

Interior Trends Shape Covering Market



BEN CORRIGAN
CEO, Bluehaus Group

As a core consumer of covering products, the size and strength of the regional interior design market will continue to shape coverings trends for interior projects.

Dominated by the spending power of Saudi Arabia, the UAE and Qatar the MENA region's vibrant interior design sector is expected to be worth some \$8.2bn in 2016 according to figures in the Dubai Design Outlook 2015 report. It is a market seeing a resurgence in the use of marble, a rise in the number of refurbishment projects and strong demand for innovative floor and covering products, according to designers based in the UAE.

There is a continued push from clients who want to see something unique or special in their projects, in part driven by current market conditions as Ben Corrigan, CEO and founder of Bluehaus Group explained.

“During the boom there was a real drive to get whatever was available, but now we're seeing that there's a drive to get something unique; people want something that is different. But also sustainability comes into it, in terms of what we choose for floors.”

Corrigan is seeing what he called 'incredibly innovative' covering products coming on to the market to meet this demand as people move away from conventional options. But, he says, they still want the performance, warranties and longevity they would get from more traditional covering offerings.

“The big expectation now is that as designers we have to do something different and that's a positive thing,” he said. “With any project you don't expect everything to be unique or bespoke, but you do pick a few key items and they are your wow factor. I think that's a great way of keeping a job efficient and in budget, but still getting a wow factor into a project.”

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