

dealers' diary

The name's right – but is aim too high at Olympia?

■ The UK's most exciting and longest fair awaits trade verdict

■ Top dealers are determined to make it a different creature

IT MAY have been going continuously for 35 years, but the June Olympia fair remains the most talked-about, controversial and, yes, exciting antiques fair on the British scene.

However, the owners are encouraged by a coterie of the grander dealers who have joined the fair determined to turn it into a completely different creature.

It must also be said that much of the fair has indeed already gone upmarket and the central aisle does look fantastic. The stands of **Vandervén & Vandervén**,

Jorge Welsh, Guinevere, Pelham, Lucy Johnson, Robert Young and a good number of others would be a credit to any fair and fully fit in with Clarion's ultra-smart, stylish goals.