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Design Frontiers is a new group exhibition at Somerset House, from 18–24 September, featuring 30 leading international designers renowned for shaping and leading their respective disciplines: from automotive to fashion, product design to graphics, digital to performance.

Design Frontiers explores the intersection between future-thinking and commerce, innovation and the demands of the modern marketplace. Progress in design is only possible with enlightened clients, and the exhibition will look in detail at some of these engaged conversations and present the fruits of these collaborations.

Working in partnership with their preferred clients and companies, designers will create installations that show how they are testing the frontiers of the industry. The curated and free exhibition will present installations in the Edmond J. Safra Fountain Court, West Wing Galleries and Terrace Rooms of Somerset House.

One of the highlights of this year's exhibition includes an innovative installation spanning two rooms, designed by Ian Callum, Director of Design at Jaguar. By embracing autonomy, connectivity and electrification, the interactive and immersive experience offers a glimpse into the creative imagination in designing beautiful fast cars of the future, and the potential for the next chapter of the Jaguar story.

Ian Callum, Director of Design at Jaguar, said: "We're delighted to sponsor Design Frontiers and I'm hugely excited to once again exhibit at Somerset House alongside so many talented and respected designers. Jaguar has a long and rich history of beautiful design and innovation and, we are constantly pushing the boundaries of what is possible. This exhibition is an opportunity to not only tell the story of automotive design but to learn from and be inspired by many other disciplines."

Designers taking part in the debut of Design Frontiers include Paul Priestman; Tord Boontje with Swarovski; 19 emerging and established designers with Kvadrat; Katie Greenyer for Pentland Brands; Arik Levy with COMPAC; Benjamin Hubert with AXYL for Allermuir, and nolii; as well as Form Us With Love, Super-Flux, and Pentagram.

- For the exhibition My Canvas, textile specialists Kvadrat invited a roster of international designers to each bring their unique take on architecture, shape and form to its vibrant and elegant upholstery textile Canvas, created by renowned Italian colourist Giulio Ridolfo. Be it the beauty and intricacy of the yarn, the colour palette, the structural properties or the architectural expression of the textile; the contributions invite the viewer on a journey of tactile discovery.
- Tord Boontje is similarly redefining the chandelier in his collaboration with Swarovski – his collection, Luminous Reflections, features the first ever uncut

crystal components created by the Austrian company, conjuring fluid and organic light effects.

- Benjamin Hubert of experience design agency LAYER collaborates with two partners across three rooms within the West Wing. With the AXYL collection for Allermuir, he creates a new range of sustainable furniture with a distinctive materiality and format. The collection will be housed in an architectural installation that showcases Allermuir's commitment to products with impact and inherent longevity.
- Benjamin Hubert and LAYER are also launching nolii, a lifestyle-focused tech brand co-founded with design and tech entrepreneur Asad Hamir. Key products from the inaugural collection, designed by LAYER, will be previewed in an immersive installation that celebrates the simple beauty of being connected.
- Swedish design studio, Form Us With Love, present Prototype, a platform that nurtures the relationship between industry and creatives through a dialogue about one of the most distinct parts of the design process—prototyping.
- Katie Greenyer of Pentland Brands presents Materialise, a celebration of individual components that piece together in perfect harmony, creating products that help athletes swim faster, climb higher and train harder. The installation puts the spotlight on creative pattern cutting, fabric technology and pioneering design behind performance pieces.
- PriestmanGoode will move part of its design studio to Somerset House for Design Frontiers. The installation 'Please Don't Feed the Designers' will showcase real designers - from visualisers to materials specialists - working on real projects, allowing visitors to engage with the creative process and gain insight into what it's like working at the frontiers of the future of transport.
- Arik Levy's collaboration with luxury surfaces company COMPAC, Mineral Gravity, involves a large-scale sculptural mono-block mineral quartz island that appears to float within its exhibition space like a black iceberg, as if carved from a single block of quartz.

Ben Evans, Design Frontiers, said: "This group exhibition, of some of the world's most exciting designers, coincides with London Design Festival, and will be an unmissable highlight. Design Frontiers displays the broad reach of the discipline: the way in which design touches every part of our everyday lives, and ultimately how it might improve them."

Jonathan Reekie, CBE, Director of Somerset House Trust said: "Somerset House has a strong track record of showcasing a wide range of contemporary design in its many different forms and we're looking forward to this latest offering, Design Frontiers. An increasingly important function of Somerset House is that it is somewhere where contemporary culture is imagined and made as well as presented. We're very proud that our innovative workspace Somerset House Studios, which has nearly 300 members in total, including several very talented people working in the field of future design, is contributing a project by Superflux to Design Frontiers."

Design Frontiers promises to be a must-see for the public, offering an immersive and interactive experience – a highlight of the London design calendar. The exhibition is free to attend.

-ENDS-

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Notes to Editors

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About Jaguar

Jaguar's heritage of elegant design and breathtaking performance has excited and delighted the world for 80 years. Today's world-class Jaguar family embodies The Art of Performance, with the remarkable, much admired and award-winning XE, XF and XJ saloons, the dramatic F-TYPE sports car and the F-PACE performance crossover – the fastest-selling Jaguar ever.

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