



**#LDF20**

**LONDON DESIGN FESTIVAL ANNOUNCES  
EXCITING PROGRAMME OF PROJECTS AND  
ACTIVITY FOR THE 18<sup>TH</sup> EDITION, PUTTING THE  
SPOTLIGHT ON THE BRILLIANCE OF THE  
CAPITAL'S DESIGN COMMUNITY**

**12-20 SEPTEMBER 2020**

# OVERVIEW OF LONDON DESIGN FESTIVAL 2020

**16 July 2020, London, UK:** The 18<sup>th</sup> edition of London Design Festival returns to the capital this autumn from 12 – 20 September 2020 as a symbol of London's determination to maintain its creative and cultural leadership.

Since its inception in 2003, London Design Festival has played a key role in bringing together the greatest thinkers, practitioners, retailers and educators to celebrate and promote design annually across the capital, and to put a spotlight on London's creative brilliance.

London has the largest creative economy of any city in the world, and its design reputation is internationally renowned. One in six people in London work in the creative industries and it has been the fastest growing sector of the economy in recent years, but the effects and impact of the pandemic has disproportionately affected the creative industries, causing a catastrophic setback to the sector.

Following a number of cancellations and closures, the Festival this September will provide a platform for the design community to showcase work at a time when it is needed more than ever, helping to stimulate the creative economy and support young and emerging designers as well as more established names.

While international travel continues to be affected, this year's Festival will have a strong local focus and will be a Festival for Londoners. In addition to Landmark Projects and Festival Commissions, Partner events across the Design Districts will enable visitors to walk between shows and discover something new. Physical installations will take place alongside virtual exhibitions, and a digital edition of the Global Design Forum will bring the latest design thinking to a global audience and allow the widest possible access to creative content. This year will also see the introduction of a new digital portal for freelancers to promote their work across the Festival's platforms.

**London Design Festival Director, Ben Evans CBE says,** *"The show must go on. Showcasing is essential for the sector to survive and this year, more than ever, we are determined to offer every opportunity for designers to be seen and heard."*

**Justine Simons OBE, Deputy Mayor for Culture and the Creative Industries, said:** *"It is great news that London Design Festival will take place this year, providing a much-needed platform for creatives and a confidence boost for the capital. Culture and the creative industries will play a central role in accelerating our recovery from COVID-19, and the Festival will continue to strengthen London's position as the design capital of the world."*

# LANDMARK PROJECTS

## THE HOTHOUSE

### STUDIO WEAVE

SUPPORTED BY LENDLEASE, IQL AND LONDON CONTINENTAL RAILWAYS (LCR) WITH FURTHER SUPPORT FROM ARUP (ENGINEERING), TOM MASSEY (HORTICULTURE DESIGN), HORTUS LOCI (PLANT NURSERY PARTNER), CAKE INDUSTRIES (FABRICATOR), AND AMORIM (MATERIAL)

REDMAN PLACE, INTERNATIONAL QUARTER LONDON, E20 1JQ

London-based architecture practice Studio Weave, supported by Lendlease and LCR, will create The Hothouse, a large-scale installation located at International Quarter London (IQL). The structure of The Hothouse is reminiscent of a Victorian glasshouse and will provide a controlled habitat for cultivating plants that would not ordinarily grow within the UK's climate.

IQL is a new neighbourhood in the heart of Stratford and on the doorstep of the Queen Elizabeth Olympic Park. The area has a rich tradition for growing under glass and was historically once dominated by a 20-mile stretch of greenhouses along the Lee Valley corridor. In the 1930s, there were more than 1,300 acres of greenhouses facilitating the production of ornamental plants and flowers, and exotic fruits at the time such as grapes and cucumbers.

The environment of The Hothouse can be regulated and adapted to suit the plants within. Garden Designer Tom Massey has collaborated with Studio Weave to develop a concept for the planting scheme that includes a vast array of productive plants from all over the world: an edible jungle of exotic and unusual species.

The crops that will be grown include guava, orange, gourd, chia seed, avocado, pomegranate, quinoa, mango, sweet potato, lemon, sugarcane, chickpea, loquat and pineapple. Scientists predict that if the current rate of climate change continues to accelerate, all of these crops could potentially be grown outside in the UK by 2050 – highlighting the reality of a rapidly changing climate.

The Hothouse will be in situ for a year, displaying the variance and evolution of plants across all seasons – but also seeking to educate and inspire. The installation seeks to demonstrate the effects of climate change, whilst also celebrating the beauty of plants and humans' adaptability, ingenuity and ability to overcome problems and create safe and stable growing environments for plants from all over the world.

By 2050 scientists predict that air quality levels could be five times worse, crop yields could decrease by 30% and temperatures could be rising towards a 4°C increase globally by the end of the century. We have already experienced over 1°C temperature increase since pre-industrial times and anything over 2°C could have catastrophic consequences for people and the natural world. It is critical we collectively take urgent action today to avoid further heating of the earth.

**Je Ahn, Founder, Studio Weave, says,** *"Amid the strangeness of the COVID era of the last few months, reduced human activity has produced what feels like a profound shift in the environment, progressing a much-needed dialogue that will hopefully translate into sustained action and change. We hope this little hot house acts as a continual reminder of our fragile relationship with nature, while allowing us to rediscover the simple and enriching pleasure of looking after beautiful plants."*

**Andrew Tobin, Project Director for International Quarter London, at Lendlease, said,** *“Lendlease is committed to eliminating our impacts on climate change and, as a signatory to the Taskforce for Climate-Related Financial Disclosures, we are acutely aware of the threats from climate change to the places we create unless we focus on delivering low carbon, resilient places which are fit for the future. Projects of this kind can be of vital importance in helping increase people’s understanding of the environmental challenges that the world faces.”*

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## **THE CIRCULAR DESIGN PROJECT SAP, THE ELLEN MACARTHUR FOUNDATION AND LONDON DESIGN FESTIVAL SUPPORTED BY SAP**

During London Design Festival 2020, SAP, the Ellen MacArthur Foundation and LDF will curate and promote a selection of stories and supporting resources to empower and equip the design and creative community to seize the opportunity of the circular economy as a framework for positive global impact. Over the course of the nine days of the Festival, this series of moments will act as the spark that begins to shift designers’ attitudes and practice.

The series of stories and resources will have an aim to:

- Demonstrate that a sustainable future starts with design
- Explore and explain what circular design is, helping people to understand the basic principles, benefits, and routes to getting started
- Help the designers and creatives identify as part of a group that can influence the products, services, and systems around us
- Share insights on how technology can help designers make informed decisions based on the long-term impacts of materials and future circularity of their products
- Collectively identify the steps we can take in the global design and creative community to bring more circular design solutions to life, with impact at the scale needed to meet global challenges
- Showcase the people and organisations at the forefront of the circular design approach, to highlight what ‘good’ looks like, to inspire others to make the same journey
- Demonstrate how circular design is a rewarding endeavour for the individual, both personally and professionally
- Facilitate knowledge exchange between designers and innovators from different scales, industries and geographies

The schedule of talks, panel discussions and seminars will include a diverse range of contributors from some of the world’s largest brands that have the potential to make significant impact to global materials flows; independent designers at the start of their careers who are seeing the circular economy as a core pillar of their value set; and the agencies that guide today’s standards and investment when it comes to design innovation.

Following the Festival, the stories will continue to multiply, and will be presented at design promotion events across the world, culminating at London Design Festival 2021 with an installation and exhibition, before being presented at COP26 at Glasgow in November 2021.

**Stephen Jamieson, Head of Sustainable Business Innovation EMEA North, SAP, says,** *“91% of material resources are lost into landfill or leaked into the environment after consumption. Smart design is the first step to stopping this loss and making better use of our planet’s resources. SAP has been helping our customers manage resources productively for more than 40 years. We see a real opportunity to bring together the creative power of design with insights and data intelligence on the impact of materials throughout their lifecycle to create a more sustainable future. Together with the Ellen MacArthur Foundation and the London Design Festival we look towards the UN Climate Change Conference in Glasgow (COP26) to drive impact in managing the interconnected issues of environmental waste and climate change alongside the global pandemic.”*

**Joe Iles, Circular Design Programme Lead, Ellen MacArthur Foundation says,** *“Everything around us has been designed: from the clothes we wear, to the buildings we live and work in, to the systems that deliver food and mobility. Today, the way we design and make these things relies on continual extraction and consumption, and leads to economic, social, and environmental challenges. The design and creative sector play an essential role in shifting our economy from linear to circular. By applying a circular design approach, designers can influence whether their new creation will ultimately end up as waste, or remain within a circular economy, providing value. It’s one of the greatest creative challenges of our time, and I’m looking forward to being part of this journey with a new audience of designers at this year’s LDF.”*

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## FESTIVAL COMMISSIONS

UNITY

MARLENE HUISSOUD

SUPPORTED BY COAL DROPS YARD

COAL DROPS YARD, KINGS CROSS DESIGN DISTRICT, LONDON

French designer Marlene Huissoud has created a Festival Commission for Coal Drop’s Yard in King’s Cross, which emphasises the notion of unity and the importance of working together to repurpose and reconsider our shared environments as we emerge from the pandemic.

In this age of crisis, humans are developing individual bubbles where everything seems safer. Amidst this, designers are rethinking their role and how their practice needs to evolve to help support societies remain united, metaphorically if not physically.

Titled ‘Unity’, Huissoud invites visitors to stand in a circle 2 metres apart surrounding the installation. Controlled by foot pumps, visitors will work together in a symbol of strength and hope, to breathe life into the piece. The installation begins flat on the ground, without perspective or depth. Participants involved will pump the system, slowly unveiling a new form as the installation transforms in shape in front of their eyes: growing, dancing, breathing, and revealing its full potential. If no one is pumping, the installation will deflate and lose its power and vitality. The installation has an intention to send a message of optimism: by standing strong together, we have the tools and power to create a better world and change the system.

**Designer Marlene Huissoud says,** *“We completely changed the original project concept planned – as the pandemic urged us as humans to make a ‘last’ call for action. More than ever, artists and designers need to redefine their roles and use their skills to shake society. This installation is more than an interactive piece, it is for society to wake up and realise how vital it is for us to be united and act as a whole.”*

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## SPECIAL PROJECTS

CONNECTED

VARIOUS DESIGNERS

CREATED BY THE DESIGN MUSEUM, BENCHMARK FURNITURE AND THE AMERICAN HARDWOOD EXPORT COUNCIL

9 designers, 3 hardwoods, 1 workshop

The onset of Covid-19 has significantly changed the way people live, interact and work. In the design world, creatives and makers have had to adapt their processes using new technologies to work together at a distance and often operating from new, improvised home offices.

Connected is an experiment set out to explore how designers and craftsmen adapt their working practices during lockdown. For this project the American Hardwood Export Council (AHEC), Benchmark Furniture and the Design Museum have challenged nine international designers to create a table and seating, which will suit their new ways of working from and living at home. They will also record their creative journeys to allow us to witness how they approach the brief and develop their thoughts, sketches and ideas during these challenging times.

The designers involved in Connected are: Ini Archibong (Switzerland), Maria Bruun (Denmark), Jaime Hayon (Spain), Heatherwick Studio (UK), Sebastian Herkner (Germany), Maria Jeglinska-Adamczewska (Poland), Sabine Marcelis (Netherlands), Studiopepe (Italy) and Studio Swine (UK / Japan).

These nine exciting solutions will all be displayed together virtually, and then exhibited at the Design Museum in Autumn, celebrating the act of coming back together – reconnecting – after lockdown.

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## SUPPORTING FREELANCERS

This year, London Design Festival 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. We recognise that freelancers in particular have been impacted by the pandemic, and the Festival wants to support this community by providing a voice to new talent and freelancers. As such, for 2020 we have created a freelancer portal where freelancers can share design content and their portfolio with the Festival audience. Freelancer content will be presented in a dedicated online gallery and featured as spotlights per week on the homepage and across social media.

We are also removing the paywall from the dedicated membership content so that everyone has free access to the library of design-led content. Hear from world-leading designers in conversation with Justyna Green, Bethan Ryder, Vince Frost and Grant Gibson; enjoy long reads and articles; and experience virtual exhibitions, tours and events from Partners across the creative industries.

Freelancers can register [here](#).

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## LDF AT THE V&A

London Design Festival and the V&A have a unique and longstanding partnership. Due to the V&A's focus on re-opening and ensuring the latest social distancing measures are in place, it is not possible for newly commissioned content to be installed within the museum this year. However, we will be working together on an exciting digital programme, sharing virtual tours of the museum with the Festival's audience online. We look forward to returning to the V&A again in September 2021.

Throughout London Design Festival, The V&A will be sharing an online tour of the Museum led by a member of the curatorial team. Join us on Instagram to follow their journey as they share their favourite objects and spaces across the galleries. In addition, the tours will be saved as a highlight on the LDF and V&A's Instagram profiles and websites to watch retrospectively.

# LONDON DESIGN MEDALS 2020 SUPPORTED BY SAP

Each year, London Design Festival recognises the contribution made by leading design figures and emerging talents to London and the industry, with four London Design Medals awarded: The London Design Medal, Lifetime Achievement Medal, Emerging Talent Medal, and Design Innovation Medal.

This year, the awards ceremony will take place virtually, on the evening of Monday 14 September 2020, supported by SAP. We are delighted to also partner once again with Fortnum & Mason who will be creating specially designed hampers for guests on the evening in collaboration with Pentagram. We look forward to revealing the 2020 Medal Winners soon.

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## GLOBAL DESIGN FORUM 2020

This year Global Design Forum will take place online. Further details on the programme and speaker line up will follow over the coming weeks. Stay tuned for announcements.

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## PENTAGRAM GRAPHIC IDENTITY 2020

Since 2007, world-renowned creative agency Pentagram, have produced an annual graphic identity for each iteration of the Festival – responding to, and anticipating, trends in design and typography.

While the Festival's colour theme of white on red has been consistent, Pentagram have adapted each brief to produce distinctive visual identities to ensure that each edition of the Festival is unique. Domenic Lippa, Partner, Pentagram, has led the creative direction of the branding and visual design for the Festival since the very beginning.

*Lippa says, "Red is the colour of London; the buses, the phone boxes and the pillar boxes...the brief was just to make it impactful, and in a way, that's never changed each year. This year we wanted to (metaphorically) fill London with design. We developed the idea of filling any space we're promoting with words and letters which relate to the Festival, such as 'LDF', 'London', 'Design', 'Festival' and '2020'. We adapted the typography to reduce the negative space in order to completely fill the page or screen. London Design Festival is all about impact and this year's identity makes a strong and confident statement. 2020 has brought its own unique challenges, but despite the difficult situation we've all faced in the past few months, we very much believe this will be a great – albeit quite different – year for LDF."*

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## DESIGN DESTINATIONS

### Virtual Design Destination by Adorno

This year the Virtual Design Destination by Adorno will be the place to discover curated country collections of collectible design during London Design Festival. Working with Adorno's roster of twenty-six international curators from design

scenes across the globe, Adorno will present fourteen country pavilions virtually during the event, launching two collections per day over seven days.

As a native, digital e-commerce platform, Adorno, from its base in Copenhagen, has been working for the last six months to harness the very best in tech. All real-world pieces from each collection will be modelled three-dimensionally and set in a virtual environment designed to reflect the design scene from which they hail – think gaming rather than room sets.

The theme for this year's Virtual Design Destination by Adorno will be "The New Reality". Curators have been working with their local designers at the intersection of craft and design to develop sub-narratives to this theme with some very interesting takes already emerging. Visitors will be taken on a virtual tour through each collection, including five to ten pieces from a selection of defining designers and narrated by the country curator. You can watch a teaser film [here](#).

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## Focus/20

Save the date for Focus/20 from 13–18 September 2020. Design Centre, Chelsea Harbour will present Focus/20 in an exciting new format.

The event will be recalibrated to provide a unique creative and commercial platform for 120 showrooms to present their new collections. The pioneering hybrid show will strengthen the Design Centre's mantra to 'connect, converse and create' with the global design community.

Tailored visits will bring people to a physical event in London, while a virtual programme of online talks, webinars and product launches will reach out to a wider audience worldwide. There will be first looks of the latest colour stories, patterns and design narratives from 600 brands, alongside fresh perspective from house guests in the Design Avenue.

Focus/20 remains a design calendar highlight and encapsulates how design can continue to innovate and unite in a positive way.

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# DESIGN DISTRICTS

## Shoreditch Design Triangle

Established in 2008 by design brand and store SCP, the Shoreditch Design Triangle is a cultural platform that fosters creativity and collaboration in East London. Named after the shape on a map that the cross-section of the roads Old Street, Shoreditch High Street and Great Eastern Street makes, the event has grown beyond its original boundaries to become the largest London Design Festival district, with over 50 individual participants.

Now in its twelfth consecutive year, the event brings together a wide spectrum of different design-led happenings, reflecting the flourishing creative sector that has taken root in the area, which is international in spirit and permissive in attitude. Visitors can expect a blend of both experimental and formal ideas, in the guise of product launches, exhibitions, installations, workshops, talk, tours and many a culinary delight.

In light of the pandemic, Shoreditch Design Triangle are re-calibrating this year's District, so that it can act as a catalyst for renewal and a place for people to reconvene with new ideas. They are convinced that East London's creative community will support each other, and hope this year's District can be a collaborative showcase of ingenuity and positivity. They will



be scheduling an array of different digital experiences, from daily podcasts to event live streams, window exhibitions and installations in outdoor spaces.

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### Brompton Design District

Despite 2020 being a different year to any others, Brompton Design District remains committed to nurturing established and emerging designers and supporting the design community. The area's leading brands will showcase new collections and we are planning temporary exhibits that will highlight the UK's vibrant creative culture at a time when design's role in responding to the challenges we face is more pertinent than ever.

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### King's Cross Design District

In addition to hosting numerous Partner events and a Festival Commission, this year the District has also commissioned celebrated practice, muf architecture/art to create a series of interventions that will form a wayfinding trail around the King's Cross site. muf are interested in making spaces public, and creating public spaces for more than one thing at a time. Their work is defined by its strong community and sustainability credentials. muf are the only UK winners of the European Prize for Public Space for Barking Town Square and were the authors of the British Pavilion at the Venice Biennale in 2010. Founding partner Liza Fior is Professor of Architecture and Spatial Practise at CSM.

Partner Events across the District include Tom Dixon and STORE Store.

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### Marylebone Design District and Mayfair Design District

Also returning for 2020 are Marylebone Design District and Mayfair Design District. Further details will be announced soon on each of their programmes, Partner events and planned activity, including Late Nights.

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## DESIGN ROUTES

### William Morris Design Line

We are delighted to welcome a new Design Route for 2020— the William Morris Design Line is a new Design Route through the streets of Walthamstow, from Wood Street to Blackhorse Lane.

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## FEATURED PARTNER EVENTS

### Japan House

The internationally acclaimed Architecture for Dogs exhibition will launch at Japan House London on Saturday 19 September 2020 as part of London Design Festival. Japan House London will be the first destination in Europe to exhibit

Architecture for Dogs with a physical and virtual experience for guests, which was created and directed by Hara Kenya, Nippon Design Center.

The free exhibition features designs by world-class architects such as Ban Shigeru, Kuma Kengo, Sou Fujimoto and Ito Toyō, each capturing the quality of the relationship between dogs and their people. A number of exhibits will be available for dogs to interact with, including a roadshow of several designs under consideration.

Architecture for Dogs allows guests to become architects themselves, encouraging the creation of new designs and offering downloadable blueprints for each of the exhibition's works. The exhibition will run from 19 September 2020 for 18 weeks.

### Jo Malone

Jo Malone London presents a new collection for the home: Jo Malone London will be opening the doors of its Marylebone based Georgian Townhouse virtually to exclusively launch and introduce The Townhouse Collection: a new selection of scented candles created specially for the home alongside the British fragrance house's existing collection of Candles, Diffusers and Home Sprays.

The brands Head of Global Fragrance, Celine Roux will be hosting an exclusive invite only live session for Global Interiors & Design Press on 14th September. Followed by an additional live virtual event on 16th September for consumers to join via the brands social channels.

### Musicity Expo curated by Nick Luscombe and Clare Farrow

Musicity Expo is an exciting new digital meeting-place of international architecture and sound art, presenting visions of the future in response to some of the global issues of our time. Curated by Nick Luscombe, BBC Radio 3 presenter and founder of the site-specific sound/arts practice Musicity ([musicityglobal.com](http://musicityglobal.com)) – in collaboration with London writer and curator Clare Farrow ([clarefarrowstudio](http://clarefarrowstudio.com)), who specialises in architecture, design and music.

Launched for London Design Festival 2020, this travelling and lasting project begins with the work of 7 inspirational architects, including Daniel Libeskind, Elsie Owusu, Nieto Sobejano Arquitectos, Lily Jencks and PiM.studio, matching their concepts for the future (unrealised, "impossible", imagined) to 7 composers / experimental sound artists, and in the process exploring the links between architecture and music.

At a time of profound change, of physical and sensory disconnection, when issues of health, inequality and climate emergency are also bringing us closer together on digital platforms, Musicity Expo sets out to forge new meetings and dialogue through architecture and sound.

### Octagon by Tom Dixon

For London Design Festival 2020, Tom Dixon will open The Coal Office for design enthusiasts to explore 8 different architectural spaces to celebrate the multifaceted nature of their global brand. They will reflect on Tom Dixon's early products such as the S Chair which has been in continuous production for 30 years. Visitors can discover new products and technologies such as SWIRL, made from powdered marble residue and MASS, a super-polished solid brass table manufactured in the UK. Universal audiences can participate in inspirational virtual and physical events to learn more the brand and our extraordinary objects.

Tom Dixon says, *"So many ideas! So many new stories, new partnerships and ways of making – and also a few old ones that we would like to tell our new friends and partners. But how to manage so much content? The answer is the OCTAGON. We will launch the OCTAGON at London Design Festival 2020. We will then compress and reshape it as a piece of small travelling architecture, with 8 facets of our hyperactive, constantly evolving brand, that we will travel to a town near you in the very near future (as soon as is allowed) "*.

**- ENDS -**

## **NOTES TO EDITORS**

For further information, please contact EXPOSURE on +44207 907 7130 and [londondesignfestival@exposure.net](mailto:londondesignfestival@exposure.net)

For all images and assets, please download [here](#).

### **ABOUT LONDON DESIGN FESTIVAL**

Established in 2003 by Sir John Sorrell CBE and Ben Evans CBE, London Design Festival celebrates and promotes London as the design capital of the world.

London Design Festival has since earned the reputation as a key calendar moment of London's autumn creative season, alongside London Fashion Week, Frieze Art Fair and the London Film Festival, attracting the greatest thinkers, practitioners, retailers and educators to the capital, in a citywide celebration.

#LDF20

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