



**Issued by Stuart Higgins Communications, on behalf of The Ideal Home Show,
London 2010
FOR IMMEDIATE RELEASE**

UNMISSABLE THINGS TO SEE AT THE IDEAL HOME SHOW THIS MARCH

BRITAIN'S most loved consumer event; *The Ideal Home Show*, is returning to London from the 20th March – 5th April 2010 at Earls Court.

The famous, trend-setting show that made home-making a national passion is back for its 102nd year, with a brand new look and new 17-day format that will take visitors through an exciting and spectacular showcase of inspirational living.

Explore the world of home interiors and style through **EIGHT** shows in one, with over 400 exhibitors and an array of live interactive features. Discover the latest trends in homes and interior trends, technological advancements, and design innovations of 21st century living, presented to you by our celebrity ambassadors; **George Clarke, Channel 4's The Home Show (Ideal Home Improvements), Gregg Wallace, BBC food critic (Ideal Food), Fiona Phillips, ex GMTV (Ideal Woman), Linda Barker, This Morning (Ideal Interiors), Monty Don, Gardener's World (Ideal Gardens), Suzi Perry, The Gadget Show (Ideal Gadgets) and Aldo Zilli ('Taste of Zilli' Cafe experience)**.

So come and see how to make your home an Ideal haven with our guide on what to see at this year's show....

1. IDEAL HOME IMPROVEMENTS

If you're looking to make the most of your existing space, want to revamp that bathroom or kitchen, are keen to go green with money saving, eco-friendly improvements, or simply need a bit of DIY advice, come and see the latest products and How To demonstrations, with George Clarke's **Ideal Home Improvements** section.

George Clarke, who will be attending every day of the show this year, will offer a series of demonstrations and seminars offering practical advice on many home improvement projects, as part of the packed programme of interactive features on the 'How To' theatre.

2. HOW TO... THEATRE

Ever wanted to know how to fix that dripping tap, colour coordinate a room, or why your plastering's not as good as the professionals on TV? Well now's your chance, with the 'How To...' Theatre, where our resident experts and celebrity designers offer a comprehensive programme of interactive, practical seminars and workshops offering you

tips on everything from home repairs, plastering, interior design, taps and bathroom fitting, tiling, furniture makeovers, and how to add value to your property, as well as a range of DIY, gardening, kitchens, and design advice.

3. IDEAL VILLAGE Sponsored by Anglian Home Improvements

Take a trip through the spectacular, fully built, full size homes, forming a complete street of homes set against the backdrop of our spectacular **Ideal Village**. The five code 5 properties combine a range of sustainable housing styles, each of which meets the needs of a different part of the housing sector with something to suit everyone's tastes.

A new range of stunning homes named the 'Cube' that are pre-design certificated by the BRE code 5 (Neutral Carbon), are to be launched by Cube housing solutions Ltd, at the Ideal Home Show on March 20th. These homes are set to inspire and wow the crowds with their sleek, contemporary design, demonstrating the future of modern, low cost living. Available to buy off the shelf with its single and two and three storey properties, these new "Cub" homes are set to be the future in contemporary living, for everyone from the first time buyer, to a family of six, an exciting solution to affordable executive housing.

Also featured will be a three bed roomed executive home that will feature a modern rendered finish with open planned living, and fully designed and furnished by Furniture Village. All of the properties windows and doors and a conservatory supplied by Anglian Home Improvements with contributions from Symphony Kitchens, Siemens, Roca and Dulux to name a few.

The two Semi detached Town House properties sponsored by Anglian Home Improvements will take visitors through a journey of home improvements. The fourth property will be traditional in appearance accommodating a family of four, alongside our fifth home which will demonstrate the art of home renovation, and how you can take your existing home and adapt it to reduce your running costs and make your home more energy efficient.

4. IDEAL INTERIORS

If you're looking to add a bit of style or personality to your home, Linda Barker's **Ideal Interiors** offers the latest in design and interior trend advice. At the centre of this section is the stunning Central Marina, featuring a floating café, the UK's first floating Office Pod, and a spectacular Sunseeker yacht. Surrounding this, the Ideal Interiors section includes everything you need from furniture, homewares, cutting edge products and interior design advice from some of the biggest names in interiors at exclusive show rates.

If you're lacking inspiration, why not head for the Ideal Home Magazine room sets, where five stunning roomsets have been designed and put together by a team of professional interior designers to demonstrate the perfect layouts, colour, style and storage solutions to create that perfect space and spark your imagination to help you find the perfect look. Whatever your taste you will find something to suit your style.

5. IDEAL HOME OF THE FUTURE

For those gadget lovers among you, come and check out the latest in home entertainment and domestic gadgets with the Gadget show's Suzi Perry presenting the **Ideal Home of the Future**. Here we unveil the domestic gadgets of here and now, with interactive demonstrations showing the marvels of modern design and how they can make our lives that little bit easier.

6. IDEAL GARDENS

With summer just around the corner, spring is the perfect time to get ahead in the garden. So whether you're a budding gardener or a seasoned pro, come and see the very FIRST garden show of the year, perfectly timed at the start of the gardening calendar. Monty Don presents the latest in garden design with **Ideal Gardens**.

March is the perfect time to start planting and preparing your garden for the year ahead, and at this year's show there will be plenty of advice on how to make the most of your outdoor space. Experts will be on hand with hints and tips including **Monty Don, David Domoney, Chris Mills** and many more covering everything from **How to Grow your Own, Container gardening, Recycled gardening, and Garden Makeovers with Garden Angels**.

That's not all! Check out our fantastic themed gardens, with the **Chocolate Garden, Alice in Wonderland Garden, Ideal Allotment & Eco Extreme Garden** as well as a **WORLD FIRST** launch of a range of brand new species of beautiful flowers, shrubs and plants.

7. EDIBLE CHOCOLATE GARDEN

Explore the truly decadent chocolate garden where everything is literally made from chocolate. The first of its kind ever created, this irresistibly sweet garden will feature edible flowers, plants, trees, grass and leaves that will leave your mouth watering and wanting more.

8. ALICE IN WONDERLAND GARDEN

The Ideal Home show demonstrates show Gardens don't have to be about the birds and the bees but the white rabbits, Cheshire cats and mock turtles too! The Alice in Wonderland garden in association with Disney Pictures shows how you can personalise your outdoor space using unusual plants, clever colour, and out of the ordinary accessories – look out for the dubiously red roses and don't forget to CHANGE PLACES at the mad hatter's command!

9. ECO EXTREME GARDEN

Recycling is key in our Eco Extreme garden, where we discover how your household junk can be turned into outdoor treasures with a bit of imagination. Give your outdoors a new lease with eco friendly plants.

10. IDEAL ALLOTMENT

As part of our organic living drive, the Ideal Allotment shows you how to grow your own fruit and veg within a confined space, with clever techniques from the experts. Expand your horticultural hobby as we teach the whole family how to grow what we eat. A great way to get the kids to eat their greens!

11. IDEAL FOOD

Tickle your tastebuds with Gregg Wallace and the **Ideal** Food section's culinary delights. A far cry from the weekly shop, our Food section offers a truly eclectic range of eats and treats, with a focus on locally sourced and organic produce. With a range of tastes from around the UK, and a selection of independent food companies in a market style

experience, the Ideal Food section has the best regional food, wines, and beers for visitors to sample.

12. CELEBRITY CHEF THEATRE

While you're there, come and check out the Celebrity Chef theatre, where the Ideal Home Show brings cooking to life with live cooking demonstrations from a series of acclaimed UK chefs. Gain first hand inspiration as our chefs cook up a storm, performing high energy demonstrations on subjects such as Healthy Dinners, cooking with Home Grown Ingredients, Guilty Pleasures and How to Cook to a Budget.

For the real foodies among us, there is the opportunity to grace the 'Chef's Table', where our audience have the chance to experience VIP dining, and to sit among some of the UK's top Chef talents, see them at work up close and best of all sample their creations.

13. ALDO ZILLI CAFE

Run by critically acclaimed Chef and restaurateur Aldo Zilli, **Taste of Zilli** will offer visitors an exclusive celebrity dining experience, in a relaxed, stylish setting away from the hustle and bustle of the show. The cafe offers a range of Italian cuisine for every budget.

14. IDEAL WOMAN

A relaxed retreat for the females among us, Fiona Phillip's **Ideal Woman** section is the perfect place to take some time out. Visitors can get pampered and preened with a selection of mini-treatments on offer, such as massages, makeovers, facials and more. Once rested and recuperated, come and enjoy the vibrant and fun Catwalk shows providing stylish yet affordable fashion for women of every age.

15. IDEAL SHOPPING

Shop until you drop for the latest homewares and new products from our unique **Ideal Shopping** metropolis where Carnaby Street comes to Earls court. This section features a series of unique retailers, independent outlets and unusual gift items, with some fantastic bargains to be had. From day to day essentials to that unique item that will transform your room, our shopping arcade gives you the personal touch.

So whether you're looking for ideas, inspiration or expert advice on any aspect of your home, or simply just looking for an entertaining day out for the whole family, this year's Ideal Home Show has an unmissable line-up of activity with something for everyone.

The Ideal Home Show, London will open its doors for 17 days from 20th March – 5th April 2009, at London's Earls Court.

Tickets can be either booked online or by calling the **Ticket Hotline on 0844 415 4144**. Group bookings can be made by calling the **Groups Hotline on 0844 412 4650**, or for **further information about the show and to purchase tickets online visit the website www.idealhomeshow.co.uk**

Ticket Information:

	On Door	In Advance
Weekday Adult	£15	£10
Weekend Adult	£17	£12
Weekday Concession (Over 60s)	£11	£9

Weekend Concession (Over 60s)	£13	£11
Children under 16	Free (ticket is required)	
Late Night Thursday Open until 9pm	£5 after 5pm	£5 after 5pm

Opening times:

Opening Day – 20 th March	10am – 6pm
Weekdays & Weekends	10am – 6pm
Thursday – late night	10am – 9pm
Final Monday – 5 th April (Bank Holiday)	10am – 6pm

Notes to Editors:

The *Ideal Home Show*, the UK's biggest and longest running consumer event, was acquired by award-winning events and publishing company Media 10, just two months ago from DMG World Media, the first time the show has changed hands in just over 100 years.

The Ideal Home Show has established itself as part of the social calendar of events and regularly attracts over 250,000 visitors every year.

Follow the Ideal Home Show on Twitter http://twitter.com/ideal_home_show

-ENDS-

For more details or enquiries about the event, please contact Alex Davison at Stuart Higgins Communications on 0207 096 5814 or email alex@stuart-higgins.com