

# MATERIAL MATTERS

MATERIAL INTELLIGENCE FOR  
ARCHITECTURE & DESIGN

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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.**

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## ABOUT MATERIAL MATTERS

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**"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 manufacturers across architecture and design.

# MATERIAL MATTERS 2026

## PROGRAMME

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

### 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**

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



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



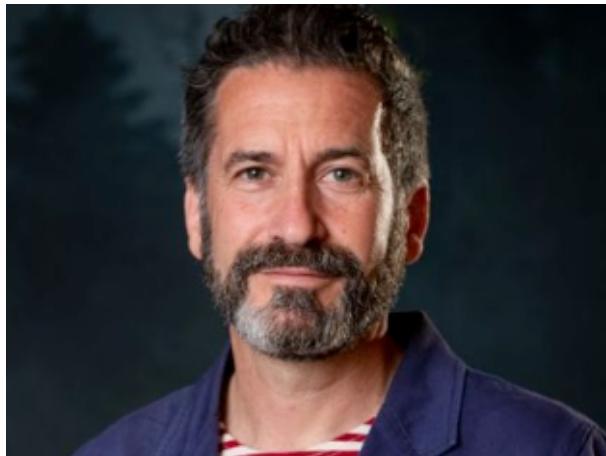
Beatie Wolfe



Alkesh Parmar



Simone Brewster



Oliver Heath

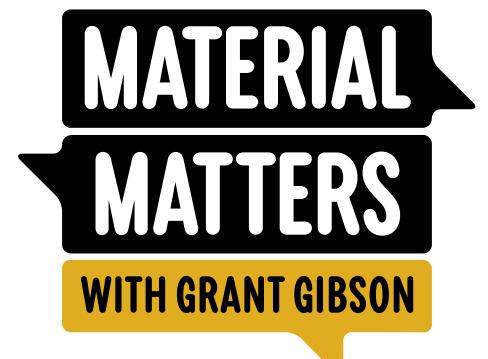


Luke Pearson & Tom Lloyd



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 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 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.

# MATERIAL MATTERS

COPENHAGEN 26

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"**

TY 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.

**MATERIAL  
MATTERS**  
LONDON 26

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.

# MATERIAL MATTERS

ASSEMBLE

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

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**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

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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 | MMOSER ARCHITECTS  
SNØHETTA | PENTAGRAM | STUDIOILSE  
UNIVERSAL DESIGN STUDIO | WILKINSON EYRE  
ZAHA HADID ARCHITECTS

## REACH

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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

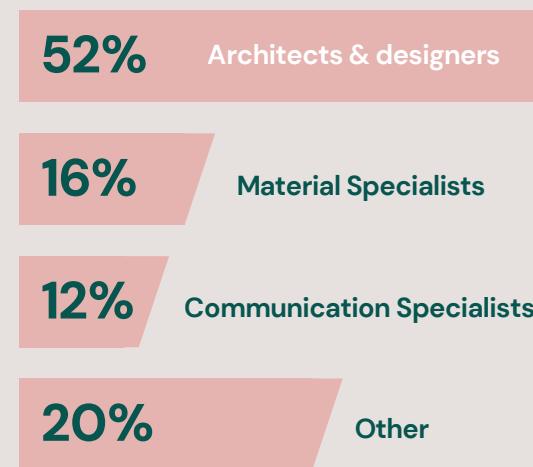
**575**  
Live talks audience

**300**  
Press/media visitors

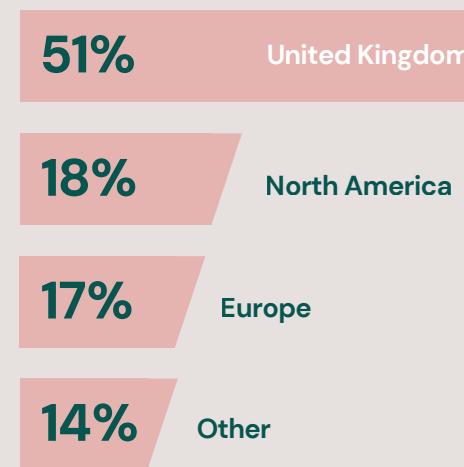
(Figures up to Nov 2025)

# AUDIENCE PROFILE

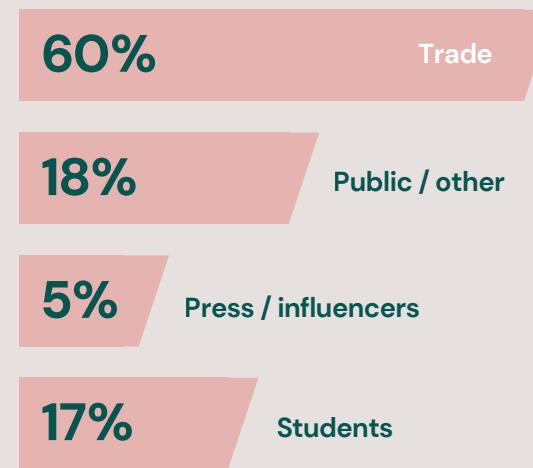
## Database



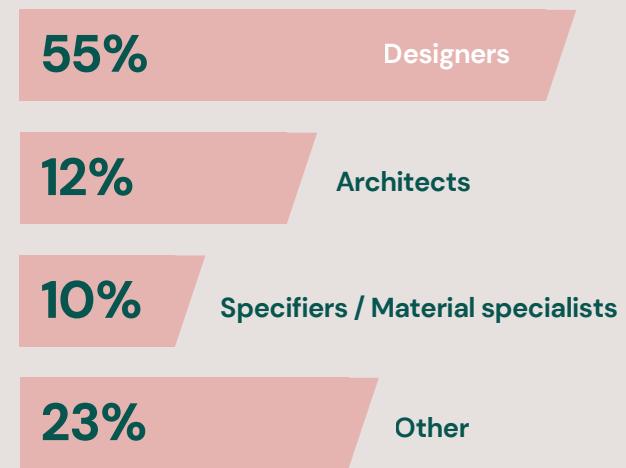
## Podcast listener locations



## 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

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# MATERIAL MATTERS

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](https://materialmatters.design)

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

Podcast: [materialmatters.design/podcast](https://materialmatters.design/podcast)

Shop: [shop.materialmatters.design](https://shop.materialmatters.design)

### Contact

William Knight

Grant Gibson

[hello@materialmatters.design](mailto:hello@materialmatters.design)

