



citizenM Shoreditch commissions Emily Forgot to design *Never Lost*, an immersive installation for London Design Festival 2019



Image by Emily Forgot

18th June 2019: citizenM has commissioned London-based artist Emily Forgot to design *Never Lost*, an installation to debut during London Design Festival 2019. Located at the entrance to citizenM Shoreditch, the work will showcase a study of the boundaries between real, remembered and imagined spaces.

Emily's work spans art, design and illustration—using her recognisably playful and graphic visual language to explore her passion for interior spaces, architecture and colour. Inspired by the likes of Xavier Corbero's Labyrinth house, the Escher-like constructions of Ricardo Bofill, the monuments of Jantar Mantar in India and the Postmodern creations of Richard England the installation will translate Emily's typically two dimensional works into a liveable space, allowing the viewers to explore and immerse themselves in a fantastical world.

Since its founding, citizenM has placed great importance in supporting and collaborating with locally-based artists and designers, through commissioning artworks and murals for the hotels as well as creating site-specific installations at key cultural moments. This collaboration will mark the second partnership between citizenM and Emily Forgot who created a ceiling mural in the central living room of citizenM Shoreditch.

This will be citizenM's third year participating with an installation in Shoreditch during the London Design Festival, following the successful iterations of their presence in 2017 and 2018. With this installation, citizenM continues to support emerging London-based designers while providing a fun interlude from the fast pace of Shoreditch.

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Editor's Notes

About citizenM

The citizenM philosophy is 'affordable luxury for the people', offering guests all the luxuries they would expect from a high-end hotel in a prime location, but without sky-high prices.

citizenM was founded by Rattan Chadha, the founder and former CEO of the fashion brand Mexx. The first citizenM hotel opened at Amsterdam's Schiphol Airport in 2008, followed by citizenM Amsterdam in 2009; citizenM Glasgow in 2010, and citizenM London Bankside in 2012. Rotterdam, New York and Paris locations followed in 2014. In 2016, two more hotels were added to the London portfolio: citizenM Tower of London, and citizenM Shoreditch. In 2017, citizenM opened Paris La Defense and Paris Gare de Lyon hotels. Also in 2017, the company moved into the Asian market, with its first location at Taipei North Gate. citizenM New York Bowery, the second New York hotel, opened in September 2018. Copenhagen and Shanghai followed in December 2018, with citizenM Kuala Lumpur Bukit Bintang marking the first of many openings in 2019. Further announcements about expansion in the US, Europe and Asia will follow soon.

www.citizenM.com

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About Emily Forgot

Emily Forgot is a London based designer whose multidisciplinary practice encompasses art, design & illustration for a diverse range of international clients such as The V&A, Somerset House, The Mondrian hotel, Selfridges, Herman Miller & Absolut.

Emily's first solo show 'Neverland' took place during London Design Festival 2016. It was that exhibition that led to the creation of her celebrated wooden, architectural 'Assemblages'. In her personal work she uses her recognisably playful & graphic visual language to explore her passion for interior spaces, architecture & colour. The resulting handmade assemblages not only exist in a space between the real and the imagined but also somewhere between the 2D and the 3D world. Since then collectors, interior designers, stylists and architects have commissioned bespoke pieces for a variety of private and commercial projects.

Alongside studio commissions Emily's insatiable curiosity for all things visual finds it's home on her Instagram feed and in her curated journal, Muse & Maker — with a focus on three dimensional objects & spaces both past and present she aims to celebrate and share that which inspires her own creative design practice.

www.emilyforgot.co.uk

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