

LONDON DESIGN FESTIVAL CELEBRATES MILESTONE 15 YEARS WITH RECORD -BREAKING VISITOR NUMBERS

16-24 SEPTEMBER 2017

London Design Festival celebrated its fifteenth year in 2017, with an inspiring programme of over 400 events and installations, which saw the city transformed throughout 16-24 September. Unlike many international design festivals, London Design Festival is a democratic festival - for Londoners and visitors, along with the design industry - with the immense production quite literally changing the landscape of the capital over the nine-day period.

This year's Festival welcomed an estimated **419,799 individual visitors**. These visitors contributed to an overall **930,773 visits** to London Design Festival events. Of the 419,799 individual visitors, **24% were from overseas**.

2 Landmark Projects

- Villa Walala by Camille Walala at Exchange Square, Broadgate
- 150,000 people passing through Broadgate each day had the opportunity to see Villa Walala
- Urban Cabin with MINI LIVING and Sam Jacob Studio at Oxo Tower Wharf Courtyard

Record Breaking 9th Year at the V&A: The Official Festival Hub

- London Design Festival helped drive a total of 173,250 visits to the V&A (15th – 24th September 2017), in comparison to 110,596 in 2016 (an increase of 57%)

- The average daily visitor number was 17,325 (up from 11,060 in 2016)
- 13 Installations, Projects, Displays and Exhibitions including Transmission, While We Wait, Reflection Room, Exhale, High Tide for Carmen, Metropolis & Evocations
- British Land Celebration of Design Medal Exhibition in the Clore Study Area
- 80 Events, including Workshops, Talks, Tours and the Digital Weekend programme
- 22% of those surveyed had never visited the Museum before and were driven by London Design Festival

Global Design Forum

- 45 speakers from 13 countries
- 2,800 visitors to Global Design Forum, a 68% attendee increase
- 27 Global Design Forum sessions

Design Frontiers

- 16,500 visitors welcomed to the new Design Frontiers exhibition, with 35 designers across the Terrace Rooms, West Wing and Courtyard of Somerset House. 77,160 visitors welcomed to Somerset House across the seven days had the opportunity to see Pentatonic in the Courtyard

Partner Events

- 314 Partner Events with over 150 new organisations who had not taken part in the Festival before
- 5 Design Destinations which attracted 106,000 visitors
- 9 Design Districts (NEW: Pimlico Road and Mayfair Design District) comprised of over 274 design businesses
- 3 Design Routes (South East Makers Club, Maker Mile and Notting Hill Design Route)
- 19,500 visitors to the Design Museum having the opportunity to visit Set in Stone and partner projects

Landmark Projects: Villa Walala and MINI LIVING Urban Cabin

To celebrate 15 years, the Festival, along with headline partner, British Land, launched a landmark project at Exchange Square, Broadgate with renowned textile designer **Camille Walala**. *Villa Walala* brought an exuberantly colourful and unexpected architectural landscape to the heart of Broadgate, with a soft-textured 'building-block castle', covered and coloured with digitally printed patterns in collaboration with GoVisual. The component shapes were pinned to the ground and inflated by fans, transforming them from flatforms into a vast and immersive temporary island of shape and colour that begged to be explored, invited playfulness, relieved stress, and visually dominated the space.

Further to this, the Festival, in partnership with **MINI LIVING and Sam Jacob Studio** designed a micro-house, *Urban Cabin*, as a research space for relevant urban needs and local identities in London. *Urban Cabin* consisted of a clever module reflecting its environment and featuring distinct London characteristics created by local architect Sam Jacob. Unique features included a shared kitchen and a micro-library where visitors to the

space could share and swap literature that focused on the history of living in London ranging from classic literature such as Dickens, Keats and Shakespeare as well as design bestsellers.

The V&A

In its ninth year as the official hub for the Festival, the V&A also saw a record number of visitors flock to the Museum eager to see specially commissioned works as well as additional V&A programming. Highlights included **Ross Lovegrove's *Transmission*** and **Flynn Talbot's *Reflection Room*** as well as the ***Global Design Forum*** – the annual thought leadership programme of talks and discussions exploring the role of design in a sustainable and prosperous future. The Festival helped drive a record breaking total of **173,250** visits to the V&A (who were also welcoming visitors to their popular exhibitions on Plywood, Balenciaga and Pink Floyd as well as their annual Digital Design Weekend).

Reflection Room by Flynn Talbot at the V&A

Reflection Room was an immersive coloured light experience, the first London Design Festival installation to be housed in the Prince Consort Gallery at the V&A. The vaulted space was lit at each end to highlight and define the dramatic 35m length of the gallery. It was illuminated with Talbot's signature of complementary blue and orange lighting, and 56 custom-made black reflective Barrisol panels were used to expand the width of the space, offering a fragmented view of shifting colours, faceted reflections and light. Woven within the panels were Tryka LED profiles emitting vivid orange and blue hues – inspired by Talbot's homeland, Australia. Supported by Barrisol with further support by Tryka LED and SEAM Design.

Transmission by Ross Lovegrove at the V&A

British designer Ross Lovegrove, inspired by the Devonshire Hunting Tapestries on display at the V&A, created ***Transmission***, a spectacular 21.3-metre-long fluid and free-standing three-dimensional tapestry, using Alcantara®, a tactile and sound absorbent material and an alternative to animal based textiles. The installation responded to the rich scenes of wealth and aristocratic fashion depicted in the 15th century tapestries at the V&A, and complemented them with its own gold and silver threads. These threads created an ornamental pattern of over 2 million flecks running along the edge of the sculpture, standing out brightly against the rest of the installation, and using colours faithfully recreated from the original tapestries. Presented by Alcantara with further support by SEAM Design and tm lighting.

While We Wait by Yousef & Elias Anastas at the V&A

Palestinian architects Elias and Yousef Anastas debuted their installation ***While We Wait*** at the V&A, inspired by the scenic Cremisan Valley, located on the seam between Bethlehem and Jerusalem. As one of the few remaining green spaces in the Palestinian landscape, their work navigates the issues surrounding the construction of a wall through the middle of the Valley, which separated links between a monastery and the local community. ***While We Wait*** was a stone construction of a lace-like pattern, in which the sophisticated dentelle structure is in stark contrast to the plain uniform concrete of the separation wall. The

structure was an immersive space that visitors could enter, feeling the texture of stone and participating in the experience through an ambient soundtrack, as if entering the Cremisan Valley itself.

Design Districts, Design Routes and Design Destinations

Design Districts and Design Destinations once again played a key role in the Festival, curating an ambitious programme of projects across London, allowing visitors and Londoners an opportunity to experience, discover, and be inspired by world class design. This year, London Design Festival announced the exciting addition of Design Routes to the 2017 programme, including: Notting Hill, Maker Mile, and South East Makers Club.

Nine official Design Districts took part in this year's Festival, from Brixton in the south to Islington in the north, and Brompton in the west to Shoreditch in the east, each with its own unique character and identity. The 2017 Festival welcomed Pimlico Road and Mayfair Design District.

A total of 274 design businesses participated in the Design Districts, each offering a programme of events exhibitions, talks and tours. Highlights included a popular hand lettering workshop in Bankside with legendary US sign painter Mike Meyer, run by Better Letters.

The five Design Destinations attracted 106,000 visitors to 100% Design, Decorex International, designjunction, Focus/17 and the London Design Fair.

Partners

The Festival provides the punctuation moment in the calendar when the design community comes alive, attracting local and international audiences to over 400 cultural and commercial events and installations across the capital. London Design Festival supports the organisers of these events, known as Partners, and collectively promotes their activity via a number of marketing platforms.

Partners ranged from emerging design studios to established international designers, from major institutions to small galleries, displaying the latest ideas or launching new products.

This year Samsung collaborated with online gallery Saatchi Art for an exhibition at Old Truman Brewery to showcase The Frame, a television designed to look indistinguishable from a framed artwork. Darc Room curated an exciting creative lighting exhibition alongside an inspiring speaker programme.

Design Frontiers at Somerset House

This new exhibition featured 30 leading international designers renowned for shaping and leading their respective disciplines: from automotive to fashion, product design to graphics, digital to performance. Working in partnership with their preferred clients and companies, designers created installations to show how they are testing the frontiers of the industry.

One of the highlights of the exhibition included an innovative installation spanning two rooms, designed by Ian Callum, Director of Design at Jaguar. The experience offered 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.

Designers that took part in Design Frontiers included Paul Priestman; Jasper Morrison and Jaime Hayon; Sebastian Cox; 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 noli; as well as Form Us With Love, StrangeFlux and Goatley; and Domenic Lippa, Pentagram.

Drop In The Ocean by Brodie Neill at ME LONDON

Brodie Neill presented ***Drop in the Ocean*** at ME LONDON, a mesmerising site-specific nature driven installation, located in 100ft tall Carrara marble Atrium of the iconic Foster + Partners designed ME LONDON, the Official Hotel Partner for the Festival. The installation premiered Neill's work *Flotsam* using his self-created material Ocean Terrazzo plastic and united the power of a single drop of water with the expansive height of the building in a visually melodic display of nature driven technology through projection. The ME Hotel has a tradition of commissioning and working with great designers. The collaboration with Neill further demonstrated the Hotel's long-term commitment to engaging with design, which highlighted thought provoking issues.

British Land Celebration of Design

The British Land Celebration of Design Awards are held every year to recognise the outstanding contribution by leading design figures to London and the industry. This year's winners were Es Devlin (Panerai London Design Medal), Paul Priestman (Design Innovation Medal), Julian Melchiorri (Emerging Talent Medal) and Margaret Calvert OBE (Lifetime Achievement Medal). The winners received their medals at the British Land Celebration of Design on Monday 18 September in the Gladstone Library at the National Liberal Club. The Mayor of London, Sadiq Khan, presented the Lifetime Achievement Award to Margaret Calvert.

For the third year, British Land was headline partner of The British Land Celebration of Design Awards. British Land is one of the UK's leading property companies and works with world class designers to create Places People Prefer.

An exhibition in the Clore Study Room at the V&A was held to celebrate the work of all four 2017 winners.

-Ends-

NOTES TO EDITORS

ABOUT THE FESTIVAL

Established in 2003 by Sir John Sorrell CBE and Ben Evans, 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.

#LDF17

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About British Land

Our portfolio of high quality UK commercial property is focused on Retail around the UK and London Offices. We own or manage a portfolio valued at £19.1 billion (British Land share: £13.9 billion) as at 31 March 2017 making us one of Europe's largest listed real estate investment companies.

Our strategy is to provide places which meet the needs of our customers and respond to changing lifestyles - Places People Prefer. We do this by creating great environments both inside and outside our buildings and use our scale and placemaking skills to enhance and enliven them. This expands their appeal to a broader range of occupiers, creating enduring demand and driving sustainable, long term performance.

Our Retail portfolio is focused on Regional and Local multi-let centres, and accounts for 48% of our portfolio. Our Offices portfolio comprises three office-led campuses in central London as well as high quality standalone buildings and accounts for 49% of our portfolio. Increasingly our focus is on providing a mix of uses and this is most evident at Canada Water, our 46 acre redevelopment opportunity where we have plans to create a new neighbourhood for London.

Sustainability is embedded throughout our business. Our places, which are designed to meet high sustainability standards, become part of local communities, provide opportunities for skills development and employment and promote wellbeing. Our industry-leading sustainability performance led to British Land being named a European Sector Leader in the 2016 Global Real Estate Sustainability Benchmark for the third year running.

In April 2016 British Land received the Queen's Award for Enterprise: Sustainable Development, the UK's highest accolade for business success for economic, social and environmental benefits achievements over a period of five years.

Further details can be found on the British Land website at www.britishland.com

About Broadgate

Broadgate is a 30-acre campus in the heart of London's Square Mile situated by Liverpool Street Station, owned by British Land in a 50:50 joint venture with GIC.

Since opening, Broadgate has been progressively developed and now includes 16 separate buildings, with their own unique character, covering 4.7 million sq ft. The office buildings are set around four landscaped squares each providing an attractive working environment enhanced by restaurants, pubs, shops and health clubs.

Due to its excellent location adjacent to Liverpool Street station, Broadgate has become a dynamic and thriving business community. With over 30,000 workers, it is home to some of the world's biggest businesses and top professional practices. An estimated 150 million people pass through Broadgate every year, and this is expected to increase with the opening of Crossrail in 2018.

Broadgate is owned by British Land and GIC. Further details can be found on the Broadgate website at www.broadgate.co.uk.

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