



For 10 years, FX has been bringing together the brains from all corners of the industry to discuss serious design topics that we need to address

The Brief

FX Design Seminars consist of a good humoured and goodwill discussion that is planned with strong opinions on what it's like to address design topics which face our industry. There's no audience - just an honest and frank discussion between key architects, designers, and engineers, - and your clients if required, behind closed doors, of the issues you all face with our contract sector.

The main purpose is to have a lively discussion on critical design issues with the top specifiers.

Although there's no audience, there will be a substantial 10 page follow up editorial in FX magazine.

We welcome sponsors from all of our industry sectors to have a great discussion, and crucially, develop business and business relationships for your company.

The editor, in conjunction with the sponsor, selects a topic for each seminar and writes up a synopsis. The panel is carefully curated around the theme, with the editor hand-selecting 6-8 people from the industry heavyweights. FX is keen to include hotel, office, product, healthcare, transport, education and public sector designers, as well as clients to facilitate a lively discussion.

Most of all, this is an informal round-table discussion, with FX enabling architects and designers to have a frank and open conversation with each other. Wine and refreshments will be available before, during and after the discussion.

Previous Topics

- Who delivers design? (and who pays for it)
- The impact of colour - should designers lead or follow their clients wishes?
- Will offices exist in 20 years time?
- Specifying worldwide - field of gold, or dangerous and hazardous?
- Debating decoration - from 16th century architecture to restoration and interior design now
- Retail - who needs retail stores. Are they still relevant?
- The psychological and sensory effects of open-plan offices
- Wellbeing in the workspace - is it a con? Do clients demand it? Is this a fashion?
- Biophilic design in the public sector - a plan for the planet?
- Design icons - Who makes them? Who sells them? Who believes in them?

Sponsorship Opportunities

- £7500 per seminar
- 10 page editorial in forthcoming FX issue to be decided by sponsor, with sponsors' logo and branding throughout.
- Participation in the discussion with the UL's top specifiers
- Synopsis written by the editor in consultation with the sponsor, addressing key points
- VIP guests are invited by FX, in collaboration with the sponsor, for best discussion and best business practice
- Relationship building with the UK's best architects and designers to develop future business
- Option to host the event - alternative venues will be provided with A& D practices.

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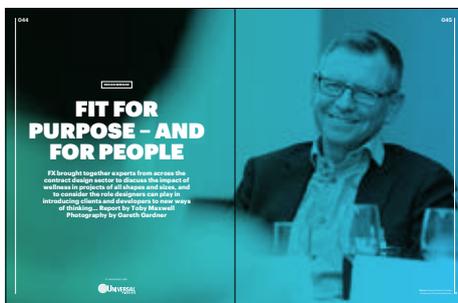
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November 2018
Sponsored by Vola



June 2018
Sponsored by Universal Fibers



March 2018
Sponsored by Formica



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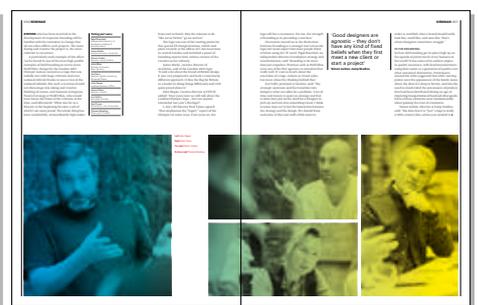
October 2017
Sponsored by Universal Fibers



May 2017
Sponsored by Interface



April 2017
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