



# PREVIEW

## Innovative New Features Take Center Stage at World's Premiere Housewares Marketplace



life. styled.



Life is a bowl of cherries.

Deep, dark-chocolate-covered

bings on a hand-blown

glass platter is **life. styled.**

From toasting technology

to color psychology,

experience the mundane turned

extraordinary in an industry

driven by innovation and

state-of-the-art design.

Flowers become bouquets.

Spices become stews.

Plates become settings.

Living well means

transforming the familiar

into the fantastic.

It's more than life.

It's **life. styled.**

life. styled.

**E**xciting new features—many centered around the increasingly dynamic and creative areas of innovation, design and European style—will be on display at the 2005 International Home & Housewares Show at Chicago's McCormick Place. You'll want to take it all in—all three days—so mark your calendars now for March 20 to March 22, as the Show returns to its Sunday through Tuesday format (with plans to extend the Show length in 2006). What's more, the world's premiere housewares marketplace will bring back the always popular Industry Breakfast, featuring the nationally prominent former New York City mayor, Rudy Giuliani.

The Show is sure to be a don't-miss, event-packed attraction, drawing more than 2,000 exhibitors, along with more than 60,000 attendees from over 100 countries. And don't forget that Springtime is a great time in Chicago, with all kinds of colorful sights and attractions awaiting you throughout the city; you'll want to bring your family as well.

As Phil Brandl, president of the International Housewares Association (IHA), observes: "Our buying audience tells us they plan to attend fewer, and only the most productive, shows in the future. They value an efficient trade show marketplace, so a strong, efficient, home-focused show is important to our customers—both retailers and suppliers. That sets our goal."

Operated by the not-for-profit IHA, the 2005 Show will present an abundance of added value and first-time offerings such as:

- **Aspire: A Celebration of Design**, showcasing trend-setting product designs from Europe that combine quality, originality, artistic style and creativity.
- The redesigned **Gourmet Home & Food District (GOHO)** area, now spotlighting

**Downtown GOHO**, incorporating the **GOHO Cooking Theater** with celebrity chefs giving demonstrations; the **Cook Book Nook**, where authors will have their books on display; and the **NASFT Specialty Food Marketplace**, a showcase of new and award-winning food products you can view and taste.

- A first-time ever co-location with the **ARMS (Association of Retail Marketing Services) Supermarket Promotion Show** March 18-20. This will be of enormous benefit to buyers, saving them traveling time from hotel to McCormick Place and providing retailers with creative ideas on how to increase traffic and customer loyalty in their stores.

### Educational Sessions, Student Contest

Other new events include two innovative educational sessions, a retailer panel, "Defining Success in Specialty Retailing," and a technology-centered presentation, "RFID: Tomorrow Is Here Today"; and the "First-Timer's Seminar," a hit from the 2004 Show designed to introduce brand-new buyers, as well as buyers with widespread experience, to the Show and the world of trade show shopping. Back by popular demand are two distinct seminars on color—one on trends and a second on consumer preference—both by color guru Lee Eiseman.

In addition, there's the return of the Student Tabletop Design contest, last year's imaginative innovation in which design students take part in a tabletop decorating contest using products from Show exhibitors and judged by experts in the field.

No question, come Spring in Chicago, the 2005 International Home & Housewares Show is the place to be.

Sunday, March 20  
8:30 a.m. - 5:30 p.m.

Monday, March 21  
8:30 a.m. - 5:30 p.m.

Tuesday, March 22  
8:30 a.m. - 5:00 p.m.

**McCormick Place, Chicago**



## Seminar

### Housewares Design Center & Theater

Level 3 Lobby, Lakeside Center

### Great Ideas Foster Great Products

#### 26 Experts From the Areas of Product Creation Tell Their Secrets

From idea to invention, from concept to completion, the industry's foremost designers, engineers and marketers show how hundreds of ingenious, innovative products make it to the marketplace each year. Learn how products are introduced, how problems are solved and what makes a new product a winner.

### "Designers Speak!"

#### VIDEOS



What role does design play in the consumer's purchasing decisions? How can

design differentiate your products? Watch the video of 30 of our industry's foremost designers as they share their strongly held beliefs about the importance of design. Video stations are located at the Entrance of the South Building and in the Level 3 Lobby of Lakeside Center.

# Hot Product Design



## A Full Lineup of Design Seminars

Choose from 22 design seminars as leading experts in the area of product creation tell their secrets in the Housewares Design Theater. Topics will range from "Consumers Speak: What We Love to Buy and

Why" to "Global Brand Relevance:

A Discussion on Best Practices" to "Desire Is the Thing: How Much Do People Want Your Product for Their Domestic Bliss?"

One increasing trend in design is products for the aging population. "Companies are using technology to help the elderly make the home experience easier," says Zach Kaplan, president of Inventables, a Chicago company that conducts research into new materials for technology to help designers create new product ideas.

"An example would be something that indicates to an elderly user that a housewares product is getting hot through materials that change color with temperature. It could be anything from a tea kettle to an oven tray. We also recently came across magnetic gel. You could make oven mitts that are magnetic, so an elderly person would have less of a chance of dropping, say, a cookie sheet.

## Provocative Materials, Retro Styling

"We feature what we call provocative materials in technology, like dry liquid, which evaporates super fast," Kaplan adds. "You know how vacuum cleaner manufacturers always come up with those products that shampoo your carpeting? One of their biggest challenges is to make it dry quicker without water. So this is potentially a solution to that. Then there's supercooled reusable heating. It's a little liquid-filled pack that instantly releases stored heat when you break it open. So you can incorporate the technology into, say, an oven pan, and then it would recharge when it's in the oven and when you took it out, you could continue to keep your food warm."

"Design in the housewares industry is the emotional thing that really pulls consumers into purchasing certain products," says Stephanie Husk, president of Deep Blue Insight Group, a market research firm in Atlanta. "Design is hotter today than it's ever been. I think the reason is that consumers are looking for ways to express themselves. So when they're purchasing a sink, a faucet or a countertop range—they're expressing the values that they hold."

Another Stephanie agrees. "Design is hot," says Stephanie Ouyoumjan, director of Frank About Women in Winston-Salem, N.C., a marketing-to-women consulting firm. "It used to be that value to the woman purchaser was defined by best price plus best quality. But now she also wants a product that saves her time, is multi-functional—like a blender that can make baby food and then make margaritas on the weekend—and also features great design."

"When we watch how consumers shop, they're drawn in by colors, sleek lines, curves—something that's just a little out of the ordinary," observes Husk. "That's where they make that emotional connection: 'Wow, this new countertop, this new flooring, really expresses what I want people to think of me and my home.'"

She adds that consumers are getting away from white kitchens and prefer homey colors that are warmer. "Natural woods seem to be a big trend right now. Home centers are even selling paneling again!"

# in Housewares:

## An Emotional Pull for Consumers

Ouyoumjian cites a continuing trend in Retro styling and what she calls "back-to-the-basics," with stainless steel, chrome and sturdy metals. "Retro is what my grandmother had in her kitchen and what my mom had, and while the new product has all the new fancy bells and whistles, it just makes the consumer feel good to have this nostalgic tie," she says.

"And back-to-the-basics ties into the realization that I want anything that makes my house feel sturdier for my family. We're now using the word 'hiving.' 'Cocooning' was what we did in the '80s, when we were in our houses, blocking everybody out. With hiving, people are still going back home and hunkering down but they're letting the world in. Their doors are open. They're saying, friends, family, come over."

"Home products allow people to feel recognized and create a sense of uniqueness," says Husk. "So that when someone walks into a home, there's something different from the identical-looking house next door. It's all about customizing and personalizing through design. Consumers are much more sophisticated in terms of design. They're willing to try new things, explore new types of wall coverings, new types of appliances, and mix and match in ways that they just weren't doing before. They're much more adventurous and more empowered. They're watching the housewares shows on TV and going onto the Internet. It's an exciting time to be in this industry!"



### Sunday, March 20

#### 9 am - 9:50 am

Maxine Lauer, Sphere Marketing  
*Ipod at the Iprice: Customization of The New American Home*

#### 10 am - 10:50 am

Scott Lundberg, MAKE  
*Desire Is the Thing—How Much Do People Want Your Product for Their Domestic Bliss?*

#### 11 am - 11:50 am

Peter Cooper, Konstrukt, Sydney, Australia  
*Appliances: An International Perspective*

#### 12 Noon - 12:50 pm

The HIPsters with A.J. Riedel, IHA Consumer Advisory Council  
*Consumers Speak: What We Love to Buy and Why*

#### 1 pm - 1:50 pm

Doris Walczyk, Optima Group  
*Global Brand Relevance: A Discussion on Best Practices*

#### 2 pm - 2:50 pm

Mike Garten, Bolt Group  
*Where Innovation Comes From*

#### 3 pm - 3:50 pm

Michelle Berryman, EchoViz  
*Design & the Tao of the Modern Exhibit*

#### 4 pm - 4:50 pm

John Schaffeld, Proteus Design  
*Top 10 Things Manufacturers Need to Know About Preparing for Line Reviews*

### Monday, March 21

#### 9 am - 9:50 am

Stephanie Husk, Deep Blue Insight  
*Understanding How Brand Archetypes Fit into New Product Development*

#### 10 am - 10:50 am

Curt Bailey, Sundberg-Ferar  
*I Didn't Like It at First, But It's Starting to Grow on Me*

#### 11 am - 11:50 am

Jeffrey Spear, Studio Spear  
*What's New? New Product Introductions: Getting Noticed and Compelling Sales*

#### 12 Noon - 12:50 pm

Carrie McCament & Jennifer Ganshirt, Frank About Women  
*Zeroing in on Women Consumers: What They Want and What They Buy*

#### 1 pm - 1:50 pm

Zach Kaplan & Keith Schacht, Inventables  
*Step, Stretch, Leap with New Ideas in Materials and Technology*

#### 2 pm - 2:50 pm

Damon Neagle, Design IP  
*Intellectual Property Decision-Making in Product Design and Development: Avoiding Pitfalls and Improving the Bottom Line*

#### 3 pm - 3:50 pm

Hugh Eccles & John Pribble, Fitch  
*From Trend to Till: Turning Consumer Insights in Housewares Product Success*

#### 4 pm - 4:50 pm

Peter Greene, NPD Group  
*Innovation and Design: What Makes the Cash Register Ring*

### Tuesday, March 22

#### 9:30 am - 10:20 am

Dan Buchner, Design Continuum  
*Design Is a Language: What Are Your Products Saying to Consumers?*

#### 10:30 am - 11:20 am

Lee Sucharda, Jr., Design North, Inc.  
*The Purse vs. Package Design: Does Your Packaging Connect Women to Your Brand?*

#### 11:30 am - 12:20 pm

Victor Grillo, Advanced Results Marketing  
*How to Use DRTV in Product Launches and Marketing*

#### 12:30 pm - 1:20 pm

Mark Capper, Herbst LaZar Bell Inc.  
*Future Scenarios to Explore New Markets*

#### 1:30 pm - 2:20 pm

IDSA Housewares, Panel Discussion  
*Post-Game Wrap-Up: Design Experts Recap the Show*  
Join in the Debate!  
Moderator: Janet Villano, IDSA

#### 2:30 pm - 3:30 pm

Richard Babick & Gwen Toma, Design Research Reports, Inc.  
*What the Numbers Say: Introducing Home Furnishings Monitor™*



### Student Display

### 2005 Student Design Competition

Meet the winners of the 12th annual IHA Student Design Competition, sponsored by the International Housewares Association. In cooperation with the Industrial Designers Society of America and more than 25 of America's great universities, IHA celebrates the future of design by recognizing these award-winning undergraduates. Come meet tomorrow's leaders.

