

MATERIAL MATTERS

MATERIAL INTELLIGENCE FOR
ARCHITECTURE & DESIGN

MEDIA PACK
2026



**MATERIAL MATTERS
IS A CROSS-MEDIA
PLATFORM AIMED
AT DESIGNERS,
ARCHITECTS,
MANUFACTURERS
AND MAKERS THAT
SHOWCASES THE
IMPORTANCE OF
MATERIAL
INTELLIGENCE AND
HOW THE MATERIALS
WE USE WILL SHAPE
OUR LIVES OVER THE
COMING DECADES.**

ABOUT MATERIAL MATTERS

**“An enticing and
energetic celebration
of materiality”**

DEZEEN

Launched as a podcast – *Material Matters with Grant Gibson* – in 2019 Material Matters immediately garnered critical acclaim, with *The Observer’s* audio critic, Miranda Sawyer, writing that the show contained ‘enlightening, informed interviews’.

Now a fully-fledged platform with a global following, Material Matters has developed a range of products and opportunities for brands and manufacturers to promote their materials, products and services to professional audiences.

As Max Frazer, editorial director at Dezeen, has written: ‘Material Matters dares to rattle the status quo by creating an optimistic forum for new material experimentations to be showcased and for learnings to be discussed.’

The following pages outline plans for Material Matters in 2026, including fairs in London and Copenhagen, the annual conference ‘Assemble’, podcast and shop. We can also develop bespoke promotional opportunities for brands and manufactures across architecture and design.

MATERIAL MATTERS 2026

PROGRAMME

2026 is an important year of consolidation for Material Matters, driving engagement across an established programme of activity, detailed below.

Material Matters delivers for brands wanting to reach our growing and influential audience of design and architecture professionals:

COPENHAGEN Part of 3daysofdesign	10–12 June
LONDON Part of the London Design Festival	16–19 September
ASSEMBLE CONFERENCE Year-end gathering	19 November
PODCAST 16 episodes planned	On-going
BESPOKE BRAND PROMOTION Events, content & connections	On-going



With over 140 episodes available on all streaming services, the *Material Matters with Grant Gibson* podcast is consistently in the top 10 of UK design and architecture podcasts. Guests have included



Beatie Wolfe



Alkesh Parmar



Simone Brewster



Oliver Heath



Luke Pearson & Tom Lloyd



Christien Meindertsma

PODCAST



“Enlightening, informed interviews. Recommended”

THE OBSERVER

Partnerships:

£3,000 per episode
£15,000 per series

Material Matters with Grant Gibson provides the brand’s philosophical underpinning.

In each episode, Grant talks to a designer, maker, architect, or artist about their relationship to a material or technique with which they’re intrinsically linked. Over the course of an hour-long interview, listeners discover how each guest came to be involved with their material of choice and, subsequently, how it shaped their life and career.

Since its launch, the show has has received over 700,000 downloads

and been recommended by *The Observer*, *Wallpaper*, *House & Garden*, *Elle Decoration*, *The Design Council* and *Dezeen*.

Ranging from personal to political, topics have included issues around lithium mining and the politics behind going green, to creating bungee rope from human hair, via building with biomaterials.

With an average per-episode listener base of 5,000, the award-winning podcast has a five-star rating on Apple Podcasts and receives glowing reviews from listeners.

COPENHAGEN FAIR

10-12 JUNE

Gammel Dok
Strandgade 27B
1401 København
[map](#)

**MATERIAL
MATTERS**
COPENHAGEN 26

Material Matters returns to Copenhagen as part of 3daysofdesign, Denmark's annual design festival.

An increasingly popular destination for designers and specifiers, the festival's informal atmosphere welcomes people to this highly walkable city, organised into closely connected and themed districts.

The Material Matters fair is a key destination in the Christianshavn district, with a focus on materials & making.

Staged across two floors of a gallery space with high ceilings, the venue is home to Ukraine House in Denmark within the historic Gammel Dok building.

The landmark building is visible from the city centre and features canal side views across the skyline of Copenhagen. It is one of the iconic buildings on the waterfront of the city.

Easily reached from the city centre, Gammel Dok is a 5-10 minute walk from the ferry, metro, or bus, and sits along bikeways from Nyhavn and the Christianshavn Canal.





"We found the experience to be extremely beneficial for our brand and the people we have met from this experience have been great. We've gained new clients and new opportunities"

Tÿ SYML (EXHIBITOR)

LONDON FAIR **16-19 SEPTEMBER**

Space House
Kingsway
London WC2B 4AN
[map](#)



Material Matters London is established as a headline event in the London Design Festival. Launched in 2022, it attracts 6,000 visitors a year.

The event has showcased work from global brands – including Arper, adidas, Humanscale, Kvadrat, and Hydro. But it also makes room for up-and-coming companies and designers working with materials in new, exciting ways, such as Filie Material, which creates products from discarded windscreens and Rootfull that produces pieces with grass roots.

For 2026, Material Matters returns to Space House, a modernist icon designed by Seifert & Partners in the 1960s. A new London destination, the building has undergone a restoration programme under the sensitive eye of award-winning architect, Squire & Partners.

Space House reflects all the elements that are essential for Material Matters – the importance of material intelligence, high-quality design and outstanding commitment to sustainability.

ASSEMBLE CONFERENCE 19 NOVEMBER

Bank of England Conference
Centre



The *Assemble with Material Matters* one-day conference launched in 2025 to investigate how material intelligence and regenerative design can reshape key sectors in our economies through a series of keynote presentations, panel discussions & demonstrations.

As a climax to the Material Matters year, content is informed by the podcast and the year's fairs, ensuring fresh and informed perspectives.

Aimed principally at a professional audience of designers, academics, policy-makers and material experts within and around the architecture and design. The day delivers distinctive content alongside delegate networking and debate.

The Assemble programme is informed and led by an industry steering group working to deliver a high-quality event that sets the agenda for the material year ahead.





BESPOKE BRAND PROMOTION

**MATERIAL
MATTERS**

‘Material Matters has a great reputation and is well respected by our pool of clients’

KVADRAT UK, 2025 EXHIBITOR

The team behind Material Matters is multi-talented, flexible and experienced with the ability to produce events, content and campaigns for brands looking to promote products and services to our audiences.

Collectively, co-founders Grant Gibson and William Knight have more than fifty years of experience in the design industry, with skills ranging from writing, curating, and magazine and book publishing, to campaigns and event management.

The Material Matters team is able to craft unique content and activity, from bespoke podcast series and marketing collateral through to large-scale events, via strategic marketing plans, and creating connections with the A&D community.

Material Matters delivers value to a range of projects, including market-introduction campaigns, dinners, pop-up bookstores, and multiple live events.

FAIR VISITORS

Selected brands that have attended Material Matters London

ADIDAS | AMAZON | AUDI | BERGHAUS
BROMPTON | CABINET OFFICE | FORD | GOOGLE
JAGUAR LAND ROVER | LIBERTY | LOGITEC
LVMH | MERCEDES F1 | NIKE INC. | NEOM
NOTHING | PAUL SMITH | PEARLFISHER
POLESTAR | SAMSUNG | SOHO HOUSE | SONY
SWATCH | TATE | VIRGIN ATLANTIC | WPP

Selection of architecture and design practices that have visited

ADAM KHAN ARCHITECTS | ALLIES & MORRISON
ARUP | BENNETTS ASSOCIATES | BJARKE INGLES
GROUP | BRINKWORTH | BUCKLEY GRAY YEOMAN
CONRAN & PARTNERS | FOSTER + PARTNERS
GENSLER | HAWKINS BROWN ARCHITECTS
HEATHERWICK STUDIO | HOK | HOPKINS
ARCHITECTS | MMOSEY ARCHITECTS
SNØHETTA | PENTAGRAM | STUDIOILSE
UNIVERSAL DESIGN STUDIO | WILKINSON EYRE
ZAHA HADID ARCHITECTS

REACH

Material Matters
has a substantial
audience across a
variety of channels:

700K+
Podcast downloads

30K
Instagram followers

14.5K
LinkedIn followers

Newsletter
subscribers
10K

2025 London Fair

6K
Total visitors

3.6K
Trade visitors

66.6K
Social Media
impressions during fair

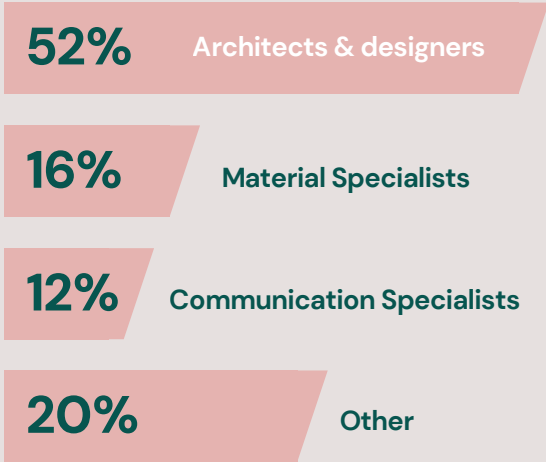
575
Live talks audience

300
Press/media visitors

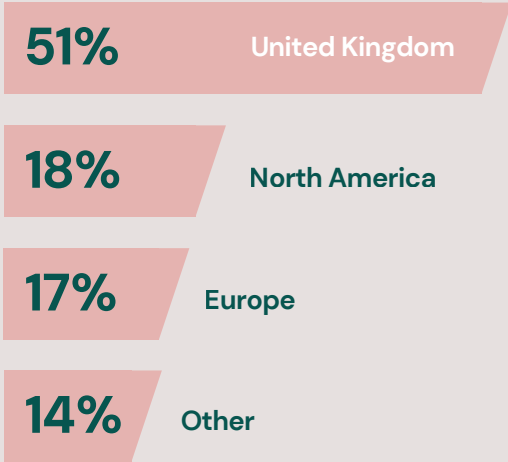
(Figures up to Nov 2025)

AUDIENCE PROFILE

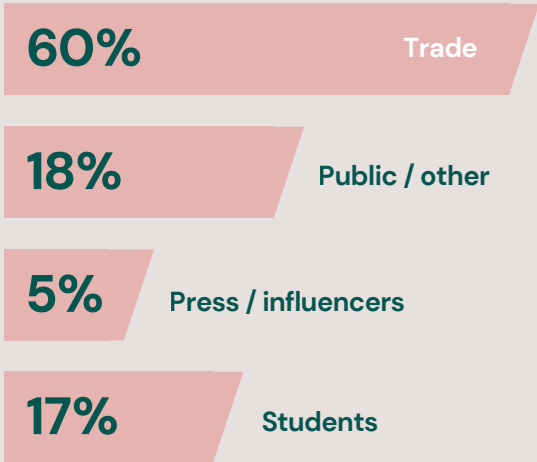
Database



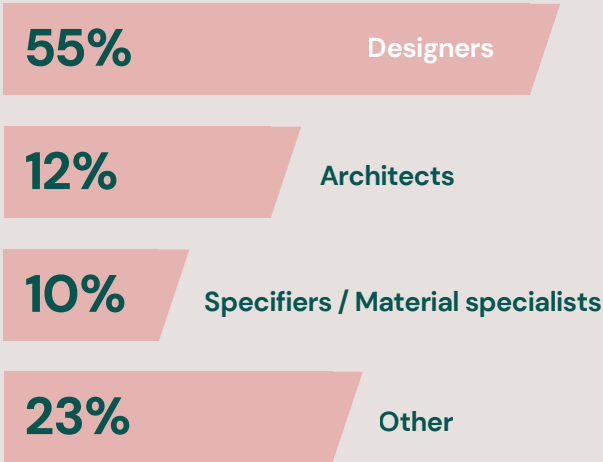
Podcast listener locations



Fair visitors



Trade visitor profile*



*Trade is classified as anyone working in the design and architecture industry, working with or specifying materials etc.



INFORMATION & RESOURCES

Material Matters works with a range of partners and suppliers. We're always happy to discuss ideas and proposals for collaboration.

Resources

Website: materialmatters.design

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

Podcast: materialmatters.design/podcast

Shop: shop.materialmatters.design

Contact

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