



THE EUREKA PROJECT

RETAILER AND BUYER FORUM

Wednesday 22 September 2004

4.00pm to 6.00pm

at

Furniture Works

41 Commercial Road, London E1 1LA

4.00 - 4.45pm **Refreshments and view Eureka - the collection**

4.55pm **Peta Levi MBE**, opens the Forum and introduces Lynda Relph Knight editor of Design Week, who will chair the Forum.

5.00pm **Meg Abdy** (retail analyst) reviews the retail scene for interior products

Meg Abdy (m.abdy@the-chambers.com) began her career as a researcher at McKinsey, before moving to Asda and then Laura Ashley working as a business analyst and project manager. In 1994, she joined The Henley Centre, where she became an associate director, in charge of the retail practice. Her team worked for 14 of the top 20 retailers, conducting strategic marketing consultancy for Next, BP Europe, Tesco and Marks & Spencer. In 1998 she launched MPowerOne, drawing on fresh ideas about shopping and selling, to help create new marketing opportunities. She is the author of "Janet and John Go Shopping", a review of breaking trends in shopping behaviour, and is a regular contributor to Retail Week, DesignWeek and Green Futures.

5.15pm **Cressida Granger** (Managing Director, Mathmos). 'Selling to retailers'

Cressida tells her own story of Mathmos, the problems she encountered, how the retail market has changed and the direction in which she thinks it is going.

5.25pm **Mike Jankowski** (International Design & Product Engineering Director, Marlin Lighting) 'Things Change'.

Mike believes that three or four elements drive change – technology, ease of use, fashion and imagination. He will describe how these changes can affect lighting in the retail context.

5.35pm **Richard Eisermann** (Director - Design and Innovation, Design Council) 'Turning Design into Profit from a Retail Angle.'

Richard is an internationally renowned designer and strategist who was appointed Director of Design and Innovation at the Design Council in 2003. From 1999 he worked for Whirlpool Corporation's Global Consumer Design team, managing a European division delivering research projects, strategies and day to day design solutions. Before that Richard was a Design Group Leader at IDEO Boston and Senior Designer at Sottsass Associati in Milan.

5.45pm **Lynda Relph Knight**, will chair a general discussion

6.00pm **Close**



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BOOKING FORM

URGENT

Please return this form ASAP and by latest Tuesday 21 September 2004
retailbuyerforum@designnation.co.uk
or F 020 7435 5487

Name	
Company name	
Address	
Email	
Website	
Tel	
Fax	
I wish to attend the Retailer and Buyer Forum	<input type="checkbox"/>
(Optional) my question for the panel is:	

Attendance at the Forum is free of charge.