

#LDF17

LONDON
DESIGN
FESTIVAL

LONDON DESIGN FESTIVAL

16-24 SEPTEMBER 2017

London Design Festival celebrates and promotes London as the design capital of the world. Now in its fifteenth year, the Festival will be returning to venues and institutions across the city between the 16-24 September 2017. A major feature of the Festival is an ambitious programme of over 450 projects and events, offering Londoners and visitors to the city an opportunity to experience world-class, innovative, and challenging design across the capital.

SET IN STONE THE DESIGN MUSEUM

The Design Museum, which opened the doors to its new home in Kensington in November 2016, presents an exciting project during this year's London Design Festival.

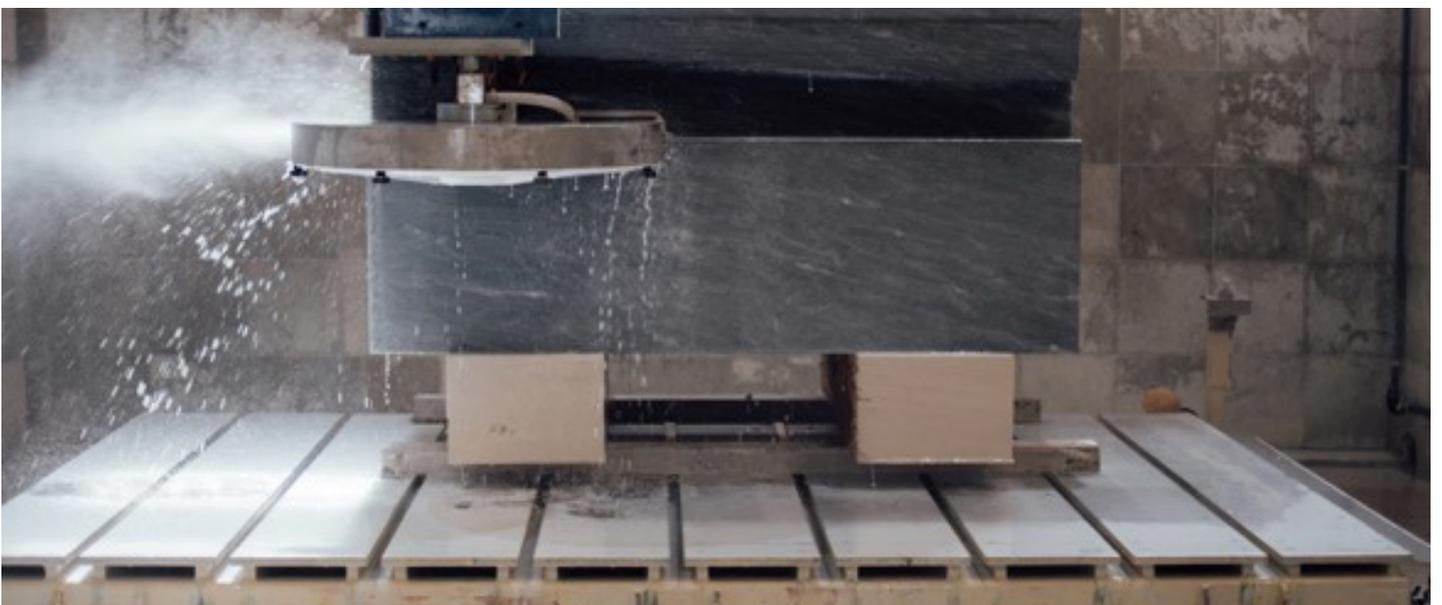
Set in Stone presents a selection of works by eight designers invited to explore the potential of marble and limestone. These works, displayed in various locations both inside and outside the museum, include objects intended for public use, such as seating by Eduardo Souto de Moura; a slide by Elemental; graphic pieces by Sagmeister & Walsh; and a series of domestic objects by Michael Anastassiades and Jasper Morrison.

The project is an investigation of the qualities of stone, and the technical means through which it is cut and shaped. The natural formation of stone over millions of years produces patterns and textures that are unique and unrepeatable. The designers' responses represent small moments of monumentality that reflect the solidity and permanence of an elemental material. Originally conceived by the Portuguese curator, Guta Moura Guedes, the project has spanned more than two years and includes the work of 24 international architects and designers.

"The way we treat the material is a primal operation: subtracting not adding, as it was done with the first human tools" says Alejandro Aravena, Executive Director of Elemental. "However, this is not a nostalgic treatment, the method of carving the stone was only possible through using state-of-the-art technologies. It takes a lot of knowledge to be simple."

Set in Stone includes works by Eduardo Souto de Moura, Elemental, Jasper Morrison, Jorge Silva, Michael Anastassiades, Paulo David, Peter Saville and Sagmeister & Walsh.

Alex Newson, Senior Curator, the Design Museum explains: "Stone is such a fascinating material and I am thrilled to be bringing this project to the Design Museum during London Design Festival. Stone belongs to a handful of materials that have been used since the dawn of civilisation. From hand tools to aqueducts, and from cathedrals to decorative friezes, it has been essential to how humanity has constructed and re-defined the world. It has a permanence and monumentality that deserve respect. Unlike more ephemeral materials, stone and marble can take millennia to form, and any use of it must take that into account. In different ways, all the works on display in the museum have responded to the material's unique properties."



Manufacturing process of A Thing not an Object by Elemental

DROP IN THE OCEAN
BRODIE NEILL
ME LONDON

Designer, Brodie Neill, presents 'Drop in the Ocean' at ME London, a mesmerising site specific nature-driven installation, located in The Atrium of the iconic Foster + Partners designed hotel, the Official Hotel Partner for the Festival. ME London, is the flagship property for the ME by Melia brand, located in the cultural heart of Covent Garden. Neill's presentation premieres his work Flotsam, produced using his self-created material Ocean Terrazzo which Neill developed for the Australian Pavilion for the 2016 London Design Biennale, and confronts the problem of the world's plastic waste within our oceans.

Designer Brodie Neill said, "The installation is a continuation of my work drawing attention to the global issue of ocean pollution through contemporary design, and upcycling waste streams to create innovative materials. Exactly a year ago whilst standing in the nine-storey prism-like atrium at ME London, I was inspired to create an installation which used both the unique height of the space and the state-of-the-art video projectors. Drop in the Ocean is a multi-sensory display triggered from the power of a single drop of falling water magnifying into a roaring ocean wave."

Cast completely as singular pieces, the Flotsam collection is created from a combination of all-white Ocean Terrazzo to reflect water and multicoloured ocean plastic fragments to reference the floating nature of the plastic waste which travels across oceans and break down into small fragments from the force of the currents, meanwhile the single drop seen in the melodic installation symbolises the smallest essence of nature resulting in momentous consequences.



Brodie Neill, The Atrium, ME London

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NOTES TO EDITORS

About London Design 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.

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About the Design Museum

The Design Museum is building the world's leading museum devoted to architecture and design, with its work encompassing all elements of design, including fashion, product and graphic design. Since it opened its doors in 1989, the museum has displayed everything from an AK-47 to high heels designed by Christian Louboutin. It has staged over 100 exhibitions, welcomed over five million visitors, and showcased the work of some of the world's most celebrated designers including Paul Smith, Zaha Hadid, Jonathan Ive, Miuccia Prada, Frank Gehry, Eileen Gray and Dieter Rams.

For more information, please visit: designmuseum.org

About Brodie Neill

Australian-born Neill honed his design skills at the University of Tasmania and the Rhode Island School of Design. After a successful stint working for top brands in New York, Brodie established a studio in London's East End, applying his sculptural design signature to a range of objects such as the '@ Chair' that was selected by Time Magazine for 'The Design 100, the people and ideas behind today's most influential design'. Brodie has worked with an impressive roster of international clients including Kundalini, Swarovski and Alexander McQueen and his limited edition works are included a number of private collections. He founded Made In Ratio in 2013. In 2016, Brodie Neill represented Australia at the inaugural London Design Biennale at Somerset House with a critically acclaimed installation Plastic Effects, where he launched his now iconic Gyro table.

About ME London

ME London, is the flagship property for the ME by Meliá brand, located in the cultural heart of Covent Garden, located on the Strand in the cultural heart of London. The UK's first Foster + Partners' hotel, ME London is one of the leading hotels in the capital offering 157 chic guestrooms, 16 luxurious suites and signature penthouse Suite ME. ME London is home to the renowned Radio Rooftop Bar with panoramic views of the city's skyline from Tower Bridge to the Houses of Parliament. The hotel also boasts international dining outlet STK (a world-famous steak house) and lounge bar Marconi Lounge.

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