



# LONDON DESIGN FESTIVAL ANNOUNCES NEW LANDMARK PROJECT FOR 2017: MINI LIVING – URBAN CABIN WITH SAM JACOB STUDIO

OXO TOWER WHARF COURTYARD,  
LONDON, SE1 9PH  
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London Design Festival is excited to announce that MINI LIVING will return for the 15<sup>th</sup> edition in September, to collaborate on the second Festival Landmark Project: **URBAN CABIN**.

MINI LIVING is a long-term research project by MINI which explores the future of urban habitats based on creative use of space through innovative design, the principle of which made the MINI brand so famous since 1959.

This year, the MINI LIVING team has designed a micro-house, 'URBAN CABIN', as a research space for relevant urban needs and local identities in London. URBAN CABIN consists of a clever module reflecting its environment and featuring distinct London characteristics created by local architect Sam Jacob. Unique features include a shared kitchen and a micro-library where visitors to the space can share and swap literature that focuses on the history of living in London ranging from classic literature such as Dickens, Keats and Shakespeare as well as design bestsellers.

MINI LIVING believes that the creative use of space is key to finding new approaches for the cities we love. "In an increasingly generic urbanised world, we can use design to turn spaces into useful and significant places for the city; places that offer specific local characteristics and functions to create a unique identity on various experiential layers." says Oke Hauser, Creative Lead of MINI LIVING.

Externally, Jacob's design is inspired by London's rich history of geometric facades, while the interior is conceived as a flexible, imaginative space that pays homage to British eccentricity, further rooting the local fragment within specific traditions. It will be a place of exchange, bringing people together and replicating important elements of urban life: the

shared kitchen refers to the importance of food markets, the micro-library responds to the decreasing number of public libraries.

“The mirrored surface of URBAN CABIN is playing with the reflections of its surrounding, while the interior is an interactive space designed to understand and evaluate the personal needs of the London urbanite. It’s crucial to our design process that we truly understand what makes living in this specific city unique” explains Corinna Natter, Experience Designer MINI LIVING.

The collaboration between MINI LIVING and Jacob is based on the idea of London as a city of contrasts between past and present. “I’ve always been interested in combinations, juxtapositions and fusions; in how projects can draw on different references and forge alternative possibilities,” Jacob explains. “Often this means bringing apparent opposites together to create unexpected alliances and design languages. The aim is to open up the possibilities of design while also making reference to the world around us.”

London Design Festival Director Ben Evans explains: “Everyone lives and works somewhere, but most of us rarely think about the spaces and places we inhabit. This landmark project, like all London Design Festival projects, challenges us to pause and consider how design frames and defines our living world.”

Landmark Projects are one of the highlights of London Design Festival programming. These public installations change the landscape of the Capital and represent the ambition, creativity and experimentation that London is so renowned for.

MINI LIVING will present additional URBAN CABIN installations in major global cities in the coming months, the next of which will be unveiled in New York during ‘Archtober’. The URBAN CABIN will be revealed at A/D/O, MINI LIVING’s first permanent, shared workspace in Brooklyn. A/D/O is a creative space consisting of a bar, restaurant, shared workspace and Fabrication Lab. The installation will host events and workshops which will focus on the further development of the URBAN CABIN into an inhabitable concept for 2018.

**-ENDS-**

## NOTES TO EDITORS

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### **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.

#LDF17

[www.londondesignfestival.com](http://www.londondesignfestival.com)

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### **About MINI LIVING**

MINI LIVING is an initiative launched in 2016 as a creative platform for MINI to develop architectural solutions for future urban living spaces.

Last year, MINI LIVING showcased visionary concepts for shared and collaborative living/lifestyles/working in urban areas through the installations MINI LIVING – Do Disturb (at the Salone del Mobile in Milan), MINI LIVING – Forests (at the London Design Festival 2016) and MINI LIVING – Breathe -, which explored a shared living space (at Milan's Salone del Mobile).

2017 saw the launch of MINI LIVING's first permanent shared workspace in Brooklyn, New York. A/D/O is a creative space in Greenpoint, Brooklyn dedicated to exploring new boundaries in design. At its heart is the Design Academy, which offers a range of programming to professional designers, intended to provoke and invigorate their creative practice. The space also features a restaurant, bar, workspace, fabrication labs and public areas.

#MINILiving

#urbancabin

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[MINI.co.uk/LIVING](http://MINI.co.uk/LIVING)

### **About Sam Jacob Studio**

Sam Jacob Studio is a collaborative practice working across architecture, design and urbanism. We bring creative design thinking to projects for a wide range of cultural and commercial clients.

With over 20 years of industry experience, the studio operates on design projects at urban and architectural scales as well as devising objects and strategies.

Our work is based on a deep understanding of design's social and cultural significance, evidenced by Sam's roles as a columnist for the world's most influential design website Dezeen, a design critic for Art Review and contributing editor for Icon as well as his positions as Professor of Architecture at UIC and Director of Nightschool at the Architectural Association, London

Our design approach goes beyond traditional practice. Alongside design we help clients understand the potential of design to engage with the public and markets, developing approaches that use design as a way to build relationships, experiences and so create social, cultural and economic value.

### **About Oxo Tower Wharf**

The iconic Oxo Tower Wharf on London's South Bank is now home to over 25 design studios and shops, galleries and exhibition spaces, restaurants and cafes, and co-operative housing. It is owned and managed by social enterprise Coin Street Community Builders.

Oxo Tower Wharf has a range of events and exhibitions taking place across the site as part of London Design Festival and forms part of the Bankside Design District.

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