

# futurebuild

05-07 March 2019 / ExCeL, London

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**NEWS RELEASE**

## **FUTUREBUILD DOES WELL ANNOUNCING NEW STRATEGIC PARTNER FOR 2019**

### ***IWBI, Milliken and Herman Miller unite at Futurebuild 2019 to demonstrate the power of design with purpose***

Futurebuild is solidifying its commitment to putting well-being at the heart of buildings and communities by announcing the International WELL Building Institute™ (IWBI™) as a strategic partner for 2019.

With IWBI as a strategic partner of Futurebuild and headline partner of the new-for-2019 Interiors Hub, the importance of designing for health and well-being will be central to the agenda, showcasing the latest research, case studies and practical design guidance.

Leading global manufacturers Milliken and Herman Miller are joining IWBI as co-sponsors of the Interiors Hub, signifying the importance of manufacturers to drive awareness and deliver solutions across all areas of commercial and domestic interiors.

Together IWBI, Milliken and Herman Miller will curate content for the Interior Hub's seminar programme, with a focus on health and well-being in building design, materials, build and use. Discussions will include how buildings can advance human health, the cognitive impact of clean air in the internal environment, the benefits of biophilic design, the WELL Building Standard™ (WELL™) and designing for dementia. Visitors can connect with industry peers and participate in more than a dozen sessions across the three-day exhibition, running from 05-07 March at London's ExCeL.

IWBI delivers the cutting-edge WELL Building Standard, the leading global rating system and the first to be focused exclusively on the ways that buildings, and everything in them, can improve comfort, drive better choices, and generally enhance, not compromise, health and wellness.

Rachel Gutter, President at IWBI, said: "Our goal is to accelerate market transformation and put people front and centre when it comes to the design, construction and operations of our buildings and communities. Our partnership with Futurebuild is one way we're engaging with the industry to demonstrate the benefits of supporting people's health and well-being."

Alison Kitchingman, Milliken's Director of Marketing and Design, said: "We're really looking forward to sharing some of our well-being content with Futurebuild visitors. Milliken is committed to creating products that not only meet the needs of a space but enhance well-being, a sense of identity and community. As founding members of the Well Living Lab, Milliken is committed to researching and studying the impacts of the indoor environment on health and well-being."

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Milliken signed on to IWBI's WELL Portfolio Pathway pilot to deliver the evidence-based performance of WELL across its portfolio and improve the health and wellness of people at scale.

Mark Catchlove, Director of Insights at Herman Miller, said: "Futurebuild has recognised the importance of the workplace when designing interiors, and the value of putting people at the centre of the design. This philosophy is very closely aligned with our own view on the workplace, and so we are delighted to be working in partnership at this event."

Martin Hurn, MD of Futurebuild, said: "Being aware and having good health and well-being practices and processes are no longer upcoming trends; it's a vital requirement in any project. We're excited to put health and well-being central to the built environment agenda."

"Businesses have so much to gain from properly advancing good health and well-being, and good practice makes good business in terms of team well-being and attracting the best talent to ensure their future innovation and success. There will be a lot for manufacturers, designers, engineers and many more specialists to dig into at the Interiors Hub during Futurebuild 2019."

IWBI will also work closely with GIGA to promote healthy materials in the mindful MATERIALS Certification Pavilion, helping manufacturers share and specifiers access specification information on materials. The Pavilion is situated next to the Interiors Hub, which is one of six hubs providing dedicated platforms that unite sector specific experts with leading brands.

Don't miss your chance to be part of the event that will shape the future of the built environment. Register for free today: [Click here](#)

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**About Futurebuild:**

Futurebuild is the leading built environment event for professionals from across the industry to meet and learn, be inspired and do business.

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At Futurebuild 2019, the focus will be on exploring and tackling the biggest challenges impacting the built environment, and beyond. The event will be a unique destination for visitors to gain unrivalled insights and hands-on experience around the latest innovations, products and materials to enable them to tackle these challenges head on.

Working closely with renowned partners from across industry, Futurebuild will showcase and champion all elements of the built environment in one place, ensuring a truly beneficial experience for visitors – whatever their objective.

Central to this is the ecobuild conference, which will inspire visitors to take action on the most pressing challenges through insights and knowledge-sharing from leading experts. With an overarching theme of 'Time for Action', the conference sessions will be collaborative forums where visitors will develop plans for change and propose action for a more sustainable future.

Visitors will also be presented with an unrivalled collection of world-leading brands, industry organisations, seminar streams and feature builds – across six themed Hubs and a dedicated Waste zone – to ensure they leave the event with the intelligence and relationships required to thrive from the latest industry developments and opportunities. Learn more at [www.futurebuild.co.uk](http://www.futurebuild.co.uk)