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## Surtex Hits the Trends

Marvin Lazaro, *Home & Textiles Today Staff* -- *Home Textiles Today*, May 16, 2013

**NEW YORK** - Surtex returns this month with a larger roster of exhibitors and a sharper focus on designs targeting home textiles.

The show, which takes place May 19-21 at the Javits Center here, will be nearly 10% larger than the 2012 event, including some 90 textiles design studios that will be grouped in the Atelier section. In addition, there will be a large assortment of licenses available through agents and artist collaborations. Pre-registration for attendees is also running higher than at this time last year, according to said Penny Sikilas, show manager and vp of show organizer GLM.

"Surtex started with its roots in textiles," she said.

The recession forced many manufacturers to cut back their expenditures to survive. Although the pace of the recovery has been slow, there is a resurgence in demand from retailers and consumers for fresh design, she said.

"I think budgets are opening up," she added.



Stacey Yacula will make her Surtex debut via MHS Licensing. She specializes in designs that reflect the innocence of youth.



Sara Berrenson works primarily in gouache and watercolor, then adds both hand and computer illustration.

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The three-day conference schedule has also been tailored to address specific constituencies at the show. The May 19 sessions are for newcomers to the business and cover the basics of monetizing art and design. The May 20 track includes programs specific to three product areas: textiles and home fashions (with a panel moderated by *HTT* editor Jennifer Marks); tabletop, gift and home décor; and paper and stationery. Two final presentations on May 21 address broader business trends, with perspective coming from Michael Tesler, founder of Retail Concepts, and Keith Recker, color strategist for the Pantone Color Institute.

The show's Trend Theater will include six trend forecast companies providing 30-minute presentations and is complimentary to all attendees.

In addition, there will be a booth presentation of the work by four surface design college students who were named winners of the design next international student competition organized by Surtex. The grand prize winner will be announced May 20. For this year's contest, students were challenge to create six home furnishings designs for a health/wellness environment.

"It is just so great to see them take everything in and grow," said Sikalis.

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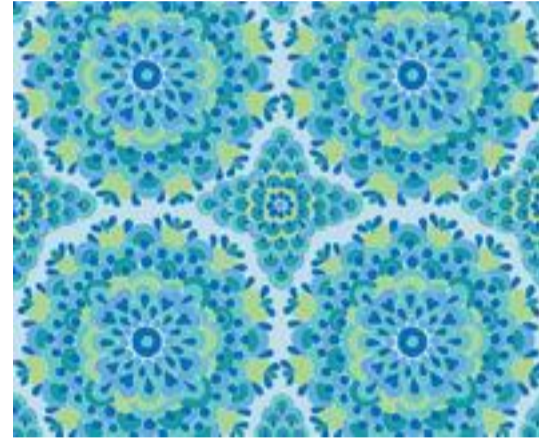
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Design offerings in the show this year range from updated traditional to very avant garde, she said. Show organizers are also seeing a strong return to hand painted designs this year.

"I think anybody in a creative position in textiles needs to be at Surtex," she added. "They'd be working in a vacuum otherwise."



LuAnn Roberto melds graphic design with monoprinting in 10 new collections, including a series on vegetables.



Debra Valencia will debut new Everyday contemporary floral, paisley, brocade and geometric design collections



Kate McRostie's "Gingerbread Holiday" is one of many hand-painted artwork collections she will debut at the show.

Sara Swan's Ginger 17 brand features quirky human characters, animals, and elements from nature.



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