



A NOTE FROM OUR FOUNDERS

LONDON DESIGN FESTIVAL 12-20 SEPTEMBER 2020

In light of the Covid-19 pandemic, we have been looking hard at our options and have consulted our partners, the broad design community, and the Mayor's office about London Design Festival going ahead in September.

The overwhelming consensus is that it should, and that it is important the design community stands together in these challenging times. We want to put the spotlight on the brilliance of London's design scene at a time when it needs to be promoted more than ever.

LDF 2020 will of course be different from any other. With very little, if any, international travel, it will be a Festival for Londoners with a strong focus on the local. We are adapting the Festival accordingly.

Over recent years the number of Design Districts has grown. Each one has its own growing personality and enables audiences to walk between different shows. We hope that these local clusters of design will be a defining feature of LDF 2020.

Like everyone, we are planning greater online activity and are exploring new formats to present design and promote discussion. Audiences are hungry for content, but some will not be able to physically visit different locations. We must make it easy for them to see and hear what design in London has to offer.

London now has the biggest creative economy of any city in the world and our design reputation is renowned. Showcasing is a key part of the sector and the platform the Festival offers is an opportunity to say something. It is important that major events like the Festival happen this autumn, not least as a symbol of London's determination to maintain its creative and cultural leadership.

Many are still deciding how they participate. We appreciate that some won't be able to decide until near to the Festival dates, so we are being as flexible as possible with our deadlines. Accordingly, we will re-format the guide to allow printing to happen as late as possible. The digital option can be taken up at any time.

There is much talk of the 'new normal' and we are all trying to adjust to its terms and conditions. We will do everything possible to make this year's Festival a success for all our partners and an audience hungry for design. We sincerely hope that you will choose to take part in LDF 2020.

Please contact us about your plans and how we can help.

We look forward to working with you for the 18th London Design Festival.

Sir John Sorrell CBE
Chairman
London Design Festival

Ben Evans CBE
Director
London Design Festival