



## Design London to make its London Design Festival debut in creative Greenwich, 22-25 September 2021



*Design London at Magazine London, North Greenwich*

Excitement is building around the reopening of events and [Design London](#) is gearing up to welcome the architecture and design community to London's new favourite neighbourhood, North Greenwich, for its inaugural event.

Taking place from 22-25 September, Design London, will be the largest official trade destination at this year's London Design Festival marking a new phase for what was formerly known as 100% Design, the U.K.'s longest running trade show dedicated to design. The dynamic and propelling show will be housed in Magazine London, a brand new, state-of-the-art venue on the Greenwich Peninsula overlooking Canary Wharf and just a short walk from North Greenwich Station and the shiny new Design District.

An essential platform for those looking to network and source the latest and most innovative furniture, lighting and design pieces during the annual festival, the four-day event boasts a jam-packed programme of engaging content and a highly curated selection of sought-after design brands from around the globe.



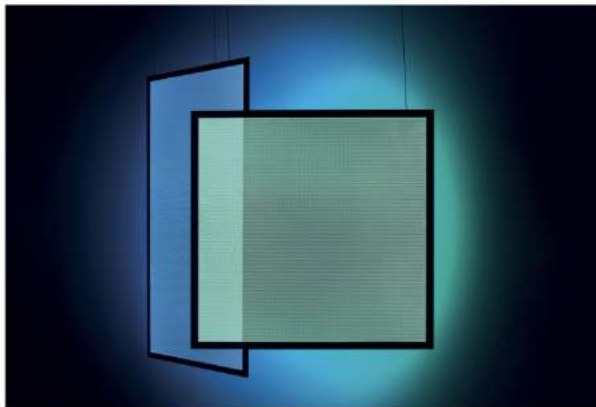
*'Transparency in shades of colour' by Yinka Ilori*

#### **DISCUSSIONS AT DESIGN LONDON**

As part of the main programme there will be a timetable of talks curated by Katie Richardson, led by renowned industry influencers and thought leaders, each themed and addressing the most pressing topics to encourage debate. Design London is excited to announce British-Nigerian artist **Yinka Ilori** as its headline speaker and chief collaborator; he will open the talks programme on day one of the show and welcome guests through a kaleidoscopic tunnel of colour inviting them to take a seat in his joyfully designed auditorium, **'Transparency in shades of colour'**.

*"I'm super excited to be part of Design London's launch and to design my first ever dedicated talks space; meeting people and expressing my creativity is what I love most and this brings the two together. Community and creating spaces to make people feel safe and comfortable is so important, especially this year, and with Design London being the U.K.'s first major design show, it's the perfect environment to unite, celebrate and uplift one another."* **Yinka Ilori, Artist**

Following months of grey, the show will offer visitors a welcome spectrum of colour through a vibrant lineup of speakers. Those who will succeed Ilori include **Eley Kishimoto**, and **Pearson Lloyd. New London Architecture (NLA)** will form a specialist panel to debate the future of our cities whilst commercial interior design studio **Trifle Creative** will join a workspace discussion. Dulux's Creative Director, **Marianne Shillingford** will take to the stage with a cast of colour experts, **Roddy Clarke** will conduct a talk centred around sustainability in craft, and in a hospitality panel led by **Sleeper**, speakers will discuss how hotels are reinventing themselves in a post pandemic world.



*Top Left: Rafael lounge bed by Paola Navone for Ethimo Design; Bottom Left: Integralis by Artemide; Right: Kulas by Cameron Design House*

#### EXHIBITOR HIGHLIGHTS

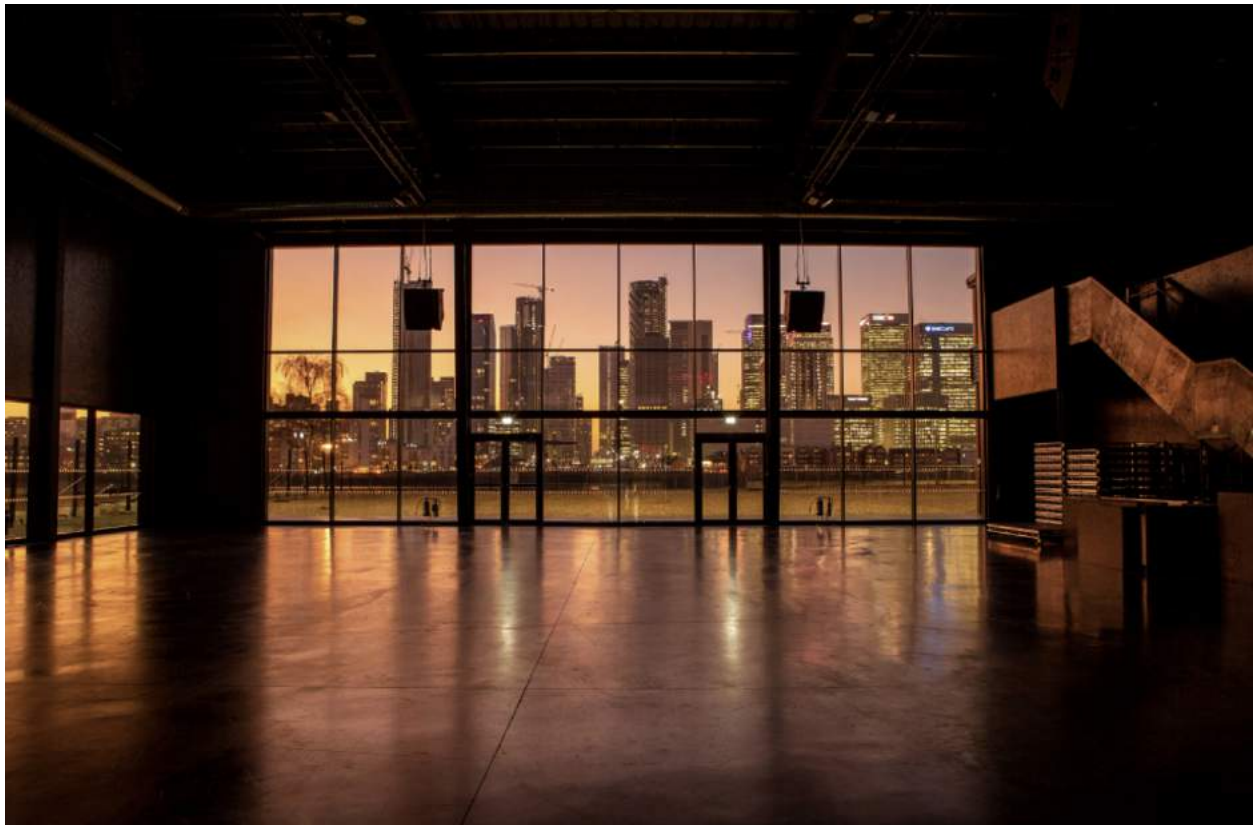
The expansive venue will house a multitude of international brands including Dutch furniture producers **Artifort** and **Van Rossum**; and esteemed Italian manufacturers **Ethimo Design**, **Penta**, and **Artemide** who will show their antiviral ultraviolet Integralis range alongside a selection of iconic pieces and new products from Bjarke Ingels (BIG) and Neri&Hu. The **Association of Industries of Wood and Furniture Portugal (AIMMP)** will present a Portuguese ensemble of brands; and **Fritz Hansen**'s focus on circularity will be complemented by a neighbouring pavilion of over 10 new Scandi names curated by **Lifestyle & Design Cluster** in conjunction with **the Danish Embassy**.

As part of a 'world tour' city-inspired collection, bathroom innovators **Ideal Standard** will create a cinematic experience; Industrial design label **Buster + Punch** is set to unveil a new look and a new line of home hardware; and bespoke sculptural lighting company **Cameron Design House** will reveal new contemporary brand **Empty State** as well as creating a spectacular installation with never-before-seen handmade chandelier, **Kulas**.

**[d]arc room** will return to London for its fifth year with an established lighting area within Design London and a series of lighting talks led by experts. Exhibitors within this pop-up include **Delta Light**, **John Cullen Lighting**, **Mesh**, **Nichia** and **Thorlux**. Visitors to Design London can also expect to see work from award-winning London based design studio **Haberdashery London**; and architects and designers **Beep Studio** who will join forces with the show's sustainability partner, **Schneider Electric**.

Brimming with festival-like content, Design London's visitor experience will be enhanced by a series of street food vendors and designer bars by **Campari** which will line the banks of the Thames making it a one-stop shop during the busy London Design Festival.

*"Greenwich Peninsula is one of London's most fascinating and rapidly expanding neighbourhoods with a new Design District fuelled by creativity so we felt it was the best location for Design London. The district is peppered with public exhibitions and contemporary art installations and we're excited to add to that with our cutting-edge content. We'll be showcasing originality, diversity and innovation, and particularly look forward to celebrating the U.K. as one of the most important places for specification internationally."* **Jedd Barry, Marketing Manager, Design London**



*Design London venue Magazine London overlooking Canary Wharf*

The full Design London programme and list of brands will be announced in due course. For more information visit [www.designlondon.co.uk](http://www.designlondon.co.uk).

*COVID-19: The health and safety of Design London visitors is paramount to the show's operation. The team continues to monitor Government guidance and follow guidelines set out by the Association of Event Organisers (AEO) in order to take a proactive approach working with exhibitors and suppliers to deliver a safe and well managed event for all guests.*

**-ENDS-**

## **PRESS CONTACT**

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## **NOTES TO EDITORS**

### **Design London, 22-25 September 2021**

[www.designlondon.com](http://www.designlondon.com)

Instagram: [@design.london](https://www.instagram.com/design.london)

Twitter: [@designlondon](https://twitter.com/designlondon)

Facebook: [@designlondonshow](https://www.facebook.com/designlondonshow)

## **VISITING INFORMATION**

Apply for your free press pass [HERE](#)

**Paperless tickets:** This year, Design London will operate a paperless ticket policy meaning that all press passes will be fully digital and must be applied for in advance of arrival

## **DATES**

Wednesday 22 September 2021: 10am-9pm

Thursday 23 September 2021: 10am-5pm

Friday 24 September 2021: 10am-5pm

Saturday 25 September 2021: 10am-4pm

## **LOCATION**

Design London @ Magazine London

11 Ordnance Crescent, Greenwich Peninsula, London SE10 0JH

### **Tube & Rail**

Jubilee line to North Greenwich station and a 3-minute walk.

2 minutes from Canary Wharf

18 minutes from Bond Street

8 minutes from London Bridge (Rail)

11 minutes from London Waterloo (Rail)

From the top of the escalator or lift, continue straight forward to the exit in front of you through the bus station

### **Bus**

Numbers 129, 161, 188, 422 and 486 stop near the venue. Buses 108, 132, 188, 286 and 472 also run a 24hr service.

### **Boat**

Regular service from Canary Wharf, Tower Bridge, The London Eye and other piers. Alight at North Greenwich pier and a 9 minute walk