



Schematic artwork in an Olga Stupenko home design

▲ One year, there was a lady who presented exquisite beautifully embroidered panels for upholstery. I have no idea what happened to her, but she never appeared again, which is a great shame as she could have been the de Gournay or Fromental of upholstery!

**In addition to comfortable shoes and a bottle of water, any tips for surviving the events intact?**

**Sue:** It's got to be the camera on my iPhone – just make sure you clear the memory before you go to any of the shows – it's the best aide memoire!

**Justin:** I always make sure that I feel organised and prepared when going to an event. I recommend adding the show apps to your Smartphone so that you can keep in touch with all the activity going on during the London Design Festival. On Twitter, following those involved in the events and being aware of hashtags is always really ▼



Olga Stupenko



A fabulous interior by  
Olga Stupenko

▲ helpful to keep in the loop and find out what's going on.

At Decorex I think it's best to have a map close to hand so that you're able to follow a route rather than going around randomly and missing parts.

I would also suggest taking a break wherever you can and do try to stock up on

all the sugary treats on offer from many of the stands. You'll need the energy. Try not to get carried away. Don't sit down for too long on any of the stands and make sure you save the champagne bar for the end!

**Olga:** Definitely it is necessary to make a plan how to follow the events; find a good parking spot and get an underground pass (alternatively you can move with the help

of roller skates!). Don't forget about a comfy bag where you can store all the materials, catalogues, and guides. A good mood and spirit to make new discoveries is absolutely essential.

And finally – don't forget the business cards and a smile!