

PRESS RELEASE

Media 10 announces launch of Shoreditch Design Week, the largest official district of the London Design Festival

London, 2nd April 2026

Media 10 has announced the launch of Shoreditch Design Week, a new annual event set to take place from **15-20 September 2026** as part of the London Design Festival.

Evolving from the long-established Shoreditch Design Triangle, which ran successfully for 18 years, Shoreditch Design Week marks a new era for the district - bringing together a broader, more ambitious programme that positions Shoreditch as the largest and most dynamic official district of the London Design Festival.

The event will unite 60+ showrooms, brands, galleries and creative spaces, hosting hundreds of events, installations, talks and activations across the week, alongside a curated programme of four major exhibition venues.

A strengthened exhibition line-up

At the heart of Shoreditch Design Week is a powerful exhibition offering, bringing together leading platforms from across the design industry.

Material Matters, the UK's leading exhibition dedicated to materials and materiality, will relocate to Shoreditch Design Week, taking place at Unlocked. As the London Design Festival's only other trade-focused fair, its move into Shoreditch significantly strengthens the district's position as a destination for specification and innovation.

House of ICON and Design at Work will both return following their successful launch in Shoreditch last year, reinforcing the area as a hub for contemporary design, commercial interiors and cultural programming.

The full exhibition line-up includes:

- **Material Matters** at Unlocked
- **House of ICON** at Shoreditch Town Hall
- **Design at Work** at Protein Studios
- **Kachette** on Old Street

Together, these venues will showcase a curated mix of global brands, emerging designers, material innovation and commercial interiors solutions, spanning workplace, hospitality, retail and residential design.

At House of ICON, Isola Design will return as a key special project, presenting a curated showcase of international designers and experimental approaches to materiality and production.

At Kachette, the programme will spotlight emerging talent and contemporary product design:

- **New Designers Selects** will take over the railway arches, presenting the next generation of UK design talent
- **Design Burger** will occupy the annex, marking the launch of *The Product Design 100*, celebrating leading international industrial design

In addition, Shoreditch Design Week will work with a range of designers, studios and partners to deliver special projects and installations across the district, adding a further layer of creativity and experimentation to the programme.

A district-wide design programme

Beyond the exhibitions, Shoreditch Design Week will feature a vibrant district-wide programme across its partner network, with showrooms, studios and pop-up spaces hosting activations throughout the week.

The programme will combine product launches, installations, talks, tours and networking events, creating a platform that connects brands directly with architects, interior designers, developers, retailers and design decision-makers.

Timed to coincide with the London Design Festival, the event will run across six days, with a strong trade focus during the first half of the week (15-17) and a broader public-facing programme towards the weekend.

A new chapter for Shoreditch

“Shoreditch has long been one of the most important creative districts in London, and with Shoreditch Design Week we are building on that legacy to create a more ambitious, cohesive and internationally relevant platform,” said Marlon Cera-Marle, Director, Design Division, Media 10.

“By bringing together leading exhibition formats, strategic partners and a highly engaged design community, we are strengthening Shoreditch’s position as a key destination during the London Design Festival.”

Duncan Riches, Creative Director, Shoreditch Design Week, added:

“This is a significant evolution for the district. Shoreditch Design Week creates a clearer identity, a stronger curated offer and a more connected experience across the area - from major exhibitions to independent studios and emerging talent. It reflects the energy, diversity and future-facing nature of Shoreditch’s design community.”

A platform for global design culture

Shoreditch Design Week is designed to showcase the best in UK and international design, bringing together commercial brands, independent studios, institutions and emerging talent within a single, connected platform.

With a focus on specification and industry engagement, the event aims to deliver meaningful opportunities for business, collaboration and discovery — reinforcing Shoreditch’s role at the forefront of global design culture.

For more information, visit:
shoreditchdesignweek.com

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About Media 10

Media 10's Design Division is a leading platform for the global design and architecture community, delivering a portfolio of highly targeted events and media brands. This includes Clerkenwell Design Week, the UK's leading design festival, and Shoreditch Design Week, the largest official district of the London Design Festival, alongside respected industry publications ICON and OnOffice.

The division has also been responsible for launching internationally recognised design events including Design Shanghai, Design Helsinki, Design Joburg and Design London, reflecting a strong track record in creating and scaling influential design platforms globally.

Together, these platforms connect brands with architects, interior designers and key decision-makers through curated experiences, content and commercial opportunities across the international design sector.

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