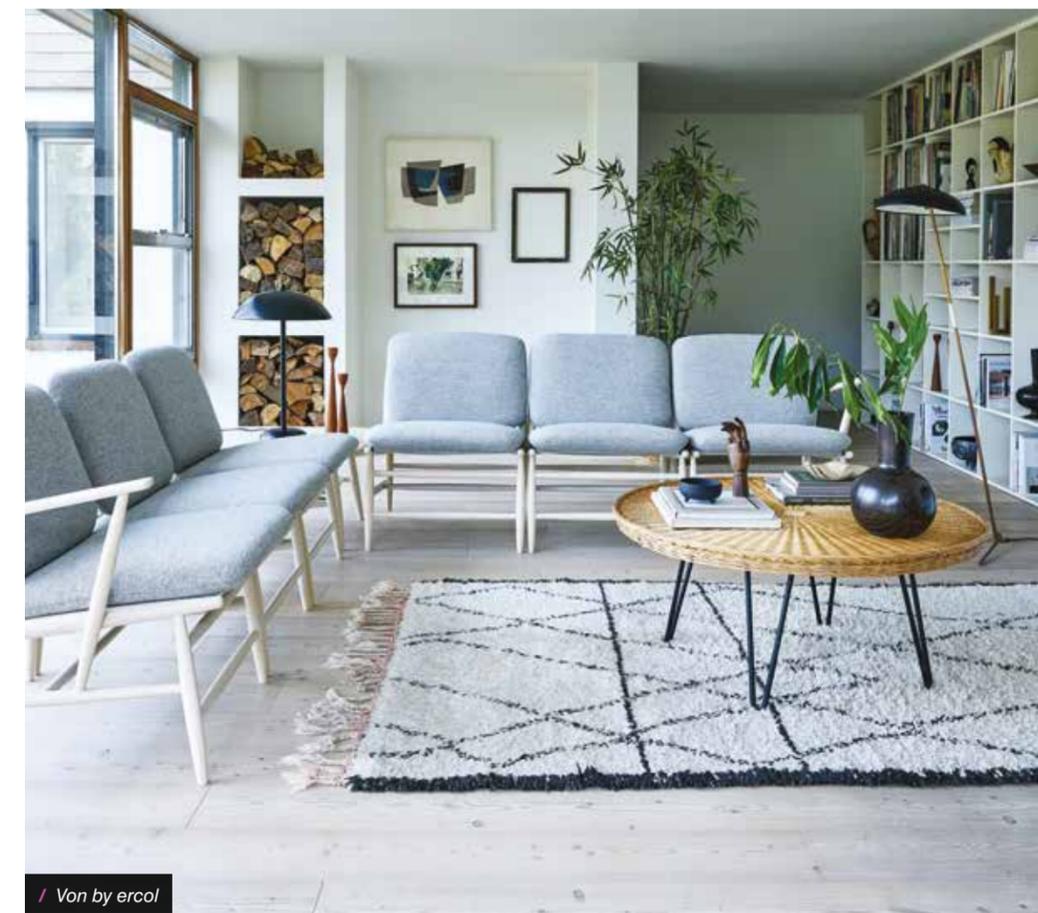
If we don't involve ourselves in training then there won't be anyone to follow in our footsteps and write the next chapter.

Of course, the social side of the Company is thoroughly enjoyable too as there are a

lot of good people in the industry. You get to meet and chat with them and it gives you the opportunity to hear what they are doing in a relaxed environment.

So why does membership matter? It matters because our industry matters. The Furniture Makers have always been an industry focused organisation, and through it we can safeguard its future and preserve its past." ♦

[ercol.com](http://ercol.com)



/ Von by ercol

# OUR HIGHLY VALUED CORPORATE MEMBERS AND SUPPORTERS



Thank you

## CORPORATE LIVERYMAN

### Profile



## Gareth Lloyd Jones

Corporate liveryman Gareth Lloyd Jones is managing director of HIPPO, the UK's trusted rubbish removal service for over 15 years.

"I am not directly linked to the manufacture of furniture. My business works with companies who install furniture, predominately fitted furniture like kitchens and bathrooms.

HIPPO is an innovative business and as such many of our values are closely aligned to the values of members of The Furniture Makers' Company. We say that innovation is in our DNA.

Many of our unique waste solutions have developed and evolved by working with businesses in the furniture industry. They have been created to meet the complex needs around the logistics of providing efficient installations processes and of course customer delight.

When I founded HIPPO in 2002, I had not previously worked in the waste industry. I had spent 25 years in marketing and advertising, working in various agencies before setting

up my own business. I think this is where I developed a special interest for furniture manufacture through the design and creative process.

Although we only became corporate members in 2018, I have of course been aware of the Company for some time and had attended a number of events where I had met members, so I was well aware of its good work.

We were formally introduced to the Company by liveryman and court assistant Billy Quinn, who we had worked with in the past during his time at B&Q.

When joining an organisation it is common practice to weigh up the tangible benefits, but it was actually the intangible that appealed to us. I have found over the years that business has become rather sterile with not enough emphasis being placed on the

importance of relationships and collaborative working practices.

I feel frustrated by the short-sighted nature of some business activity these days and so I was hugely attracted to The Furniture Makers' Company philosophy of investing in the future and supporting the present and past. We are heading into a funny time in business and I think that we're all going to have to work very hard together to protect the future.

Having the opportunity to work and socialise with a group of like-minded individuals and businesses to bounce ideas off, share common experiences, troubleshoot, problem solve or just play golf with feels pretty good to me!

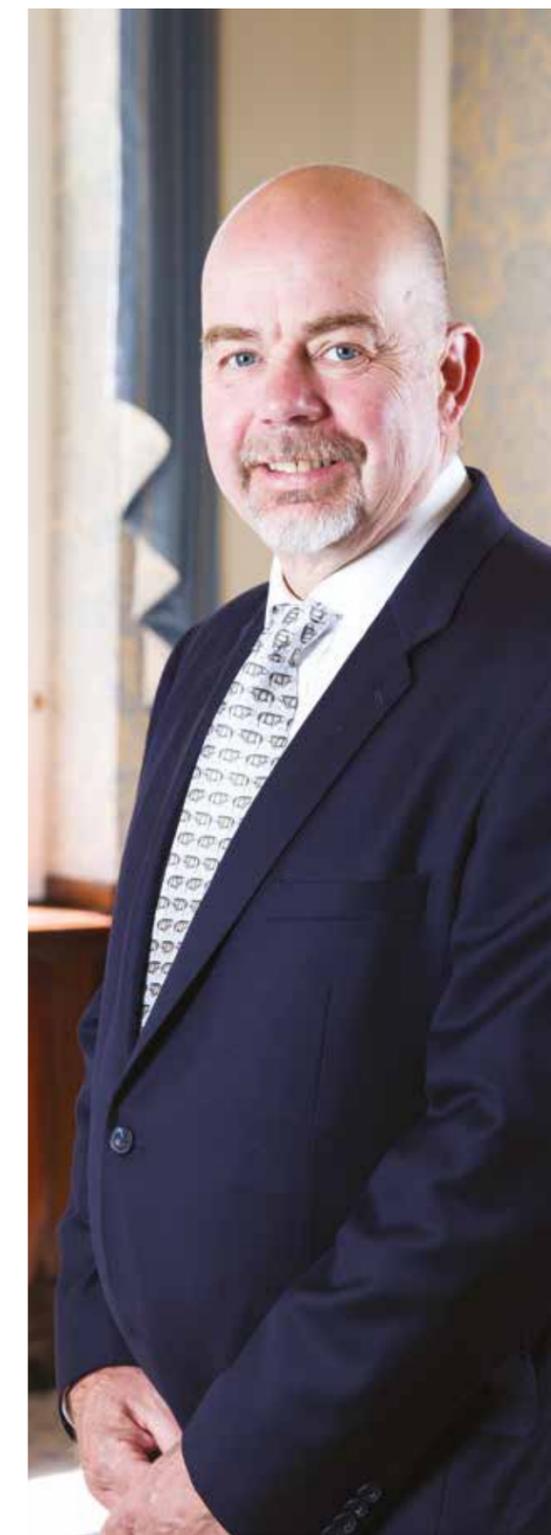
I'm a big believer in applying the golden rule of 'first thing is to turn up', after that it all becomes very easy. There is no point going through the significant decision-making

process to join the Company if you don't attend events and aren't prepared to put the effort in to support its good work.

Most notably, HIPPO has sponsored the Sustainability Award. Obviously this is something we are passionate about and we want to become more actively involved with the Company as we move forward in helping to promote best practice.

We've also enjoyed attending some of the social events. I particularly enjoyed the visit to RAF Hendon for the RAF Centenary in 2018, and of course the golf, where I was typically awful!" ♦

[hippowaste.co.uk](http://hippowaste.co.uk)





## Stephanie Reeves

Liveryman Stephanie Reeves is the sixth generation of Reeves that own House of Reeves furniture store in Croydon, South London.

"I am very proud of my family – my dad, uncle and grandfather – who run our business, House of Reeves in Croydon, South London. Founded in 1867 by my great, great grandfather Edwin Reeves, the business remains one of a declining number of family run and independently owned furniture retailers in the UK.

We have been part of the community for over 150 years. So much so that in the 1970s my family received the honour of having the road on which the store is located renamed Reeves Corner.

Sadly, more recent fame came about in 2011 when our shop was destroyed by fire in the London riots. Thankfully, through the tremendous support of the local community and our customers, the business has been able to continue.

My route to becoming a liveryman of the Furniture Makers will differ from many. Having previously received the Freedom of



/ Stephanie with her father, Graham Reeves, outside the store

the City, I selected the Furniture Makers as my mother livery company in 2017.

It has been wonderful to hear and learn more about the industry that has been such an important part of my family's life. It's also given me an opportunity to put lots of names to faces of people in the industry who have shared many a tale with my family – be it on the golf course or at a trade show.

Since my admission, I am pleased to have joined the Company's membership committee and I am dedicated to supporting the recruitment of new members – starting with my dad, Graham, who is joining in 2019.

Being part of the Company gives us all the opportunity to share our enthusiasm and appreciation for this wonderfully diverse and significant sector that contributes more than £11.3 billion to the UK's GDP, with consumer expenditure on furniture and furnishings at £16.7 billion.

Even without these figures it is impossible to imagine a world without our sector considering the significant use of beds, sofas, etc.

We should be proud of the role our industry plays in people's lives and I hope to champion it and attract others through our charitable work or our efforts in supporting



/ Stephanie with her husband, Adam

young designers and furniture makers.

Supporting The Furniture Makers' Company also allows me to show a debt of gratitude that the furniture industry showed to my family in our darkest hours in the aftermath of the fire.

I also have ambitions to join the Company's wine committee but that is for very different reasons!" ♦

[houseofreeves.com](http://houseofreeves.com)



/ One of Daniel's projects – a show apartment on the 23rd floor of a new development in Canary Wharf

## Daniel Hopwood

Interior designer Daniel Hopwood discusses his career and involvement with The Furniture Makers' Company since his admission in 2017.

"I've always been fascinated with architecture and especially how people respond to the built environment. In my 20s I decided to experience the different aspects of the architectural and design world.

I graduated with a degree in architecture before moving on to working as a furniture buyer's assistant at a leading store to studying conservation and restoration in wood, stone and polychrome. This was followed by a few years behind the drawing board for various firms of architects including Hampshire County Architects.

While touring Europe, exhibiting with the Prince of Wales Institute of Architecture, I got my first break. I designed an apartment for the Prince's advisor on Architecture, Colin Amery. That's all 25 years ago.

From there I set up my own design company. Based in a Georgian House in Marylebone, the company has both residential and commercial projects in the UK and Far East. I like to use skilled craftspeople for that special bespoke finish that I look for in my interiors which are more individualistic rather than a branded look.

I had the joy recently to have been president of the British Institute of Interior Design for two years. While in that position, I championed a recognisable professional pathway, culminating in becoming a registered interior designer.

Consequently many more skilled young people are turning to interior design as a worthwhile professional career.



/ Daniel in the studio

I wanted to continue my work helping the next generation into a career in design. Milan Cvetkovic, a great friend and then chairman of the British Contract Furnishing Association, suggested that I become involved in The Furniture Makers' Company because of their dynamic involvement in the design industry.

Since then, I've been very active, particularly with the Company's Guild Mark programme.

It has been a great privilege to be involved in the Design Guild Mark as a judge on the new 2D category. It is an award that is highly regarded in the industry and quite rightly as the judging committee is quite exacting.

It has been a super opportunity to witness some new sustainable products that I, as an interior designer, am beginning to use.

I've also had the joy to sit on the Bespoke Guild Mark committee among some of the country's leading furniture makers.

I have learned so much from them about the skills required to make good furniture and judged some of the most beautiful pieces.

By sitting on the Bespoke Guild Mark committee, I had the pleasure of being involved with the launch of the Evolution of Tradition exhibition at Design Centre, Chelsea Harbour.

It was pretty hands on work as I wanted to be involved in the curation, designing the stands and the layouts of the exhibition. It was a success and was kicked off with a talk from Thomas Heatherwick.



I mean, what could be better than showcasing leading furniture makers' work than in the Design Centre for maximum exposure and to encourage dialogue between designers and makers?

The whole experience has been wonderful and I am keen to point out to my fellow interior designers the skilled and talented furniture makers out there." ♦

[danielhopwood.com](http://danielhopwood.com)

## YOUNG FURNITURE MAKER

### Profile



/ Mac at the Young Furniture Makers exhibition

## Mac Collins

Designer Mac Collins was awarded the Timothy Oulton Best in Show prize at the 2018 Young Furniture Makers exhibition.

"I am originally from Nottingham but moved to the North East for my degree. I studied Three-Dimensional Design at Northumbria University in Newcastle. Since graduating in summer 2018, I have remained as a designer in residence at the university.

The residency provides me with studio space, complete workshops and all of the technical facilities I need to continue my practice of designing and making furniture. From this position, I am working with companies and designers on various exciting collaborative projects and hoping to use my time on the residency to establish myself as a freelance designer.

I heard about the Young Furniture Makers exhibition from other graduates who I studied with. They recommended that I enter my work for one of the awards as they had success at the show in previous years and thought it might be rewarding. They were not wrong.

The project I entered was an ultramarine stained, timber lounge chair entitled Iklwa. The project was born out of an exploration into my own Caribbean heritage and the African diaspora which led to this.

I allowed what I discovered about the transatlantic slave trade to inform the project both visually and contextually. Referencing various movements, such as Afrofuturism, which have explored similar



issues, I created a chair that was intended to empower the person sitting within it.

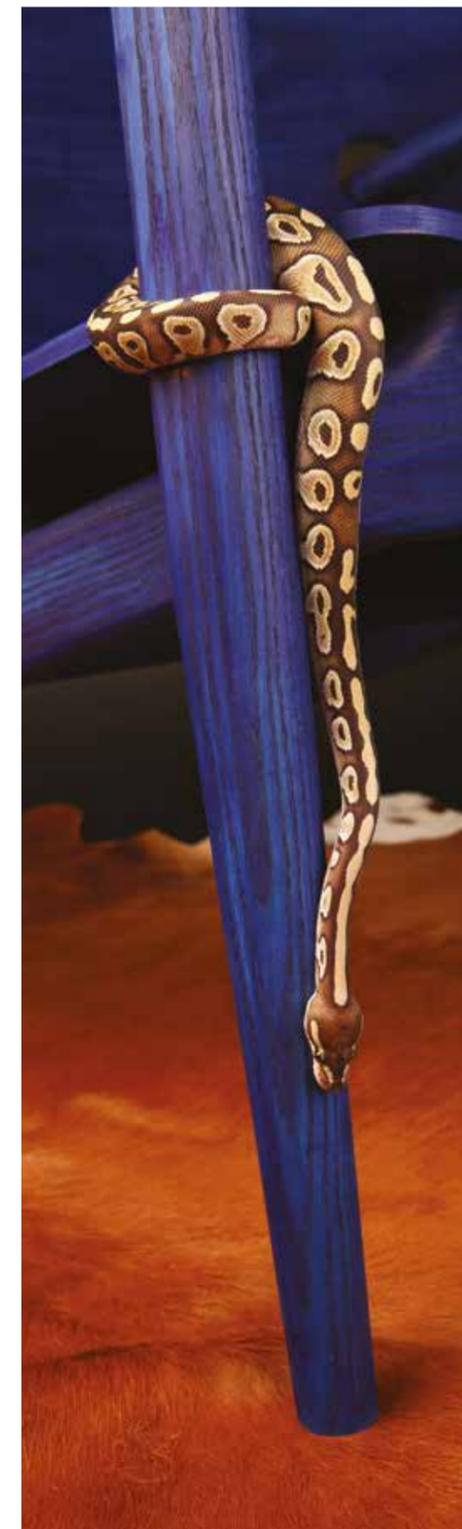
Having been eased into a nonchalant sitting position, the user is then encouraged to investigate and explore the sculpted forms and intricacies that hide below the intense blue stain.

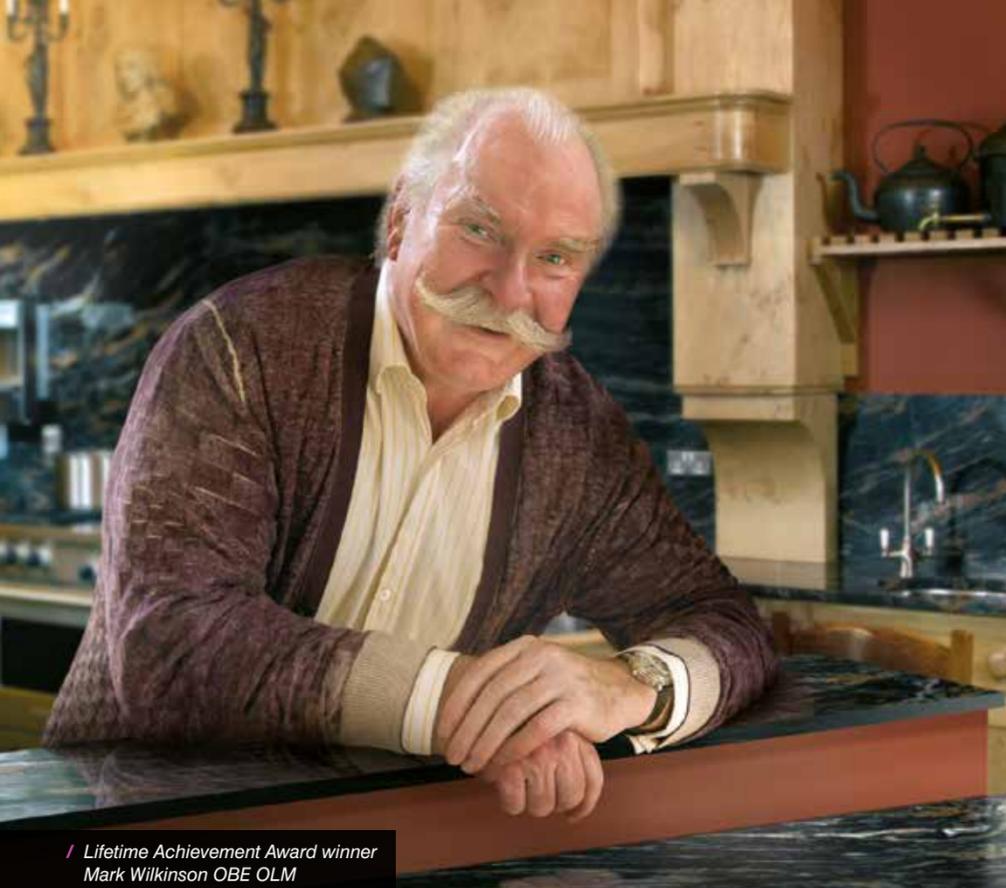
I really enjoyed the Young Furniture Makers exhibition – it was a really fun evening. It was great chance to see other young designers and makers whom I had met at previous shows earlier in the year. The exhibition also provided an opportunity to meet industry professionals and get helpful insight from them.

It was a great experience to hear my name called out as the winner of the Timothy Oulton Best in Show prize. It was a huge surprise and amazing to be invited on stage to receive the award.

I spoke with Charlie Oulton about the project in depth before the awards ceremony and I am very grateful for this recognition. The prize included an all-expenses paid trip to visit the Timothy Oulton factory in Hong Kong. I am really looking forward to meeting the team, so thank you to The Furniture Makers' Company for making this possible." ♦

[maccollins.com](http://maccollins.com)





/ Lifetime Achievement Award winner  
Mark Wilkinson OBE OLM

## Lifetime Achievement Award

The late Mark Wilkinson OBE OLM was posthumously awarded the Lifetime Achievement Award in May 2018.

'Visionary designer', 'Finest Designer of our Time', 'The Mozart of Kitchen Cabinet Makers'. These are just a few of the plaudits the late Mark Wilkinson OBE OLM received during his lifetime.

It goes without question that he left an indelible mark on the British kitchen industry.

A truly English eccentric, Mark's distinguished career was recognised by The Furniture Makers' Company in 2018 with a posthumous Lifetime Achievement Award.

Born in 1950 in North London, Mark's early educational experiences as a child with dyslexia pushed him toward cabinet making. Perhaps pulled towards is more apt, as Mark excelled at his craft.

Design was how Mark expressed himself – it became 'his language'. Making things look beautiful became an almost neurotic compulsion for him.

He set up Smallbone of Devizes in 1976 and later, in 1981, Mark Wilkinson Furniture, which became the largest bespoke company of its type in the UK.

It was at the former where Mark's first fitted kitchen commission inspired and became the model for the 'English Country Style'.

Mark's wife Cynthia Wilkinson said: "Mark was a legend. Not only did he create the UK's country kitchen industry as we know it, he was also the first designer to fit stone worktops into kitchens and utilities. The first was in our own kitchen in the early 1980s, as we always tried things out on ourselves first.

"When Mark introduced stone as kitchen worktops, others quickly followed and this practical fashion trend just grew and grew, giving us the huge domestic stone industry we have today."

He sold his company, Mark Wilkinson Furniture Limited, to Smallbone PLC in 2005.

Away from his work, Mark was a strong believer in giving back and stewarding the next generation.

In 2011 he was awarded an OBE for his pioneering influence and encouraging young cabinet makers to join the industry.

“

Mark was a legend... he created the UK's country kitchen industry as we know it... ”

In addition to fostering young furniture makers, Mark and Cynthia formed the Mark Wilkinson Foundation for Innovation and Employment to help further the ambitions and careers of young people with dyslexia.

As a member of the Company, which he and Cynthia joined in 1994, Mark received further recognition and found friendship and camaraderie.

Speaking of the importance of membership in the 2016 edition of Austin Friar, Mark said: "Being a member of The Furniture Makers' Company is a reason to be proud – of our heritage, of being British, and being always at the forefront of design.

"To be accepted as a member of this great institution gives authentication and confirmation of the high standards you personally portray in design and business, and of those you expect to see and receive from others."

Mark sadly died in 2017 at the age of 66 after a short battle with pancreatic cancer. However his legacy lives on through the companies he founded, the makers he encouraged and the acclaim he garnered worldwide for being the best at what he did. ♦



/ Cynthia Wilkinson (centre) with Mark's Lifetime Achievement Award and their children, Victoria and Gregory

# Livery Events

There is a chockfull calendar of events for members and guests to attend in the capital's iconic square mile that encapsulate the tradition and cachet of being part of a City livery company.

A particular highpoint is our Master's Installation followed by the celebratory dinner in the beautiful Egyptian Room at the historic Mansion House.

Our Royal Charter anniversary dinner – held each year at a different livery hall – and admission ceremonies for new freemen and liverymen give an opportunity for members to network.

Formal occasions such as the United Guilds' Service at St Paul's Cathedral and the election of the Lord Mayor and Sheriffs of London juxtapose beautifully with the mirth of the Sheep Drive over Tower Bridge and Pancake Race in Guildhall Yard. There really is something for everyone to enjoy. ♦





## Fundraising Events

Our charity was set up more than 100 years ago. Today we support people from industry who have fallen on hard times and foster the next generation through our education programme. This vital work is supported by the money raised at our annual fundraisers.

From our popular clay pigeon shoot Big Shots, which celebrates 25 years in 2019, our five-a-side football competition the Sealy Cup, and numerous golf tournaments, there are plenty of opportunities to get involved.

A highlight in 2018 was the Master's Challenge, which saw Master Hayden Davies and seven members raise £65,000 by collectively cycling all three routes of Mont Ventoux, Provence in a single day. ♦





/ The annual Curry Night is organised by the Yorkshire region

## Networking and fundraising around the country

With members from businesses up and down the country, we're not short of people supporting and organising events to fundraise for the charity, mentor and encourage local students and promote the work we do.

Our six regional committees enable furnishing industry colleagues to build links with local members and get involved with our many activities, both charitable and otherwise.

- ◆ Heart of England region, chaired by Matt O'Flynn, includes Derbyshire, Leicestershire, Lincolnshire Nottinghamshire and Rutland. The region organised a networking event to coincide with the 2018 Long Point show, which was attended by Erewash MP Maggie Throup.
- ◆ North East region, chaired by Niall Head-Rapson of McDaniel & Co, includes Northumberland, Tyne and Wear and County Durham.
- ◆ North West region, chaired by Mark Mccann of Cavendish Upholstery, includes Cumbria, Lancashire, Greater Manchester, Merseyside and Cheshire. This region organises the Northern Big Shots fundraiser each year. It also held a Northern Winter Ball at Hornington Manor earlier this year, which was primarily sponsored by Harrison Spinks.
- ◆ South West region, chaired by Past Master Paul von der Heyde, includes Cornwall, Dorset, Devon, Gloucestershire and Somerset. Last year the region organised a golf day and factory visits for regional members and guests.
- ◆ Southern region, chaired by Past Master Peter Keen of Hypnos, includes Berkshire, Buckinghamshire, Hampshire, Oxfordshire and Wiltshire.

In 2018 the region raised over £20,000 for the charity by holding a Summer Party as well as hosting regional social events for industry employees.

- ◆ Yorkshire region, chaired by Fara Butt of Shire Beds. They hold an annual Curry Night at the famous Aakash Restaurant in West Yorkshire. Last year's event raised over £2,000 with the next event planned for June.

[furnituremakers.org.uk/regions](http://furnituremakers.org.uk/regions)



/ The Southern region's Summer Party was a huge success



/ The North West's Northern Winter Ball

# Furniture Makers' Hall

A versatile venue for catering for all events.

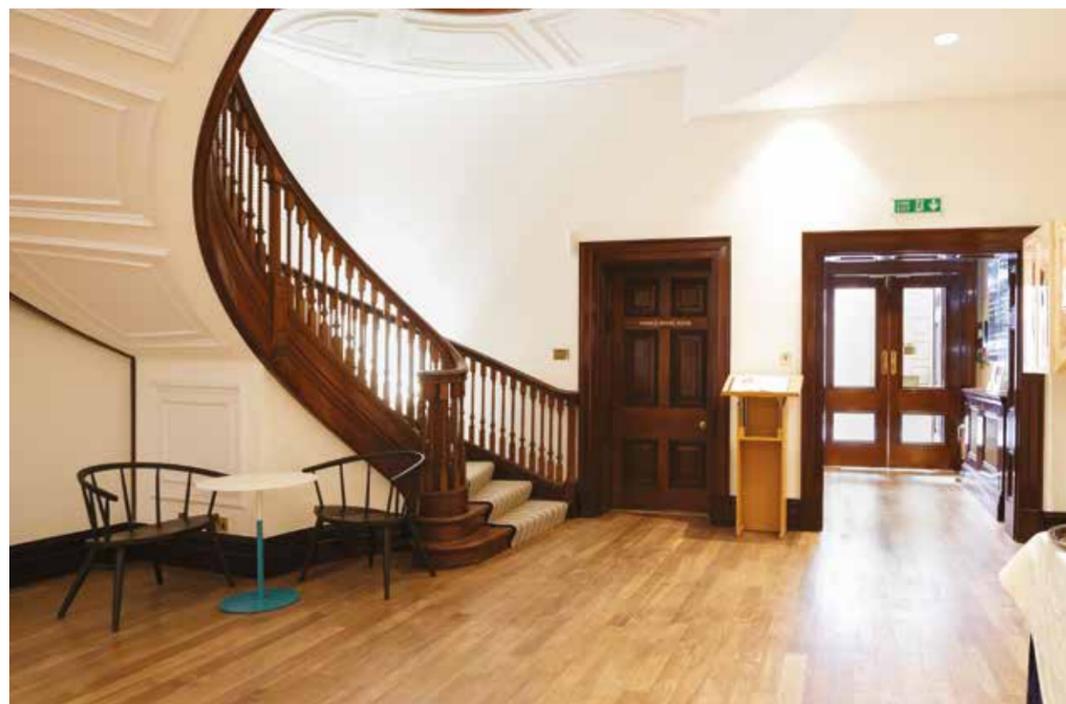
Furniture Makers' Hall is a stunning hub for the furnishing industry for events of all sizes, ranging from both grand and intimate dinners, drinks receptions, Christmas parties, exhibitions, seminars, product launches, presentations and roadshows – even weddings!

The hall is based in the heart of the City at Austin Friars and has state of the art audiovisual facilities and on-site catering provided by Life's Kitchen, specialists in serving beautiful, sensitively sourced food.

The hall is available for any company or individual to book, but members of The Furniture Makers' Company receive preferential rates on hiring and catering charges, so take advantage of this fantastic venue.

For more details, contact:

[fmhvenuehire.co.uk](http://fmhvenuehire.co.uk)  
[sales@furnituremakers.org.uk](mailto:sales@furnituremakers.org.uk)  
 +44(0) 20 72 56 71 00





# The British Furniture Confederation

Issues and activity in 2018.

*By Jonathan Hindle, British Furniture Confederation chairman*

The British Furniture Confederation (BFC) is an executive body made up of representatives from the UK's leading furniture, furnishings and bed trade associations. It meets to discuss developments within the sector and strategies to further its aims and communicate these to government.

The latest government figures from 2016 show consumer spending of furniture and furnishings represented £16.7 billion, supporting 327,000 jobs with 50,000 registered companies in the wider industry.

Furniture manufacturing rose to £11.3 billion, emanating from 8,390 companies employing 118,000 individuals. Export grew by 13% from 2015 to 2016 to £1.13 billion.

The BFC conducted a survey of its members in 2018 that formed the

backbone of its manifesto that was published in April 2018.

## Skills and Education

In order to stimulate growth, the industry needs to recruit and train roles such as sewing machinists, upholsterers and furniture designers (particularly digital/CAD designers). As the production of furniture is a highly specialised job, all of the roles involved require high-quality training.

79% of employers are concerned that their ability to recruit adequately skilled staff will not improve over the next three years. The industry has taken action by forming the Furniture and Interiors Education, Skills and Training Alliance.

The BFC supports the government's efforts to increase the number and



reputation of apprenticeships because the previous focus on higher education increased the skills gap.

Finally, the BFC maintains regular contact with the government, discussing issues ranging from apprenticeships to school skills.

## Trade and Exports

The industry has great trade potential after Brexit. There remains a strong demand for quality British-made products, complemented by a will to export those goods. British companies are looking up to the government for support and stability during the transition period and beyond.

83% of survey respondents stated that they worry the failure to secure an equivalent customs agreement with the EU would disrupt their supply chain. These worries are affecting export aspirations as 70% of companies that weren't exporting had no immediate plans to start.

There is clear concern that the eventual relationship will not be beneficial to the

industry. The BFC has repeatedly noted that single market access was a key priority for our members. Likewise, the movement of both finished goods and materials should be a key consideration of the negotiations, and that tariff-free trading should be a priority. It is imperative that in future trade negotiations 'Rules of Origin' issues are resolved in a satisfactory way. This is particularly challenging as the furniture industry has such a diverse range of imports and products exported.

The BFC has communicated these concerns during meetings with Brexit officials as well as giving evidence on the government's Trade Bill during the Public Bill Committee stage.

## Standards and Regulations

The BFC continues to be a strong supporter of fire safety in the form of the Furniture & Furnishings (Fire Safety) Regulations 1988, as amended.

However, the BFC is concerned that the Regulations have not been updated since

1988. For the past decade, the industry has been seeking a revision of the Regulations so they are fit for modern purpose. Consequently, the industry has been cooperating fully with the Department for Business, Energy and Industrial Strategy, but no response has yet been published. The BFC continues to work on this issue.

The BFC recognises environmental concerns around the use of some fire retardant chemicals and it supports the aims of the REACH regulations in controlling the use of chemicals that may be harmful to health or the environment.

Finally, the BFC is pushing the government to amend the Machinery Directive so that higher risk, machine-incorporated furniture is also covered by the UK's furniture flammability regulations.

## Environment and the Circular Economy

The BFC and the furniture industry are committed to decreasing carbon emissions. 62% of respondents shared this aim. The BFC is invested in moving 'Circular Economy' initiatives forward alongside government, with 87% of respondents interested in engaging in Extended Product Responsibilities (EPR).

The BFC recently met with officials in the Department for Environment, Food and Rural Affairs on potential EPR schemes. This is in an attempt to ensure future circular economy initiatives are appropriate to the furniture industry while also meeting sustainability targets. ♦

[britishfurnitureconfederation.org.uk](http://britishfurnitureconfederation.org.uk)



# The Furniture and Interiors Education, Skills and Training Alliance

By Gary Baker, FIESTA chairman

The Furniture and Interiors Education, Skills and Training Alliance (FIESTA) was formed in 2017 to address the skills gap issue within the furnishing industry.

It marks the first time that trade associations from across the wider furnishing trade have come together to collectively address training and education needs.

Over the past 12 months FIESTA has made significant headway with three initiatives aimed at supporting employers to recruit staff as well as raise the profile of the industry as a sector of choice among young people.

## Furniture and Interiors Skills Plus

In July 2018 FIESTA entered into an agreement with the Apprenticeship Management Group to launch a new initiative, Furniture and Interiors Skills Plus (Skills Plus), which will support furnishing businesses of all sizes to recruit and manage apprentices.

Skills Plus offers businesses a specialist apprentice recruitment service, Apprentice

Training Agency (ATA) and Levy Management Company.

Our intention is for Skills Plus to be a pathway for employers to recruit and develop the skills of the next generation.

Micro and SME non-levy paying employers will be able to access a much wider selection of funded skills training, while large employers can outsource the apprenticeship management to obtain best value for money and real-time monitoring from their apprentice levy digital accounts.

## HR Toolkit

In September 2018 we launched a free, digital Human Resources toolkit aimed at SMEs.

The new HR toolkit is split into three sections and provides businesses operating in the furnishing industry information regarding hiring, developing and engaging/retaining staff.

The toolkit can be accessed for free by registering via the FIESTA website.

By registering, businesses will have access to the latest policies and procedures required to hire and manage employees as well as advice and case studies – both written and video – with companies from industry.

The toolkit was financed by The Furniture Makers' Company specifically for the furnishing industry and produced by the Right Step HR.

This content will be reviewed annually to ensure that all of the policies and procedures remain relevant and up-to-date with industry standards.

## FIESTA Schools Week

The UK furnishing industry produces more than £11 billion of product per year and employs 327,000 people across 50,000 registered companies in the wider furniture and furnishings sector, including specialist retail but excluding general retail.

Despite offering a variety of exciting roles, the industry is often overlooked by young people when choosing a career, partly due to a lack of awareness.

With a skills gap developing and the government focusing on growing the economy and raising productivity by increasing the number of people studying Science, Technology, Engineering and Mathematics (STEM), the furniture and interiors industry is sleepwalking into an employment crisis.



We're calling on UK furniture and furnishings manufacturers to sit up and take action by partnering with a school or college in their local area and organise an educational factory visit.

FIESTA Schools Week is an opportunity to celebrate the furniture and interiors industry and promote it as a sector of choice to the next generation of workers, bolstering its prominence and ensuring its long term prosperity.

The first week was piloted in March 2019 and we hope to expand upon this in the future. ♦

[fiestalearning.com](http://fiestalearning.com)

## Member organisations

- The Association of Master Upholsterers and Soft Furnishers
- The British Contract Furnishing Association
- The British Furniture Manufacturers
- The Furniture Makers' Company
- The Kitchen, Bathroom, Bedroom Specialists Association
- The Kitchen Education Trust
- The National Bed Federation.





# AN INTELLECTUAL PROPERTY MASTERCLASS

By senior warden and Anti Copying in Design CEO Dids Macdonald OBE

Anti Copying in Design (ACID) is thrilled to have continued supporting The Furniture Makers' Company's Young Professional Industry Experience (YPIE) in 2018.

YPIE is an intensive three-week programme for aspiring young professionals and graduates who are given a unique opportunity to visit leading companies and understand all areas of the furniture industry.

Learning about intellectual property (IP) and how it relates to their companies is an important part of that mix and attending ACID's IP masterclass is the YPIE delegates' first entrée into the programme.

During the intensive session, the young professionals gain an overview of IP law and the knowledge to create a proactive IP strategy which will have a relevance to their own organisations.

Whether a company is micro or macro, design and brand protection matter to achieve sustainable growth.

IP is a property right so in the same way that one can lease, sell, sub-let, rent or share one's home, squatting is to be discouraged, so it is about permission to use a company's property and asserting ownership. The main IP rights are trade marks, copyright, designs and patents for inventions.

The furnishings sector is part of a bigger design success story, worth £85.2 billion to the UK economy and growing at 10% per year. Iconic to everyday design is all around us, enriching our lives as consumers, solving problems.

As the inventor Louis Pasteur said, "Chance favours a prepared mind", so creating a proactive IP strategy makes sense.

A practical approach to IP can pay dividends and the first step is so simple. If designers do not know what to do to protect their work they will be ill-equipped if things go wrong. Creating a proactive IP strategy and becoming IP savvy, by employing a little common sense, is not difficult.

Understanding the difference between design right and copyright, knowing about the value of trade marks and learning when patents are necessary is a good start as is dispelling some of the myths surrounding IP.

For example, it is wrong to think that someone can change a design by a certain percentage and it becomes a new design. Developing, maintaining and growing a brand is important and a registered trade mark formalises this and adds value.



/ Ben Baldwin's Lacuna Lounge Chair

Identifying trading territories and ensuring the right IP protection and support is in place is paramount. The UK Intellectual Property Office (UKIPO) has appointed IP attachés in China, South East Asia, Brazil and India and they are a great hands-on resource for useful help and advice. Thinking about what makes a brand unique and guarding trade secrets is critical as is clarity of IP ownership. It costs a lot more to disentangle things if there is a dispute if ownership is unclear. Formally registering designs and trade marks not only creates a more significant asset, but it is easier to take legal action.

Managing IP risk may seem obvious but monitoring competition, identifying who the copyists are, both off and online, is not difficult to do and creating a brand protection and enforcement policy for infringements discovered online is essential.

In any dispute, proof of IP ownership is essential but choosing battles carefully is vital. Never sue on principle. Before taking legal action, consider whether there is a quantifiable loss and evaluate the size of the opponent. Publicising any settlements will add to the deterrent factor of a brand that is copied. No-one likes their name associated

with being a copycat, so an effective naming and shaming exercise can work wonders.

Lastly, our message to masterclass delegates is simple: if you don't want to be copied say so. Include an IP statement on websites, marketing material and product labelling. It helps, too, if you are a member of ACID to use the logo of deterrence on your website. ♦

[acid.uk.com](http://acid.uk.com)



Thank you for supporting us during the year. ”

I think we can all agree that the view over the industry and the economy has been one of uncertainty. The fundraising landscape is equally challenging, with well-publicised scandals and the continued lack of comfort regarding the impact of Brexit in the short term. We have faced and still face an almost perfect storm.

It's humbling that even when uncertainty around Brexit looms and austerity continues to gnaw at the socioeconomic fabric, people still give. We are thankful that you have made our work a part of yours.

As always, the tales within this yearbook tell an extraordinary story of a progressive livery company truly at the heart of its industry.

Our welfare work ensures we can respond speedily and practically to those who need it most.

Our education programme is designed to give roots and wings to the young people considering a career in this amazing industry of ours.

The work we do to nurture, create, inspire and support is only possible because of you. The following companies and individuals mentioned are some of our most generous donors. Our thanks go to you and also the many others who have directly and indirectly made it possible for us to be the change that this industry needs.

If you've supported one of our fundraising campaigns, volunteered your valuable time or your expertise, lent a hand or your holiday home, bought a raffle ticket, sponsored a cyclist, been

an active committee member, raised your hand or glass at one of our auctions or events then we sincerely thank you.

As the turbulent times are not set to finish any time soon, we are mindful that your help and generosity for the year ahead will be needed more than ever. Thank you all for your enduring vision, time, commitment and resilience, which continues to make a real difference.

#### **Billy Quinn, fundraising chairman**



### Thank you for your support

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Alston Upholstery	Biesse	Buoyant	Christopher Claxton Stevens	Danny Cleaton
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Associated Independent Stores	Blueprint Magazine	CCS	Colourfast World	David Imrie

David Langford	Howdens	Northern Paper	The British Contract Furnishing Association
David Lyall	Hypnos	OCEE International	The BIKBBI
David Woodward	ICON	OFAS	The Carpenters' Company
Derek Vere	INEX	OnOffice	The Furniture Ombudsman
Design Centre, Chelsea Harbour	January Furniture Show and Manchester Furniture Show	Panaz	The Furniture Industry Research Association
Designer Contracts	designjunction	Parker Knoll	The Isaacs Charitable Trust
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Globak Components	Life's Kitchen	Senator	
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**Cover Image**  
The Moon Cabinet  
by Rupert Senior