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For Immediate Release

NEWS



LDF 2019

Tom Dixon Announces 'TouchySmellyFeelyNoisyTasty' at his King's Cross HQ

As part of 2019's London Design Festival, British designer Tom Dixon will fill his King's Cross hub with the flavours, the fragrances, the sounds, the colours and textures of the future. The entire Coal Office - from the studio, shop, factory and trade counters to the bar and restaurant - will become a multi-sensory lab with interactive installations, workshops and talks inspired by the six senses and how they shape the future of design.

Tom says: 'As designers, we look at everything. We determine the shape, the colours and the aesthetics of a space before anything else. But here in the Coal Office we wanted to explore the role that all our other - often lesser recognised senses - contribute to our experiences of design; the smell and the taste of a place, the textures and tone of a space, the sound of an interior or the weight of an object - or even the most intangible of all - the sixth sense. Hence why we have called this season TouchySmellyFeelyNoisyTasty, because after all, we are multisensory animals.'

The latest designs and innovations launched in April at Salone del Mobile - Fat, Swirl, Spring and Opal will be on display and available to buy at the Coal Office. In September, two new fragrances join the Electric range, Alchemy and Underground, and will be on display in our perfumery.

For the first time, King's Cross will be an official LDF Design District and is poised to be one of the top destinations during the Festival with neighbours and friends such as Design Junction, Samsung, COS, STORE store, Central Saint Martins and House of Illustration all having special exhibitions.

For more information on our TouchySmellyFeelyNoisyTasty programme at Coal Office, please email our Press Office: press@tomdixon.net

#tomdixon

#TouchySmellyFeelyNoisyTasty

#KXdesigndistrict

#LDF19

Notes to Editors.

Dates: 14th – 22nd September

Press Preview: Thursday 19th September (9am – 12pm)

Tom Dixon Studio

The Coal Office

1 Bagley Walk, Kings Cross

London

N1C 4PQ

UK

TouchySmellyFeelyNoisyTasty partners include:

Harry's: Harry's works to deliver thoughtfully designed products that bring better personal care experiences to all guys, every day. As part of TouchySmellyFeelyNoisyTasty, Harry's and Tom Dixon will present a co-designed barbershop at the Coal Office, drawing on the sensory tactility of shaving.

Bute: Scottish mill Bute Fabrics, known for their visionary colour palette and beautiful use of texture, create naturally inspired fabrics, designed and woven to perform. The mill will be showcasing their creative process with live weaving demonstrations as part of Tom Dixon's TouchySmellyFeelyNoisyTasty, in anticipation of their textile's collaboration in 2020.

Dinesen: Dinesen is a family-owned Danish company, which for more than 120 years have been driven by a passion to create bespoke solutions with wood that go beyond the traditional. Led by a path that's guided by the senses and the curiosity for wood, Dinesen is celebrating the majestic Douglas tree through a special exhibition in collaboration with

artist and researcher in smell, Sissel Tolaas – mapping the tree’s perceptual qualities through the sense of smell. A sensory journey from forest tree to final plank.

Pop-Up Bakery by Coal Office restaurant: Chef Assaf Granit and British Designer Tom Dixon are masters of their own worlds. Coal Office is their food and design playground—rich in material, style and flavour. Together they complement one another and push the boundaries. For LDF, Coal Office will launch a pop-up bakery.

More partners to be announced soon.

About Tom Dixon

We design, develop and sell extraordinary objects and spaces for everyday use. The latest chapter of Tom's design journey began in 2002 when he left corporate life to create his own eponymous brand as a platform for a series of new adventures in the design of products and interiors.

17 years on, Tom Dixon is now a widely celebrated global force in interior design with our own hubs in New York, Hong Kong, London, Los Angeles and Tokyo. Our 600 products range from lighting to furniture, from tableware through to fragrance and are distributed in over 65 countries; they are instantly recognisable for their sculptural qualities and engineered materiality.

tomdixon.net

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