

DESIGN FRONTIERS

18-24 SEPTEMBER 2017

This September, will see the launch of Design Frontiers, a group exhibition of leading international designers, at Somerset House in London, whose work challenges and breaks through frontiers.

Design Frontiers will illuminate the working processes of over 30 designers, each renowned for shaping and leading their respective disciplines: from automotive to fashion, product design to graphics, digital to performance.

Working in collaboration with their preferred clients and companies, designers will create thought-provoking and inspiring installations that show how their practice pushes boundaries. Together these will present a portrait of the new frontiers of design.

Design Frontiers will cement London's reputation as the centre of design innovation, with works in the Edmond J. Safra Fountain Court, West Wing Galleries and Terrace Rooms of Somerset House.

Designers include Ian Callum, the Director of Design at Jaguar; Tord Boontje for Swarovski; Katie Greenyer, Creative Director at Pentland; Benjamin Hubert with Allermuir; and a collection of designers for Kvadrat.

Dr. Christopher Turner, Director and Curator of Design Frontiers, said: "Design Frontiers, which illuminates the working practices and thinking of some of the world's leading designers, explores the intersection between innovation and commerce. The most successful international designers are those that work with enlightened clients, and this group exhibition offers an insight into the vital exchanges behind some of the collaborations that are testing the frontiers of the industry."

Coinciding with London Design Festival, the exhibition is set to be one of the highlights of the 2017 cultural calendar.

Jonathan Reekie, Director of Somerset House commented: "After the success of the first London Design Biennale at Somerset House last year, we are delighted to continue our collaboration with the team, and invite design innovators to exhibit new work here. We have a strong heritage of not only showcasing forward-thinking design, but also exploring how designers interact with the wider creative community, which Design Frontiers will build upon."

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Notes to editors

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About Somerset House

A unique part of the London cultural scene, Somerset House is a historic building where surprising and original work comes to life. From its 18th-century origins, Somerset House has been a centre for debate and discussion – an intellectual powerhouse for the nation. Somerset House is today a key cultural destination in London in which to experience a broad range of artistic activity, engage with artists, designers and makers and be a part of a major creative forum – an environment that is relaxed, welcoming, and inspirational to visit while providing a stimulating workplace for the cultural and creative industries.

Since its opening in 2000, Somerset House has built up a distinctive outdoor public programme including Skate, concerts, an open-air film season and a diverse range of temporary exhibitions throughout the site focusing on contemporary culture, with an extensive learning programme attached. In October 2016, Somerset House launched Somerset House Studios, a new experimental workspace connecting artists, makers and thinkers with audiences. The Studios provide a platform for new creative projects and collaboration, promoting work that pushes bold ideas, engages with urgent issues and pioneers new technologies. Somerset House is also one of the biggest community of creative organisations in London including The Courtauld Gallery and Institute of Art, King's College London Cultural Institute and over 100 other creative businesses. It currently attracts approximately 3.4 million visitors every year.

www.somersethouse.org.uk

About Exposure

Exposure is an independent communications group with offices in London, New York, and Tokyo. Within the group are PR, digital and creative agency, Seen and boutique luxury and lifestyle agency, ThrSxy. Founded in 1993, the Company comprises a team of 195 people and provides some of the world's biggest brands with integral services including strategy and planning, PR, social and digital, creative services, content marketing and brand events and experiences. Our client list includes Coca-Cola, Levi's, TUI, Nike, Dove, Heineken and Microsoft.

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