



Design London Announces Exhibitor Highlights for its Debut Edition 22-25 September 2021



I Feel Love Red by Henry Holland for FLOORSTORY, to debut at Design London

As the London Design Festival draws ever closer, it's largest official trade destination, Design London, announces new exhibitors to its dynamic programme.

Running from 22-25 September, Design London will be housed in a brand new venue, Magazine London, on the Greenwich Peninsula, just a short walk from North Greenwich Station and the creative new Design District. The

show brings together a highly curated selection of cutting-edge brands, from emerging talent to established design leaders, countless collaborations as well as a comprehensive talks programme.

The venue will house a multitude of global design brands including an abundance of esteemed Italian manufacturers such as **Artemide**, **Cinova**, **Ethimo**, **Natuzzi**, and **TechnoGym**, as well as South African **Philosophy Furniture**, bespoke Turkish furniture brand **Fratelli**, and Dutch producers **Van Rossum**, **Bert Plantagie**, and **Artifort**.

A key feature at this year's event is a pavilion of Danish design brands offering solutions for positive environmental impact curated by **Lifestyle & Design Cluster** and championed by the Danish Embassy. While Denmark has long been known for its pioneering aesthetics, Design London is spotlighting the recent work of Danish design in the circular economy. This includes innovative uses of waste materials including **FLID**'s hand tools created from scrap wood and leather that are designed to be disassembled and reused, furniture made from leftover stone masonry materials by product designer **Camilla Holm Pallesen** who spearheads **Genfärd**, and a series of chairs by **Wehlers** which are primarily produced from 100% recycled plastic from fishing nets or other plastics found in the ocean.

Also highlighting the practical nature of recycled plastic is emerging British-Finnish design duo Mirka Grohn and Jo Wilton of **&New** who will showcase **Jää**, a new fully-recyclable collection made from consumer plastic diverted from landfill.



Above left: Gast tile using discarded stone masonry materials by Genfärd. Right: R.U.M chair made using sea plastic by Wehlers

Ideal Standard will present its innovative design-led Atelier Collections for the first time. A partnership with renowned Italian design studio Palomba Serafini Associati, the collections mark a new era in design for the brand which takes inspiration from some of its classic designs. Design London will also see the launch of a flagship piece in the collection as part of a cinematic *Together World Tour London* event, which will premiere both at the show and virtually on 23 September at 11am.

Alongside an array of international exhibitors, is a rise of homegrown talent. Design London is particularly excited to showcase British fashion designer Henry Holland's debut rug collection for East London rug makers

FLOOR_STORY. The series integrates bold patterns and classic rave iconography, including smiley faces and psychedelic-style patterns, and alludes to 'out of mind' experiences with irregular shaped runners which seem to melt into their surroundings. Holland has also created a playlist especially for the display during Design London, linked [here](#).



Single Form Coffee Table by &New and 4AM Blue by Henry Holland for FLOOR_STORY, to debut at Design London

Christian Watson is a new name in British furniture design; his minimal collection includes a range of statement pieces and functional designs that are unified by a pared-back palette of materials and an uncompromising commitment to British craftsmanship. The signature range comprises future heirlooms including the dynamic Severus lounge, and statement pieces such as the monochromatic Wandle desk, Thorlby Mirror, and Eversfield Shelving, all of which will be on display at Design London for the first time. The 4T System by **Icons of Denmark** in collaboration with award winning Danish designer Hee Welling is another work exhibited for the first time as part of Design London. Since its inception in late 2020, the 4T System has developed to include large scale pavilion style constructions, as well as its original configurations of wall units, focus booths and mobile units. During Design London, Icons of Denmark will be exhibiting the largest continuous 4T System ever to be created.



Littleton Armchair by Christian Watson Limited © Simon Bevan Photography

London-based furniture brand **SECOLO** will present Pingu and Laghi, which despite never being launched physically, are two of the brand's best sellers that boast an exquisite material palette and high gloss finish. These will be displayed alongside the curvaceous Tateyama Sofa in a configuration never-before-seen. Italian lighting company, **Artemide** will also present new products from Bjarke Ingels (BIG) and Neri&Hu, as well as show their antiviral ultraviolet Integralis range alongside a selection of iconic pieces.

During this year's London Design Festival, Design London celebrates its inaugural edition while a number of its exhibitors mark milestone anniversaries. **Haberdashery London** celebrates its 10th birthday as well as a permanent move to Greenwich where the studio has a workshop facility, and soon-to-open showroom. At Design London, the brand will create an experiential installation of Flux, a sculptural composition of bespoke illuminated pendants.



Pingu side table by Secolo and Ball & Hoop Light by Empty State

European furniture manufacturer **Thonet** marks the 90th anniversary of its iconic S 43 tubular steel chair by introducing the S 43 K childrens' chair in a new colour collection inspired by minerals and gemstones. Another significant development is the brand's expansion of its S 5000 range by Studio Irvine with S 5000 Retreat. Right in the middle of the development phase for the new S 5000 range, the Covid-19 pandemic hit – and changed and expedited the need to adapt our working spaces. Physical space and separation have taken on a whole new meaning which is the idea behind the S 5000 Retreat, a modular system of flexible workspaces suitable for both living and working environments.

The pandemic raised questions of uncertainty for graduate designer and founder of **Six Dots Design**, Joseph Ellwood, who channelled his own shortcomings and feelings of self doubt into his debut collection made in his parents garage in Cornwall. The collection includes a carved Sapele bench pyrographed with 'This Chair Sucks', and a set of four chairs which confront ideas of fragility.



Flux by Haberdashery London, who celebrate their 10th anniversary at Design London

Among the exhibitors will be **[d]arc room** returning to London for its fifth year with an established lighting area centred around the theme, 'The Spectrum', and a series of lighting talks led by experts. Exhibitors within this pop-up include **Delta Light, John Cullen Lighting, Mesh,** and **Thorlux.**



S 5000 range by Studio Irvine for Thonet

As well as hundreds of new products on show, visitors can also experience 20+ diverse and compelling talks at Design London's dedicated talks space, designed by British-Nigerian artist Yinka Ilori and sponsored by **Schneider Electric**. Over the four days, there will be captivating headline talks, trend forecasts and panel discussions with both leading designers and rising stars of the design world. Curated by Katie Richardson and running from 11am each day, the zestful programme aims to give an insight into future trends and current movements within design, architecture and the wider creative industries with each talk underpinned by the issues of today. Speakers include acclaimed product and fashion designer **Henry Holland**, colour-obsessed **Yinka Ilori**, industrial design duo **PearsonLloyd**, mixed media artist **Robi Walters**, purveyors of pattern **Eley Kishimoto**, and interior designer and career mentor **Simon Hamilton**.

"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**

For the full Design London programme and exhibitor list, visit www.designlondon.co.uk.

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NOTES TO EDITORS

Design London, 22-25 September 2021

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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