



**LONDON DESIGN FESTIVAL CELEBRATES ITS 20TH
ANNIVERSARY WITH A THOUGHT-PROVOKING
PROGRAMME OF INSTALLATIONS, MUSEUM
EXHIBITS AND EVENTS**

17-25 SEPTEMBER 2022
londondesignfestival.com
#LDF22

16 September 2022, London, UK: London Design Festival returns for its 20th anniversary from 17-25 September 2022 with a thought-provoking programme of events, exhibitions and installations. The Festival once again provides a platform for designers and creative businesses to showcase their work, and invites a global audience to discover the breadth and diversity of talent found in London and across the UK.

Since its initiation in 2003, the Festival's vision has been to celebrate and promote London as the design capital of the world. It has played a key role in the growth of the design industry, bolstering London's position as a global destination for business, culture and tourism, and contributed to the UK's reputation as a creative powerhouse. As one of the world's leading design events, the Festival has also served as the blueprint for design weeks and festivals globally and continues to be a key moment on the cultural calendar.

A truly democratic event, the Festival is predominantly free and audiences have increased year-on-year with the 2019 Festival reaching 1.1 million visits by 600,000 visitors, with more than one third of them from overseas, representing 75 countries. In addition, the 2019 Festival contributed an estimated £118 million in GVA to the London economy, 2,992 FTE jobs and a much needed platform for over 2,500 businesses by delivering audiences directly to the doors of both small and established creative businesses.

Sir John Sorrell CBE, London Design Festival Chairman, said: *"We consciously founded the London Design Festival to be public spirited. Different from other design events, we not only aim to support designers by helping them showcase their work and generate business, but importantly to create an understanding and appreciation for the creative industries by as wide an audience as possible. Over the last 20 years, the Festival has had incredible depth of penetration and success in bringing people together and distilling new ideas."*

With one of the largest creative economies of any city in the world, London's design reputation is internationally renowned. One in six people work in the creative industries and it has been the fastest growing sector of the economy in recent years, but the impact of the pandemic, Brexit, and cost of living crisis is set to disproportionately affect the creative industries, causing a catastrophic setback to the sector. Against this backdrop, London Design Festival's 20th anniversary comes at a crucial time and with a determination to maintain the city's creative and cultural leadership.

The 2022 Festival will once again shine a bold new light on the city, and make the familiar fresh through its programme of sensational, must-experience installations; museum exhibits; the Design Districts which highlight clusters of creative activity across the capital; and the Global Design Forum, the Festival's thought leadership programme which will bring together creative leaders to exchange ideas and solutions for some of the most pressing issues of our time.

Ben Evans CBE, London Design Festival Director, said: *“The design and creative sector in London and the UK has enjoyed a golden period this century. An extraordinary rush of ideas fed by a steady migration of world class talent made London the global capital it now is. The London Design Festival both benefited from and helped enable that reputation. On our 20th anniversary we want to take stock and move forward to ensure the Festival continues to support the design community, commissions and showcases new ideas, and reflects on the key issues from technology to sustainability to wellbeing so that the next 20 years are as fruitful as the past 20”.*

For further information on this year’s full programme, please visit:

<https://www.londondesignfestival.com/programme>

All images and assets are available here: <https://bit.ly/3dlsJPE>

LANDMARK PROJECTS

INTO SIGHT BY SONY DESIGN

CROMWELL PLACE, 4 CROMWELL PL, SW7 2JE

Sony Design will present **INTO SIGHT** a physical installation fusing meta and physical realities that evokes unique emotional responses from each guest.

Taking inspiration from the challenges of this decade, the installation combines physical and virtual technologies, giving guests a moment to reflect, consider their environment and tell their own story.

INTO SIGHT is a life-sized media platform installation, where Sony’s design plays on sensorial effects that transform simple boundary surfaces into an infinite vista through shifting light, colour and sound.

Stepping into the installation unleashes a unique response; as you venture further inside you will become more aware of unexpected visual and audio dimensions that continuously evolve through your interactions. The platform consists of Sony’s 220-inch Crystal LED screen, see-through glass walls, and reflective surfaces on the floor and ceiling.

SWIVEL BY SABINE MARCELIS

SUPPORTED BY ALMACANTAR

ST GILES SQUARE, WC2H 8NH

Rotterdam-based designer **Sabine Marcelis** will present **Swivel**, supported by **Almacantar** with natural stone provided by **SolidNature**. The Landmark Project located at St Giles Square celebrates materiality and movement and will invite visitors to come together in the space.

Known for her work in product, installation and spatial design, with a strong focus on

materiality, research and experimentation, Marcelis' designs are often viewed as experiences and encourage interchange between an object and its user.

Swivel aims to bring colour and interactivity to St Giles Square, a vibrant new public space beside Tottenham Court Road. This area is a place of transition: from underground train links including the newly opened Elizabeth Line to performance venues; historical sites to experiential food halls. The installation will create a dialogue with local architecture including the Brutalist, Grade II listed Centre Point.

Juxtaposing natural materials with the surrounding concrete and glass, Marcelis' installation creates a playground of seating that invites pedestrians to pause their journey. A series of ten unique seats have been crafted from a range of travertines, quartzites and marbles sourced from Europe, the Middle East and Brazil in distinct colours and featuring unexpected hues and patterns. Each of the seats can be gently rotated, allowing visitors to interact in groups or create a solitary moment for themselves. They will animate the environment, demonstrating the power of design to bring people together and providing visitors with an opportunity to connect, reflect, and enjoy.

FESTIVAL COMMISSION

HENGE BY LSI STONE, STANTON WILLIAMS AND WEBB YATES IN COLLABORATION WITH EXPERIMENTADESIGN CANARY WHARF, WREN LANDING, E14

LSI Stone have worked with Stanton Williams and Webb Yates in collaboration with experimentadesign to realise Henge, a project in Canary Wharf at Wren Landing. The project has also been supported by SEAM Design in collaboration with Light Projects.

Inspired by the Neolithic stone structures that "create a space separate from the outside world", the circular form will create a focused gathering space with a clear identity. Henge will be seen as a participatory sculptural form that invites those who work, live and visit the area to engage with it creatively.

The intention is to create an attractive, welcoming gathering place for relaxing and contemplation and will feature music and sound design. The installation will also encourage spontaneous performances, music and poetry readings within and around the structure. The pavilion itself is made of 150 million year old Jurassic limestone and marble, a zero carbon, recyclable material. Light will accentuate the form and play against its rich, textured surfaces.

Portuguese contemporary musicians and sound designers, Lunn & Kidonov, from Lisbon-based Muunhouse studio, have been invited to develop a soundtrack and soundscape for the installation. Using the characteristics of the stones, textures, shape of the structure, and relationship to visitors, they have composed seven original tracks which will be released online for visitors to access when they visit the

installation.

SPECIAL PROJECT

20 THINGS BY SAM JACOB

SUPPORTED BY THE EARLS COURT DEVELOPMENT COMPANY

VARIOUS LOCATIONS

The Festival has collaborated with leading architect **Sam Jacob**, principle of Sam Jacob Studio and a former director of FAT Architects and **The Earls Court Development Company** on **20 Things**, a curated journey through Earl's Court – a London neighbourhood that showcases how design and place are seamlessly interlinked.

Micro and macro, witty and moving, hidden and visible, London neighbourhoods have so much to offer but you often have to look closely to see it and be curious enough to discover it. This Special Project celebrates the fact that design is everywhere and pays homage to the Festival's role in transforming the familiar through a series of inspiring public interventions over the last two decades.

Jacob's curated tour will enable visitors to explore the West London neighbourhood through the lens of design and find links to David Bowie, Pink Floyd and more in this area of innovation, entertainment and achievement. In addition, Jacob has transformed a house on Empress Place, West Brompton. On the first floor, a pair of eyes open and close as you walk past as though waking from a dream. The intervention recalls the blind windows in the area, with Jacob suggesting windows are eyes themselves, allowing us to look upon the city.

LDF AT THE V&A

London Design Festival at the **V&A**, is a unique collaboration between the world's leading museum of art, design and performance, and London's foremost contemporary design festival. Now entering the 13th year together as the official Festival Hub, this collaboration will see iconic spaces within the Museum transformed by an extraordinary collection of specially-commissioned installations and displays by international contemporary designers.

This year's projects will be linked by the idea of transformation: from the transformation of molecules and materials, to the creative renewal of household objects, to the regeneration of the planet itself. Projects include:

In **R for Repair**, a project being led by **DesignSingapore Council** and **National Design Centre** (Singapore), broken household objects, often with deep sentimental attachment, are handed over to designers to be not just repaired, but creatively renewed. Co-curated by **Hans Tan Studio (SG)** and **Jane Withers Studio (UK)**, the exhibition will feature Singaporean designers repairing UK objects, and UK designers repairing objects from Singapore, in a cross-cultural exchange bound to

provoke new interpretations of our everyday items.

Plasticity will be a monumental sculpture, designed by **Niccolo Casas**, 3D-printed by Nagami, and made with Ocean Plastic®, marine plastic waste intercepted by the collaboration network **Parley for the Oceans**. The project explores the possibility of turning a harmful waste material into new uses, while highlighting the work of the organisation in cleaning up the world's beaches, islands and coastal communities.

Canadian multidisciplinary artist **Omer Arbel**, founder of design and research studio **Bocci**, will be presenting **Material Experiments**. The John Madejski Garden will transform into an immersive glass-blowing studio in which copper and glass antiquities procured from flea markets and vintage stores will be returned to their raw materials, and used to create a series of new artefacts.

GLOBAL DESIGN FORUM

Global Design Forum is the London Design Festival's curated thought leadership programme, celebrating design and the minds shaping its future. Every year, the Forum hosts dynamic debates around key topics within the design sector. This year's Forum supported by **SAP** will feature over 70 speakers and comprise a wide-ranging programme of conversations, bringing together different creatives to share new perspectives on how design can be more accessible, inclusive, sustainable and at the forefront of change.

This year the Festival is excited to be partnering with **SAP**, **Arup**, **ExploreStation** led by **Design Council** on behalf of **Network Rail**, and in partnership with **The Glass-House Community Led Design**, **Digital Urban** and **Commonplace**, **The Mayor of London**, **Meta Open Arts**, **Sony**, and **WeTransfer**.

The programme for 2022 includes some of the most challenging and exciting topics that designers currently face. Each day of the Forum will explore key themes in design including regenerative futures; new possibilities in digital design; identity and inclusivity; design to shape behaviour; connecting communities; participation in design, and design for crisis and recovery.

Speakers from all corners of the global design community representing a range of disciplines will come together including **Alexandra Deschamps Sonsino**, **Alisha Fisher**, **Lady Ashley Adjaye**, **Christopher Raeburn**, **Foday Dumbuy**, **Jo da Silva**, **Phoebe English**, **Seetal Solanki**, **Shawn Adams**, **Thomas J Price** and **Veronica Ryan**.

Details of the full programme as well as booking information can be found at:
<https://www.londondesignfestival.com/gdf>

DESIGN DISTRICTS

From North to South, East to West, the Design Districts are a key component of the Festival makeup. Each District has its own unique personality that reflects the local community and enables visitors to explore events a short walking distance from

each other. There will be 12 Design Districts as part of this year's Festival: **Brompton Design District**, **Clerkenwell Design Trail**, **Islington Design District**, **King's Cross Design District**, **Mayfair Design District**, **Shoreditch Design Triangle**, **Southwark South Design District**, **William Morris Design Line**, returning after a successful debut last year **Greenwich Peninsula** and **Park Royal Design District**, and relaunched for 2022, **Bankside Design District** and **Pimlico Road Design District**.

BANKSIDE DESIGN DISTRICT

With a rich industrial heritage and home to world-famous destination brands such as Tate Modern, Shakespeare's Globe and Borough Market, Bankside is one of the most visited districts in London and an area of landmark commercial and residential developments.

Running East to West along the Thames from Borough Market to Oxo Tower Wharf, Bankside will celebrate the area's thriving creative and design industries. The programme will showcase the very best in design, craft and innovation from sustainable public realm activations, light installations and craft exhibitions.

District Late Night: Saturday 24 September

BROMPTON DESIGN DISTRICT

Established in 2007 by South Kensington Estates, Brompton Design District is the oldest of London Design Festival's Design Districts and is unique in its close dialogue between established design brands and a temporary programme curated by Jane Withers Studio around an annual theme.

Stretching from the V&A to Brompton Road, Brompton is an international destination for design; a cluster of global design brands sit within an ecosystem of fashion shops, local cafes, established restaurants and one of the world's most important cultural quarters.

This year, the District will host a range of exhibitions, talks and events showcasing the work of emerging designers as well as celebrating the work of leading brands. The theme for Brompton Design District is 'Make Yourself At Home'. Designers will reflect on the places we call home and the role of design in transforming these spaces. The District's hub will be at Cromwell Place, hosting four design exhibitions from Brompton's curated programme in addition to the Landmark Project INTO SIGHT by Sony Design.

District Late Night: Thursday 22 September

CLERKENWELL DESIGN TRAIL

From 20-21 September, Clerkenwell Design Trail will take over EC1 as Clerkenwell Design Week and London Design Festival collaborate. The two-day celebration will feature engaging events which are within a short walking distance of each other,

enabling visitors to navigate the area with ease.

From high-end furniture to lighting, kitchen and bathroom brands to material manufacturers, Clerkenwell Design Trail enables visitors to explore participating showrooms in and around the area's historic cobbles. Audiences can take their pick from workshops to product launches, installations and showroom tours.

GREENWICH PENINSULA

Home to iconic London landmark The O2, Greenwich Peninsula returns as one of the Festival's newest districts. Design District, London's permanent home for the creative industries, and Design London, the largest destination for contemporary design during the festival return for their second iteration.

Hosting a week-long programme to celebrate the achievements in its first year, Design District will scale up substantially, and showcase the diversity and dynamism of its rapidly evolving creative community. From 19–25 September 2022, Design District will bring design lovers from across the capital to the heart of Greenwich Peninsula for Design District Creates, a festival of design and making, ingenuity and imagination, that spans every creative discipline.

District Late Night: Wednesday 21 September

ISLINGTON DESIGN DISTRICT

Renowned as one of London's creative enclaves, Islington is home to independent design shops, studios and designers from across the creative industries. Islington Design District will bring together a diverse range of local talent and international brands around the theme of Design Journeys. This might be a literal journey from one country to another, the journey we go on as part of the creative process or the universal experience of journeying through life.

District Late Night: Wednesday 21 September

MAYFAIR DESIGN DISTRICT

Established in 2017, Mayfair Design District exists to celebrate the very best in collectible and contemporary design and cement Mayfair's position as a leading international destination for the decorative arts. Championing art and design led exhibitions, architecture, interiors, installations, collaborations, auctions, festivals, fairs and special projects amongst other activity, the district has been formed around the notion that there is a greater benefit to all by working together to more positively promote the creative and cultural identity of this illustrious enclave.

District Late Night: Thursday 22 September

PARK ROYAL DESIGN DISTRICT

Now in its second year, Park Royal Design District is an exciting new hub to discover innovative designers, artists and makers. Visitors to the area will uncover an inclusive, collaborative community of new and established creatives, thriving within buildings repurposed from the area's rich history in the automotive and culinary industries.

An incubator for fresh design talent, the district will offer an engaging programme of exhibitions, open studios, demonstrations, workshops and product launches from a diverse range of disciplines. Designers and makers' specialisms include leathercraft, millinery, art, furniture design, glasswork, sustainable fashion and product design.

District Late Night: Friday 23 September

PIMLICO ROAD DESIGN DISTRICT

Located in charming Belgravia and a short walk from Chelsea, Victoria and Knightsbridge, the Pimlico Road Design District has long been an esoteric destination to discover brands who cater for the discerning designer and collector. A fraternity of world-class craftspeople, artisans, curators and makers, Pimlico Road is the apex of inspiring design and best-in-class interiors. From sculptors to woodworkers, embroidery to antiques, textiles to crystals, Pimlico Road is a melting pot and meeting place for craft and design. The Belgravia neighbourhood exudes a uniquely village feel, where inspirational interiors, food, drink, fashion and architecture can be found on every corner.

District Late Night: Thursday 22 September

SHOREDITCH DESIGN TRIANGLE

Shoreditch Design Triangle is a cultural event that celebrates the creative industry in East London. Established in 2008 as a vehicle for the designers, companies and institutions situated in the East End to collaborate on the promotion of their activities during the London Design Festival.

It is a true celebration of the East End, hosted by the creative companies who work here. Blending together product launches, exhibitions, installations, workshops, talks, tours and culinary delights – the event gives visitors the opportunity to spend the day wandering around the East End on foot and still not see everything there is to see.

District Late Night: Tuesday 20 September

SOUTHWARK SOUTH DESIGN DISTRICT

Now in its second year, Southwark South Design District brings together a range of local designers, makers and creators who work, live and play in the area. The showcase of diversity and creativity of Southwark will be displayed across various parts of the district highlighting Peckham, Peckham Rye x Nunhead, Old and New

Kent Road, Camberwell, Bermondsey, Dulwich and Walworth. From the new and emerging, to more established creatives in the district, Southwark South brings together an explosion of talent throughout London Design Festival.

District Late Night: Saturday 24 September

WILLIAM MORRIS DESIGN LINE

The William Morris Design Line shines a light on the richness of Walthamstow's past and present creative community and encourages visitors to discover, learn and interact with an incredible range of design and creative activity. The District encompasses the thriving Blackhorse Lane area, recently made a Creative Industrial Zone by the Mayor of London, Forest Road which is home to the William Morris Gallery and the Wood Street which is brimming with street art by internationally renowned artists curated by Wood Street Walls.

The Design Line promises to host an eclectic and vibrant programme. Interactive installations, exhibitions, tours, workshops and open house activities will take place in an array of venues and spaces across the route including colleges, community spaces, pubs and breweries which will throw open their doors.

District Late Night: Saturday 24 September

DESIGN FAIRS

As part of the Festival programme, London Design Festival stages major trade shows, formerly known as Design Destinations. These are the commercial pillars of the Festival and are key meeting places for designers, manufacturers, buyers, specifiers, the media and design enthusiasts to discover new product releases and identify current trends.

DESIGN LONDON

Design London returns to North Greenwich with its second edition between 21 – 24 September 2022. Taking place in **Magazine London** on the banks of the River Thames, the four-day event will headline as the main attraction – among a plethora of creative features and activations – in one of the festival's newest design districts, Greenwich Peninsula.

The show is set to double its floor space this year, where architects and interior designers can source cutting-edge furniture, kitchens and bathrooms, lighting and architectural fittings all under one roof. It brings together a compelling line-up of established and emerging design brands from around the world; from global manufacturers – including HAY, Urbantime, Zeitraum, Tuuci, Wewood, Ton, Dare Studio and Ago – that are joining the show for the first time, to returning exhibitors such as Artemide, Christian Watson, Van Rossum, Bert Plantagie and Penta Light.

Alongside a multitude of product showcases, visitors to Design London will also have

the opportunity to explore a curated selection of international pavilions from countries including **Denmark**, as well as newcomers to the event such as **Korea**, **Portugal** and **Thailand**.

Now in its second edition, **Discussions at Design London** – curated by brand consultant **Katie Richardson** – is made up of headline talks, trend forecasts and panel sessions featuring a roster of high-profile and emerging designers, industry experts and thought leaders. Running daily, the dynamic programme offers an insight into future trends while addressing the most pressing topics within design, architecture and the wider creative industries.

Sponsored by **Kohler**, this year's talks sees some of the best industry and household names descend on the show and will open with internationally acclaimed designer, **Lee Broom**. Rotterdam-based designer **Sabine Marcelis**, along with **Jay Blades MBE** and multidisciplinary artist **Marco Oggian**, will also feature as headline speakers.

MATERIAL MATTERS

Material Matters is a new fixture on the London design calendar. Based on the critically acclaimed podcast of the same name, the event will see its inaugural edition take place from 22-25 September on the capital's Southbank. The event, which is part of the Bankside Design District, promises to bring together over 40 world-leading brands, designers, makers and organisations to celebrate the importance of materials and their ability to shape our lives.

The fair will take place across five floors of the iconic **Bargehouse at Oxo Tower Wharf**, and feature a wide range of exhibits and displays by innovators and experimentalists whose practice is at the cutting edge of materials, and products from a collection of leading brands.

The talks programme will offer insights into material trends and robust debates, with live versions of the podcast, architecture discussions by **Negroni Nights**, CPD sessions by **Hydro** and an exclusive talk with **Benjamin Hubert** in conversation with **Max Fraser**.

The full programme for the Design Districts and Design Fairs can be viewed at: <https://www.londondesignfestival.com/programme>

LONDON DESIGN MEDALS

Each year, London Design Festival recognises the contribution made by leading design figures and emerging talents to London and the industry with four London Design Medal awarded: The London Design Medal, Design Innovation Medal, Emerging Design Medal and Lifetime Achievement Medal.

A panel of established designers, industry commentators and previous winners meet to debate and judge the possible recipients of the four Medals. This year's jury members included: Ozwald Boateng OBE, Sarah Douglas, Ben Evans CBE, Tristram

Hunt, Domenic Lippa, Jay Osgerby OBE, Justine Simons OBE, Sir John Sorrell CBE, Paul Thompson and Jane Withers.

The 2022 winners are:

- **London Design Medal:** Sandy Powell OBE
- **Design Innovation Medal:** Indy Johar
- **Emerging Design Medal:** Joycelyn Longdon
- **Lifetime Achievement Medal:** Sir Don McCullin CBE

This year's winners will receive their Medals at an awards ceremony on the evening of Thursday 22 September 2022 at St Bartholomew's Hospital, supported by **Fortnum & Mason**.

GRAPHIC IDENTITY 2022 BY PENTAGRAM

Since 2007, world-renowned creative agency Pentagram, led by Domenic Lippa, Pentagram Partner, have produced an annual graphic identity for each iteration of the Festival. While the Festival's colour theme of white on red has been consistent, Pentagram has adapted each brief to produce distinctive visual identities for each edition of the Festival.

For the 20th anniversary, the identity celebrates this milestone by exploring the idea that the Festival is the sum of its parts. The graphics represent individual design disciplines which come together, allowing the identity to ebb and flow in keeping with the experience of the 10 days where designers weaving through London.

- ENDS -

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For all images and assets, please download here: <https://bit.ly/3dIAzbZ>

ABOUT LONDON DESIGN FESTIVAL

Established in 2003 by Sir John Sorrell CBE and Ben Evans CBE, London Design Festival celebrates and promotes London as the design capital of the world.

London Design Festival has since earned the reputation as a key calendar moment of London's autumn creative season, alongside London Fashion Week, Frieze Art Fair and the London Film Festival, attracting the greatest thinkers, practitioners, retailers and educators to the capital, in a citywide celebration.

#LDF22

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