

7<sup>th</sup> October 2013

## **BBC's 'The House That £100k Built' screen episode visiting Surface Design Show**

BBC Two's new home building show 'The House That £100k Built' visited the Surface Design Show in February 2013 and the episode screens on Wednesday 9 October at 8pm on BBC Two.

In the series architectural journalist and senior curator at the V&A, Kieran Long, and architect Piers Taylor are following self-builders as they take on the biggest gamble of their lives. All of them have less than £100k to spend, little or no experience and have their life savings on the line.

Wednesday's episode features Tom and Zoe who are currently living in a shared house with friends but are desperate to move into their first home together. Not wanting to settle for the uninspiring homes that their small budget would buy them in Cambridgeshire, they have bravely opted to buy a plot of land on a housing estate and build their own. Planning permission dictates a relatively conventional home on the outside but they have plans to make it spectacular on the inside and visited Surface Design Show for inspiration on achieving the 'wow' factor.

As PR agency for Surface Design Show 2013, Satellite MPR arranged for independent production company Endemol to film at the show and with over 100 exhibitors displaying the very latest products in ceramics, fabrics, flooring, glass, metal, stone, wood and more, the show is recognised as the main event for surface solutions.

Reflecting on Satellite's contribution to the event, Christopher Newton, Director of show organisers Montgomery said *'Now is the perfect time to acknowledge Satellite MPR's very significant contribution to the show's success. The increase in positive exposure within the architectural and design media was vital in getting the show talked about throughout the industry and influencing our audience. The social media campaign masterminded by Satellite MPR was both highly effective and cost effective allowing us to build a real community. Thanks to all the team for their contributions and hard work... we really enjoyed working with you.'*

<http://www.bbc.co.uk/programmes/b03d0ql8>

<http://www surfacedesignshow.com/>