

IRELAND'S HOMES INTERIORS & LIVING

IRELAND'S LARGEST SELLING MONTHLY INTERIORS AND LIFESTYLE MAGAZINE

May 2010

Homebuild & Renovate Special

Our guide to adding space and value to your home

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40 pages of readers'
homes & kitchens

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The Ideal Home Show is back!

Ireland's biggest home exhibition comes to the RDS from 16th–18th April for their first spring show.

The comprehensive line up showcases each and every element you could potentially encounter in your home and interior project and features a vast array of quality, value and choice that will truly inspire you on your quest. At the heart of the show is the innovative Sliderobes Showhouse which will this year be created by the team at Optimise Design. We caught up with Denise O'Connor from Optimise Design to chat about what their philosophy is when they embark on their projects and what they wanted to bring to the show.

Inspiration

This year's Sliderobes Showhouse has some fantastic highlights and shows you how to achieve a beautifully stylish, comfortable and functional home and will demonstrate how you can turn your home into an inspiring, creative and colourful environment for you and your family. The full size dormer bungalow is set in a beautifully landscaped garden designed by Elma Felton, a Chelsea medal winner and built by Redlough Landscapes. Denise along with Catherine Crowe at Optimise Design form an all encompassing design led company and they showcase how having an architect's input into the design of your home can create that all important wow factor. The company offers a combined architectural and interior design consultation in your home and they put together a set of fully dimensioned floor plans, 3D sketches and a written report all for €750. It was this service that was the catalyst for a relationship with the show that was to later blossom into something very special.

'The organisers of the Ideal Home Show had heard about our consultancy package and they asked if we'd be interested in taking a stand in the autumn,' says Denise. 'The theme of the show then was 'Don't Move Improve', so it went really well for us. That was our first show and it was hard graft! But it was fantastic for making people aware we were there and what we could do for them. We got to know the organisers and they were impressed with what we were doing and invited us to design the Sliderobes Showhouse this time around.'

Freedom of design

Although the ethos of the company covers commercial work, their focus is primarily on residential projects and they cover everything from the architectural role right down to the interior design and finishes. They saw this as an incredibly unique opportunity where there was no specific client. They relished this opportunity and decided to capitalise on the free reign they would give themselves to use things that were cutting edge, show visitors groundbreaking ideas and concepts and play around with the latest trends.

'What we didn't want to do was anything safe. It was such a terrific opportunity. People are exhausted with the talk of recession, so we wanted to do something that was fun. For the people that are exhibiting, we wanted to be able to show off their latest products because huge money goes into researching and developing new ranges and it's an awful shame if safe is always the option. So for example we have Silent Gliss, the blind and curtain manufacturer, who are putting in a brand new system that has never been shown anywhere in Europe before. It's a flexi panel system which can curve to any radius at all, so it's ideal for the likes of a penthouse where you have a combination of glazing and columns. It's a great solution. We're also having great fun with paint! It's a brilliant medium, that is very accessible, very affordable and you can totally transform rooms. For the Sliderobes Showhouse we have developed a totally new colour collection with Crown Paints especially for the show. We are using paint in unusual ways like stripes in the bathroom on walls and ceiling and showing people you're not just limited to your walls. We've got a free standing wall in the living room where we're using a tunnel fireplace from Hearth & Home



A STORAGE SOLUTION FROM SLIDEROBES.



STYLE AND WARMTH FROM HEARTH & HOME.



In association with Ireland:AM

RDS Simmonscourt Dublin
16th – 18th April 2010



NOVA LACK KITCHEN FROM MCADAM KITCHENS.



BLINDS FROM SILENT GLISS IN ACTION.



ROMBIC KALEIDOSCOPIC WALLPAPER FROM OSBORNE & LITTLE.

which you can see through both sides. We've got an amazing guest WC using new technology wallpaper with tiny kaleidoscopic mirrors so we're doing the walls and ceilings in that which people will love or hate! That's kind of what we're going for. This is a statement and showcases the products in their best light. We've found that the people coming in are getting very excited because they are glad to see it isn't safe and we're using colour. It has inspired them to bring products in they perhaps didn't plan on using before'

Innovative Direction

Because Optimise Design are architects, they've endeavored to incorporate architectural features into the house, showing the visitor that by clever planning as well as finishes you can create dramatic effects. So from one point of view, they are showing how important it is to get an architect's input if you can, and secondly it shows there are so many innovative ways to use finishes, so even though you're budget may be limited, even with paint you can do something fantastic.

'We've tried to say look, these are affordable ways to do things, but it doesn't have to be drab. It doesn't have to reflect you're not spending so much money. Even the colour schemes, one is called Castaway, is about transporting you to that island life of rich vibrant colours. It's an uplifting palette. You can still make statements and feel better about your environment on any budget. These shows are massively important for the people coming and for the people being at the show and getting customer feedback and making people aware they are there. Visitors get to see the latest products and trends. People are investing a lot of money in design and you can speak directly with people about the products. Designers are still thinking of ways to innovative and that gives consumers hope and to bring more confidence back into the market.'

The Sliderobes Showhouse will be at the Spring Ideal Home Show from 16th - 18th April 2010.

www.idealhome.ie
www.optimise-design.com