

OINK

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THIS IS OINK TO DEBUT AT CLERKENWELL DESIGN WEEK 2026

Dorset-based design studio introduces made-to-order collections to the industry

FOR IMMEDIATE RELEASE

Dorset, UK - February 2026

Design studio THIS IS OINK will make its official industry debut at Clerkenwell Design Week 2026, presenting a curated selection of its made-to-order collections.

Founded in 2025 by designers Dan Jackson and Lulu Davey, THIS IS OINK operates from a rural Dorset workshop in a former piggery - the origin of the studio's name. The studio's practice grows through a process of experimentation, combining traditional craft values with the precision of modern machinery to create goods that sit at the boundary of utility and art.

At Clerkenwell Design Week, THIS IS OINK will unveil new works led by the Kruller Mirror collection. Celebrating playful form, the mirrors feature the studio's distinctive Kruller ripple - an innovative surface pattern achieved using CNC technology. Alongside it, the Timbre Bowl will be on show: an object of wonder that reflects THIS IS OINK's hybrid approach, combining traditional wood turning with CNC-led joinery. Completing the presentation is a new lamp base (soon to be named) - a confident addition to the collection.

Each THIS IS OINK piece is playful yet considered. The forms are designed to earn their place in the home, whether used daily or simply admired, and are meticulously crafted by co-founder Dan Jackson in the studio's Dorset workshop.

"We see ourselves as contemporary craftspeople, embracing all available tools and technology to make wonderful products," says co-founder Dan Jackson. *"It's important that the process is interesting and fun for us and I think that shines through in the products."*

"Clerkenwell Design Week is a great chance to share what we're making at OINK," says co-founder Lulu Davey. *"There's something irreplaceable about seeing things in person. No amount of online media can replicate that experience."*

THIS IS OINK's debut marks the studio's first presentation to the design industry at scale and signals the next chapter in its evolution as a contemporary craft brand.

AVAILABILITY

Made-to-order thisisoink.com

Price range: From £250

PRESS CONTACT

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NOTES TO EDITORS

About THIS IS OINK

Founded in 2025 by designers Dan Jackson and Lulu Davey, THIS IS OINK explores play, purpose and contemporary craft. From their workshop tucked away on a Dorset farm, once home to many pigs, they design and make home & bespoke goods. Their unique, made-to-order pieces celebrate playful form and sit at the boundary of utility and art.

Clerkenwell Design Week, across EC1 London

19 – 21 May 2026

Website: clerkenwelldesignweek.com

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

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

Facebook: [@clerkenwell.design.week](https://www.facebook.com/clerkenwell.design.week)

Hashtag: #CDW2026

Press registration: <https://www.clerkenwelldesignweek.com/press-registration-2026>

Visiting information:

- *Visitors can register for their FREE festival passes now – <https://www.clerkenwelldesignweek.com/2026-registration>*
- *All visitors require a visitor badge to access the exhibition venues and showroom events.*