

LONDON
DESIGN
FESTIVAL

London Design Festival

Partner Information Pack 2026

London Design Festival is one of the world's most influential and culturally significant global events.

Each September, it spotlights London as one of the leading design capitals of the world, a platform for ideas and innovations from the best talent, businesses, emerging voices and educators.

24th edition: 12–20 September 2026

“London Design Festival brings together designers from across the globe and demonstrates the capital’s position as a powerhouse for the creative industries. London is known for its creativity and continues to attract the best companies and talent from around the world. London Design Festival shows that London is open to great ideas, innovation and people from all backgrounds.”

Sadiq Khan, Mayor of London



OUR FOUR PILLARS

Through its four core pillars, London Design Festival celebrates design and creates opportunities for engagement across one of the world's most iconic cities.

PROJECTS & COMMISSIONS

LDF Projects are curated exhibitions in iconic London public spaces, collaborating with designers and brands to showcase innovative design.



DESIGN MEDALS

Accolades that recognise the contribution made by leading design figures and emerging talents to London and the industry, with four medals awarded each year.



GLOBAL DESIGN FORUM

LDF's curated thought leadership programme, historically presented at the V&A and celebrates design and the minds shaping its future.



PARTNER PROGRAMME

At the heart of the Festival, the Partner Programme is a dynamic celebration of creativity, uniting more than 300 businesses, designers, and students across 10 Design Districts and 2 leading Design Fairs throughout the city.



AUDIENCE & REACH

LDF25 saw impressive footfall and widespread press coverage, garnering a highly positive reception and an increase in international visitors.

Our audience is young, diverse, metropolitan and culturally-engaged, with 50% of visitors contributing to the creative industries.

PHYSICAL



1.425M

Total LDF visits across the Festival 9 days



475K+

Total LDF visitors

ONLINE



1M+

Web views during the Festival period



318K

Programme views during the Festival period



62K+

Design Notes Newsletter Subscriptions, 40% average open rate, 2.7% average CTR

FESTIVAL PRESS



3.2B

Global press reach



500+

UK online, broadcast and print articles

700

International press articles

SOCIAL MEDIA



507K+

Total LDF social following Instagram, LinkedIn and Facebook



320K+

Instagram reach



1.5M

Instagram profile views

LDF25 PARTNERSHIPS



330+

Partner Events



279

Partners

PARTNER PROGRAMME

At the heart of the Festival, the **Partner Programme** is a dynamic celebration of creativity, uniting over **300 businesses, designers, and students** across **10 Design Districts** and **2 leading Design Fairs** throughout London.

The programme offers a unique platform for organisations of all sizes to take part in one of the world's most influential design events. From global brands and cultural institutions to emerging designers and NGOs, the Partner Programme is central to the Festival's commitment to inclusivity and access.

Participation empowers partners to:

- **Showcase design excellence** to an engaged, international audience.
- **Launch new products, projects or ideas** in alignment with London's creative energy.
- **Engage directly with press, industry and the public** through curated events and experiences.

Partner activities include exhibitions, installations, workshops, product launches, talks, panel discussions, walking tours, open studios, late-night events and more, both physical and digital.

ARAM **CARL HANSEN & SON**
CASSINA **CENTRAL ST MARTINS**
DESIGN COUNCIL **DESIGNERS**
GUILD **FLOOR_STORY** **GREYSTAR**
HEALS **HILTON GROUP** **INSTITUTO**
MARANGONI **JO MALONE** **LEGO**
LORE GROUP **LOUIS VUITTON**
L.F.MARKEY **MINI** **MUD AUSTRALIA**
NOTHING TECH **NOW GALLERY**
MOOOI **PENTAGRAM** **PooR**
COLLECTIVE **RALPH PUCCI** **ROYAL**
COLLEGE OF ART **SCP** **SKETCH**
TALA **TRANSPORT FOR LONDON**
TOM DIXON **TRAVEL THINGS**
MUSEUM **VITRA**

DESIGN DISTRICTS*

Over the last two decades, **London Design Festival** has helped establish a network of **Design Districts** across the city — vibrant creative hubs that reflect London's diverse design landscape.

Each District acts as a focal point within the Festival, **enabling visitors to navigate the city's rich design content** and discover new, exciting destinations.

Design Districts are a powerful tool for **driving footfall, fostering community engagement, and uplifting local economies**. They are championed by **estate management companies, local councils, business owners and design enthusiasts alike**, each leveraging the Festival's international platform to shine a spotlight on their area's creativity and innovation.

**Each Design District is uniquely organised by external stakeholders and charges may apply.*



LDF PARTNER MIXER

Partner Mixers and Briefings are informal networking receptions or online forums that bring together London's vibrant design community throughout the year.

As part of the **London Design Festival's extensive network** of design-led businesses, organisations, and individuals, these gatherings provide a dynamic platform to build connections, spark creative ideas, and encourage collaboration across the sector.

Our goal is to strengthen London's design ecosystem by facilitating meaningful interactions that inspire innovation, drive partnerships, and enhance the collective impact of the city's creative industries.

These relaxed yet purposeful events are a cornerstone of the Festival's commitment to supporting and amplifying London's creative energy.



CREATIVE LAB

At the centre of London Design Festival's communications is our **in-house Creative Lab**, the creative engine behind all marketing and campaign activity during the Festival and throughout the year.

We collaborate with a network of world-class writers, photographers and illustrators, supported by Pentagram's exceptional graphic design, to produce editorially led content that celebrates design excellence and captures the spirit of the Festival.

This content powers all Festival channels, from social media to newsletters and digital platforms, reaching design professionals, media, and the wider public across London and beyond.

REACH NEW AUDIENCES

Align with the Festival's well-established communication channels and connect with design lovers in the UK and internationally.

EXPOSE YOUR EVENT

Take advantage of year-round marketing channels with an active, engaged audience.

RAISE YOUR PROFILE

Increase visibility and awareness within the design community and among the general public.



PARTNER PACKAGES

PARTNER PACKAGES

Our Partner Packages are designed to make your activities stand out and reach new audiences. All packages are designed to fit different budgets and maximise how audiences engage with your activities. [Sign up / login here](#)

LAUNCH PAD

An initiative to support emerging designers and recent graduates, Registration required.

£250+VAT

CHARITIES & NOT-FOR-PROFIT

Discounted Listed Partnership to support charities and not-for-profit organisations, Registration required.

£500+VAT

LISTED

List your activity as part of the official LDF programme online. Receive the coveted 'Official Partner Mark', and LDF promo-assets.

£725+VAT

AMPLIFIED

Gain access to our engaged digital audience through social media and newsletter inclusions and also benefit from an additional listing online.

£2,995+VAT

CHAMPIONED

Maximise your presence across our marketing channels and benefit from curated content by our Creative Lab. Additionally benefitting from three listings online.

£6,995+VAT

EXTENDED

Championed positioning during the Festival, with continued story telling throughout the year. LDF will provide quarterly promotion to our audience across social media and newsletters.

£15,000+VAT

LAUNCH PAD

£250+VAT

Inviting emerging designers and recent graduates to **apply via the [LDF Dashboard](#)**.

PROGRAMME

- **1x activity** listed in the official online programme and company profile included in the Design Directory on the LDF website.

MAP

- Activity listed in LDF Digital Map

PR & MEDIA

- 1x press release hosted within your activity webpage.
- Access to Partner Content & Media “hints and tips” online session outlining how you can make the most out of your participation in LDF.
- Access to the ‘LDF26 Official Partner Mark’, designed by Pentagram and official branded digital assets to promote your participation in LDF.

PROMOTIONAL ASSETS

- Assets delivered to your venue the week prior and collected post-Festival:
- 1x freestanding sign (must be returned).
 - 1x set of window/wall stickers.

PARTNER BRIEFINGS

- Invitation to regular Partner Briefings on the lead up to the Festival.



CHARITIES & NOT-FOR-PROFIT

£500+VAT

Inviting charities and not-for-profit organisations to **apply via the [LDF Dashboard](#)**.

PROGRAMME	<ul style="list-style-type: none">• 1x activity listed in the official online programme and company profile included in the Design Directory on the LDF website.
MAP	<ul style="list-style-type: none">• Activity listed in LDF Digital Map
PR & MEDIA	<ul style="list-style-type: none">• 1x press release hosted within your activity webpage.• Access to Partner Content & Media “hints and tips” online session outlining how you can make the most out of your participation in LDF.• Access to the ‘LDF26 Official Partner Mark’, designed by Pentagram and official branded digital assets to promote your participation in LDF.
PROMOTIONAL ASSETS	<p>Assets delivered to your venue the week prior and collected post-Festival:</p> <ul style="list-style-type: none">• 1x freestanding sign (must be returned).• 1x set of window/wall stickers.
PARTNER BRIEFINGS	<ul style="list-style-type: none">• Invitation to regular Partner Briefings on the lead up to the Festival.



‘Reading Designs’ LD25, Grymsdyke Farm. Photographer: George Baggaley

LISTED

£725+VAT

PROGRAMME	<ul style="list-style-type: none"> • 1x activity listed in the official online programme and company profile included in the Design Directory on the LDF website.
MAP	<ul style="list-style-type: none"> • Activity listed in LDF Digital Map
PR & MEDIA	<ul style="list-style-type: none"> • 1x press release hosted within your activity webpage. • Access to Partner Content & Media “hints and tips” online session outlining how you can make the most out of your participation in LDF. • Access to the ‘LDF26 Official Partner Mark’, designed by Pentagram and official branded digital assets to promote your participation in LDF.
PROMOTIONAL ASSETS	<p>Assets delivered to your venue the week prior and collected post-Festival:</p> <ul style="list-style-type: none"> • 1x freestanding sign (must be returned). • 1x set of window/wall stickers.
PARTNER BRIEFINGS	<ul style="list-style-type: none"> • Invitation to regular Partner Briefings on the lead up to the Festival.



Slanča 'The Car Boot Sale', LDF25

AMPLIFIED*

£2,995+VAT

PROGRAMME	<ul style="list-style-type: none"> • 2x activities listed in the official online programme and company profile included in the Design Directory on the LDF website.
MAP	<ul style="list-style-type: none"> • Activities listed in LDF Digital Map
PR & MEDIA	<ul style="list-style-type: none"> • 1x press release hosted within your activity webpage. • Access to Partner Content & Media “hints and tips” online session outlining how you can make the most out of your participation in LDF. • Access to the ‘LDF26 Official Partner Mark’, designed by Pentagram and official branded digital assets to promote your participation in LDF.
PROMOTIONAL ASSETS	<p>Assets delivered to your venue the week prior and collected post-Festival:</p> <ul style="list-style-type: none"> • 1x freestanding sign (must be returned). • 1x set of window/wall stickers.
LDF INVITES	<ul style="list-style-type: none"> • Access to exclusive LDF-hosted events.
PARTNER BRIEFINGS	<ul style="list-style-type: none"> • Invitation to regular Partner Briefings on the lead up to the Festival.

DIGITAL PROMOTION*

DIGITAL ASSETS	<ul style="list-style-type: none"> • 1x feature within <u>Bloomberg Connects</u>.
DESIGN NOTES NEWSLETTER	<ul style="list-style-type: none"> • 2x tile inclusions (pre/post Festival): <ul style="list-style-type: none"> • Content will go live between Jul-Aug / Oct-Dec. • Inclusion guaranteed at least once before LDF. • Hero image + title + link to online activity listing.
SOCIAL MEDIA	<ul style="list-style-type: none"> • 1x post (Jul - Sep): <ul style="list-style-type: none"> • Using content provided via the LDF dashboard. • Channel will be chosen to suit your content best. • 1x Instagram Story (Sep): <ul style="list-style-type: none"> • Using content provided via the LDF dashboard.

* Limited availability
Please refer to 'terms and conditions' and key dates via the LDF Dashboard for content submission deadlines for digital promotion.

CHAMPIONED*

£6,995+VAT

PROGRAMME	<ul style="list-style-type: none"> • 3x activities listed in the official online programme and company profile included in the Design Directory on the LDF website.
MAP	<ul style="list-style-type: none"> • Activities listed in LDF Digital Map
PR & MEDIA	<ul style="list-style-type: none"> • 1x press release hosted within your activity webpage. • Access to Partner Content & Media “hints and tips” online session outlining how you can make the most out of your participation in LDF. • Access to the ‘LDF26 Official Partner Mark’, designed by Pentagram and official branded digital assets to promote your participation in LDF.
PRESS PREVIEW	<ul style="list-style-type: none"> • Exclusive invitation to a press preview during the LDF dates (12–20 September), bringing together leading PRs and journalists.
LDF INVITES	<ul style="list-style-type: none"> • Access to LDF-hosted events, including the Partner Mixer and the VIP LDF Party/Medals Ceremony.
PROMOTIONAL ASSETS	<p>Assets delivered to your venue the week prior and collected post-Festival:</p> <ul style="list-style-type: none"> • 1x freestanding sign (must be returned). • 1x set of window/wall stickers.
PARTNER BRIEFINGS	<ul style="list-style-type: none"> • Invitation to regular Partner Briefings on the lead up to the Festival.

* Limited availability.

LDF Invites: Subject to LDF Party going ahead.

Please refer to 'terms and conditions' and key dates via the LDF Dashboard for content submission deadlines for digital promotion.

DIGITAL PROMOTION*

DIGITAL ASSETS	<ul style="list-style-type: none"> • 1x banner advert on the LDF newsletter. • 1x feature within <u>Bloomberg Connects</u>. • 1x mention in <u>TfL Go highlights</u>.
LDF SPOTLIGHT	<ul style="list-style-type: none"> • Behind the scenes interview to create exclusive content with your brand representative and LDF Creative Lab Team
DESIGN NOTES NEWSLETTER	<ul style="list-style-type: none"> • 2x tile inclusions (pre/post Festival): <ul style="list-style-type: none"> • Content will go live between Jul-Aug / Oct-Dec. • Inclusion guaranteed at least once before LDF. • Hero image + title + link to online activity listing. • 1x tile inclusion during the Festival dates (12-20 Sep) <ul style="list-style-type: none"> • Hero image + title + link to online activity listing.
SOCIAL MEDIA	<ul style="list-style-type: none"> • 1x bespoke designed Instagram grid post (Sep): <ul style="list-style-type: none"> • Designed by Creative Lab, based on assets provided. • 1x post (Jul - Sep / Oct - Dec): <ul style="list-style-type: none"> • Using content provided via LDF dashboard. • Channel will be chosen to suit your content best. • 1x Instagram Story (Sep): <ul style="list-style-type: none"> • Using content provided via LDF dashboard.

EXTENDED*

£15,000+VAT

FOR THE FESTIVAL

CHAMPIONED PARTNER PACKAGE

Positioned as a Premium Partner during the Festival, you will receive all the Championed Partner Package benefits.

See Page 16 for details.

EXTENDED PROMOTION THROUGHOUT THE YEAR

EXTENDED PROMOTIONAL BENEFITS

Continued communications plan by the LDF

Creative Lab:

Design Notes Newsletter:

- 4x additional features (Oct 2026 - May 2027) to align with social media highlighting news from your brand.
Hero image + 30 words + link of your choice.
- 1x newsletter takeover (Nov 2026 - March 2027)
Your brand news as a lead story and sub-story, plus a banner ad with your logo and CTA.

Social Media:

- 4x additional Instagram posts (Oct 2026 - May 2027)** to align with newsletter feature highlighting news from your brand.



* Limited availability
Please refer to 'terms and conditions' and key dates via the LDF
Dashboard for content submission deadlines for digital promotion.



'Beacon' by Lee Broom, supported by Brokis and Materials Assemble, Southbank Centre, 2025
Photography: Luke Hayes

PACKAGE SUMMARY

		LAUNCH PAD	CHARITY	LISTED	AMPLIFIED	CHAMPIONED	EXTENDED
PROGRAMME	Activit(ies) listed in the official online programme and company profile included in the Design Directory on the LDF website.	1	1	1	2	3	3
SUPPORT							
PR & MEDIA	1x press release hosted within your activity webpage.	✓	✓	✓	✓	✓	✓
	Access to Partner Content & Media "hints and tips" online session outlining how you can make the most out of your participation in LDF.	✓	✓	✓	✓	✓	✓
	Access to the 'LDF26 Official Partner Mark', designed by Pentagram and official branded digital assets to promote your participation in LDF.	✓	✓	✓	✓	✓	✓
	1x mention in the LDF Press Release.					✓	✓
PROMOTIONAL ASSETS	1x freestanding sign (must be returned).	✓	✓	✓	✓	✓	✓
	1x set of window/wall stickers.	✓	✓	✓	✓	✓	✓
	Assets delivered to your venue the week prior and collected post-Festival.	✓	✓	✓	✓	✓	✓
LDF INVITES	Access to the LDF-hosted event: Partner Mixer				✓		
	Access to LDF-hosted events, including the Partner Mixer and the VIP LDF Party* (Subject to LDF Party going ahead)					✓	✓
PRESS PREVIEW	Exclusive invitation to a press preview during the LDF dates (12–20 September), bringing together leading PRs and journalists.					✓	✓
PARTNER BRIEFINGS	Invitation to regular Partner Briefings on the lead up to the Festival.	✓	✓	✓	✓	✓	✓
DIGITAL PROMOTION							
DIGITAL ASSETS	1x banner advert on the LDF website or newsletter.					✓	✓
	1x feature within Bloomberg Connects.					✓	✓
	1x mention in TfL Go highlights.					✓	✓
LDF SPOTLIGHT	Behind the scenes interview to create exclusive content with your brand representative and LDF Creative Lab Team.					✓	✓
DESIGN NOTES NEWSLETTER	2x tile inclusions (pre/post Festival). Content will go live between Jul-Aug / Oct-Dec. Inclusion guaranteed at least once before LDF. Hero image + title + link to online activity listing.				✓	✓	✓
	1x tile inclusion during Festival dates (12-20 Sep) Hero image + title + link to online activity listing.					✓	✓
	4x additional features (Oct 2026 - May 2027)* to align with social media highlighting news from your brand. Hero image + 30 words + link of your choice.						✓
	1x newsletter takeover (Nov 2026 - March 2027)* Your brand news as a lead story and sub-story, plus a banner ad with your logo and CTA.						✓
SOCIAL MEDIA	Content submitted via dashboard - LDF has curatorial choice from selection provided. Can be image or video. Please note this includes one post per partner, not per activity. In the case of multiple activities we'll aim to mention them all in the same post.				✓	✓	✓
	1x Post (Jul - Sep) Using content provided via LDF dashboard. Channel will be chosen to suit your content best.				✓	✓	✓
	1x Instagram Story (Sep) Using content provided via LDF dashboard.				✓	✓	✓
	1x bespoke designed Instagram grid post (Sep) Curated content designed by Creative Lab, based on assets provided.					✓	✓
	4x additional Instagram posts (Oct 2026-May 2027)* to align with newsletter feature highlighting news from your brand.						✓

LONDON
DESIGN
FESTIVAL

TAKE PART

SIGN UP OR REGISTER

LDF Dashboard Open

Access your **Partner Dashboard** to secure your preferred Partnership Package, manage your account, and explore opportunities for LDF26.

New Partners

Sign up and create your Partner account [here](#)

Existing Partners

Log in to your account [here](#)

Launch Pad

TBA shortly. Please enquire via ldf.partners@londondesignfestival.com



FIND A LOCATION

As a citywide festival, London Design Festival does not own or operate event spaces.

However, we're here to help guide you in finding the right location for your activity.

Looking for a space for your Festival activity?

Here are some trusted platforms to explore:

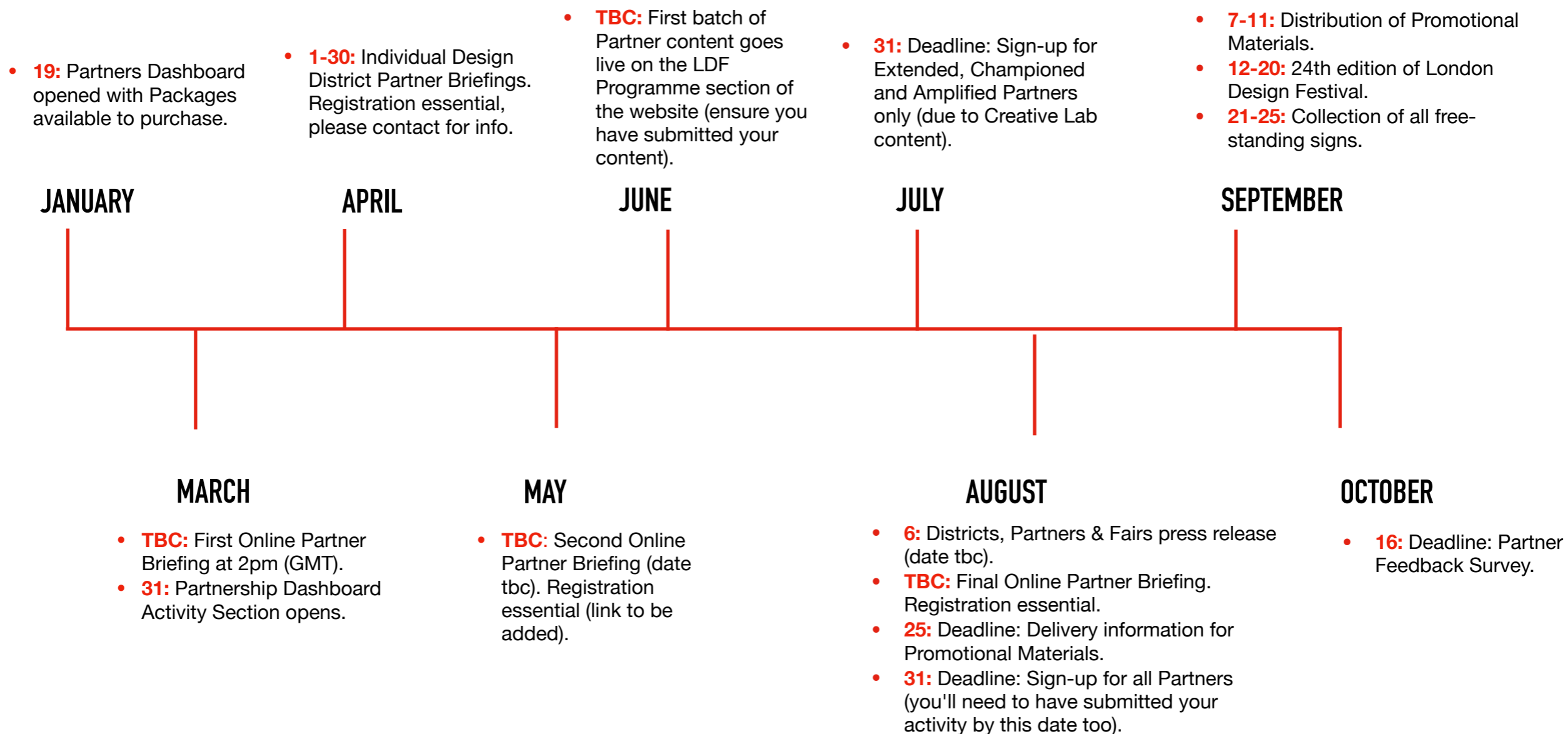
- **Shoreditch Design Week** - Enquire to find out further information
- **Appear Here** – Flexible short-term retail and pop-up spaces across London (appearhere.co.uk)
- **Storefront** – Curated marketplace for short-term retail and event spaces (thestorefront.com)
- **Giggster** – curated selection of studios, warehouses, and galleries (giggster.com)
- **Peerspace** – thousands of unique venues, from art galleries to rooftops (peerspace.com)
- **Sook** – flexible pop-up retail spaces with short-term bookings (sook.space)
- **We Are Pop Up** – full shop or shared boutique spaces for pop-ups (wearepopup.com)
- **Tagvenue** – small venues for intimate events, workshops, and private hire (tagvenue.com)

If you have spaces available for Festival partners, contact: ldf.partners@londondesignfestival.com



LDF Party, Design Museum, 2024. Photography: Tom Ringsby

TIMELINE



LONDON
DESIGN
FESTIVAL

SPONSORSHIP

BRAND ALIGNMENT

Each year, London Design Festival collaborates with a select group of visionary brands looking to align with the Festival's hallmark of design excellence.

As a globally renowned celebration of creativity, LDF brings together the most influential designers, brands, and institutions to shape the future of design. Sponsorship offers a powerful platform to champion innovation, connect with a culturally influential audience, and amplify your brand through impactful storytelling across digital, press, and experiential channels.

From bespoke installations and thought-leadership opportunities to high-profile activations, partnering with LDF provides unparalleled visibility and meaningful engagement with the global design community.

**For more information
please contact:
michelle@londondesignfestival.com**

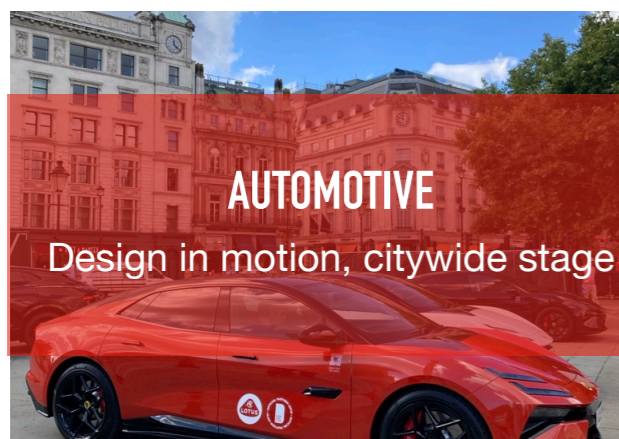


OPPORTUNITIES

LDF brings together the world's leading creatives. Sponsorship connects your brand to innovation, influence and cultural impact.

HEADLINE SPONSORSHIP

Festival-wide lead partner - Branding across all pillars (Landmarks, GDF, Medals, Commissions, VIP events)
Unrivalled cultural alignment.



GET IN TOUCH

PARTNERSHIPS TEAM

For more information please contact:
ldf.partners@londondesignfestival.com

DESIGN NOTES NEWSLETTER

[Sign up to our newsletter](#) to keep up to date with all of LDF26 announcements.