

**CREATIVE BUSINESSES BOOM DURING
CLERKENWELL DESIGN WEEK 2019**

21 – 23 May 2019

34,185 visitors from 66 countries attend London's most important commercial design festival.

The tenth edition of Clerkenwell Design Week (CDW) was a fitting tribute to celebrate a festival founded to promote and celebrate design in all its aspects. CDW delivered huge benefit to London's creative hub with 68,104 new business leads generated during the three-day festival – a 4% increase on 2018. With more than 200 brands exhibiting across the 7 venues and 100+ showrooms, CDW brought life to the area from 21 -23 May and further cemented the festival as a key event on the international design calendar.

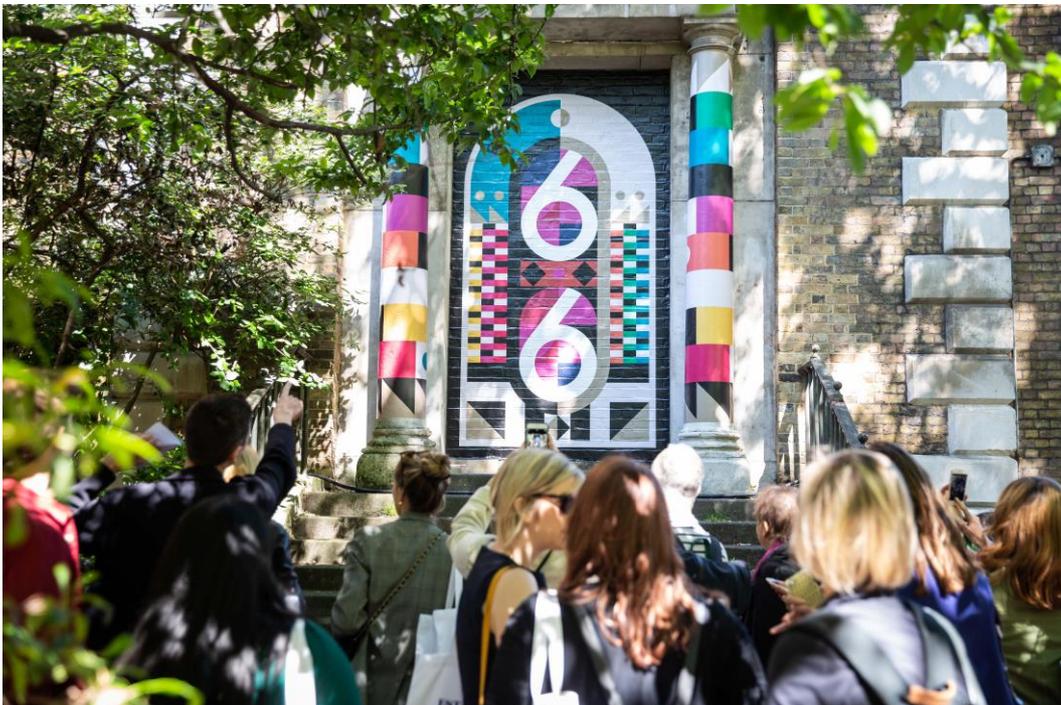


Image 1. Once Upon A Time designed by Alistair Ramage from Chelsea College of Arts

Daren Newton, Managing Director of Clerkenwell Design Week, commented “The 10th edition of Clerkenwell Design Week (CDW) was the celebration of a decade spent in EC1 and has been the most successful edition yet. The excitement around CDW's 10th birthday created an increase in visitor numbers as well as more A&D attendees than ever before, highlighting the festival's importance on the global design scene. The various projects and street spectacles as part of CDW Presents demonstrated CDW's flourishing growth over the past 10 years, working in synergy with the natural expansion of Clerkenwell as an area full of creativity. Following this important milestone I am personally very excited about what the future holds for both the festival and the area as London's creative heart.”

This year's festival focused around its 10 year celebration and the history of Clerkenwell with striking installations **Once Upon A Time** and **Decade**. Turning Clerkenwell pink for the three days, the wayfinding refined the visitor experience and helped with access to the extensive combination of exhibitions, showrooms, fringe partners, installations and live events.

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Image 2. Scale Rule



Image 3. BottleHouse™ by Small. with support from WSP Design Studio

Visitors observed sustainability driven installations including **BottleHouse™**, sustainable shelters made from discarded plastic bottles washed up from the shore, creating a new circular economy. The Conversations at Clerkenwell series, staged in the Moth Pavilion designed by studio DA with Atelier One included a host of design thinkers and influencers including **Neisha Crosland**, **Benjamin Hubert**, **Erwan Bouroullec** and many more. The 10th edition also welcomed 25 fringe partners and 26 food and drink partners.



Image 4. Decade installation by Hakwood



Image 5. Temple Bicycle Tour

From tours of Clerkenwell's colourful history on a Temple bicycle, to screen printing workshops using the world's largest letterpress and an immersive installation by Jesticowhiles and Porcelanosa, the Fringe gave visitors a chance to explore the rich creativity within the area. The showrooms once again partnered with CDW and provided an array of stimulating events, talks and workshops. From collaborations and talks with Tom Dixon at **Ege Carpets** to new designs by Ronan and Erwan Bouroullec for **Established & Sons** within an interactive workspace at Fora, visitors experienced a host of exciting events and new product launches at CDW.

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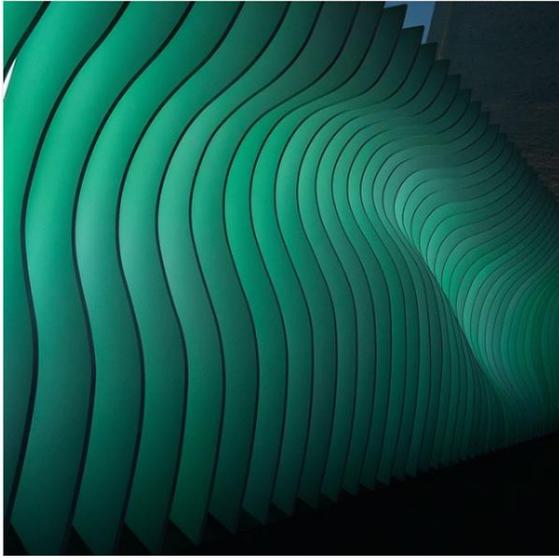


Image 6. Pareidolia by Jesticowhiles and Porcelanosa



Image 7. Fedrigoni

Please find a link to a film of CDW 2019 highlights [here](#).

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NOTES TO EDITORS:

ABOUT CLERKENWELL DESIGN WEEK 2019:

- 34,185 total visitors
- 64% of visitors were architects or designers
- 68,104 business leads captured at the show - 4% increase on 2018
- Visitors from 66 countries

ABOUT CLERKENWELL:

- Clerkenwell is one of the most important design hubs in the world, home to many creative businesses and architects
- In the last two decades, Clerkenwell's unique variety of historic buildings has been transformed into studios, showrooms and workshops, attracting architectural, design and creative practices
- Part of the Borough of Islington, Clerkenwell is a dynamic area, with a long tradition as a home to creative industries stretching back to the Industrial Revolution, with craft workshops, printmakers, clockmakers and jewellers
- Today traditional crafts such as printing and bookbinding still flourish, alongside contemporary designers, independent producers and international brands
- Over 100 world-renowned design brands have their showrooms in the area including Arper, Haworth and Cappellini, Moroso, Casala and Kvadrat Soft Cells to name just a few
- Clerkenwell houses more than 200 architectural practices, including BDP, Studio Egret, OMMX, HowarthTompkins and Wilkinson Eyre, among many others

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