

LONDON DESIGN FESTIVAL 2016 FACT SHEET

The London Design Festival is an annual event, staged across the city every September. One of the most influential events of its kind in the world, this year's theme 'Design is in the Detail' was seen across the capital, 17-25 September 2016. Below are some key facts & figures:

Projects and Events

- The Festival had a programme of 563 projects and events including 329 events staged by Partner organisations.
- 2016 had over 100 new organisations who had not taken part in the Festival before
- Over 2000 international business exhibited at the five Design Destinations
- The seven Design Districts comprised 212 design businesses

Audiences

- Festival audiences are significant, with an estimated direct audience of over 375,000 people, from over 75 countries
- Over the ten days of the Festival activity (including the press preview) the Victoria and Albert Museum received a total of 110,596 visitors. The average daily visitor number was 11,060 and on Saturday 24 September the museum reached capacity.

Landmark Projects

- In Chelsea and Shoreditch over 140,000 visitors experienced Landmark Projects The Smile and MINI LIVING 'Forests' Installation by Asif Khan.

Media Coverage

- Reflecting the Festival's global audience and recognition, the Festival welcomed over 80 press from 36 different countries from Asia to the US and a range of VIP press from Europe.

Website (May-Sept)

- Sessions: 436,544 (395,252 2015)
- Users: 264,679 (249,430 2015)
- Pageviews: 1,715,584 (1,553,959 2015)

Social Media

- London Design Festival Community (FB, TW, G+, INSTA, Newsletter):
- Total: 505,042, 39% growth (364,357) from 2015, recorded on 28 September 2016
- Highlight: Instagram reached 129,000 Followers - 377% growth from 2015
- From 17-25 September the #LDF16 Hashtag reached 39 Million (35M 2015) on Twitter and received 154 Million potential impressions (75M 2015) on Instagram

Competitions

- The Festival hosted four competitions with a total of 10,579 entrants.
- Highlight: The Ultimate Design Pass competition in partnership with the Design Museum received 4470 entries.