



# **LONDON DESIGN FESTIVAL**

## **16-24 SEPTEMBER 2017**

### **VOLUNTEER**

**THIS PACK IS FOR VOLUNTEERS AT THE LONDON DESIGN FESTIVAL**

- VOLUNTEERING AT THE LONDON DESIGN FESTIVAL 2017**
- FESTIVAL INFORMATION SOURCES**
- BACKGROUND OF THE FESTIVAL**

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# INTRODUCTION TO VOLUNTEERING AT THE LONDON DESIGN FESTIVAL 2017

With over 400 events taking place across London and an anticipated audience in the hundreds-of-thousands, the small London Design Festival team relies on volunteers to support Festival activity, help Festival visitors at events, and assist with a range of other tasks through the busy Festival period.

Some of the volunteer roles are specific and might run throughout the Festival. Others are based in specific locations, and many are reactive – responding to requests and questions. We've provided an outline of the tasks to give you a flavour of the roles. However, volunteers need to be flexible and able to respond to all reasonable requests positively. Many elements of the Festival are unpredictable, and the Festival team is likely to be under constant pressure to deliver activity and allocate resources. This requires volunteers to use common sense and their own initiative at all times. However, if in doubt get in touch with the Head Volunteer or a member of the Festival team.

In return for your commitment, the Festival team will make every effort to ensure you enjoy being a Festival volunteer. We'll also try and ensure you're able to go to the Festival events you want to attend, gain valuable experience and have fun.

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## ROLES & RESPONSIBILITIES

There are numerous opportunities to volunteer at the London Design Festival, below is an outline of the roles available. Please familiarise yourself with these and any that are of particular interest. Spaces for each role are limited, however we will do our best to accommodate your choices.

### Data capture and Host volunteer

**Who** – As a representative of the Festival, you will be approaching members of the public and partnering organisations in order to answer questions and get invaluable data about the Festival.

**What**

- Provide information and assistance
- Hand out guides
- Conduct surveys
- Collect data
- Answer questions

**When/Where** - You will be out and about throughout the Festival.



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### Host volunteer - Victoria and Albert Museum

**Who** –Based at the Festival hub – the V&A, you will be representing the Festival at a range of talks and workshops, and assisting on the desk.

**What**

- Assist with talks and workshops
- Assist with set up on 15 September
- Provide information to visitors about Festival installations
- Conduct visitor surveys

**When/Where** - You will be at the Victoria and Albert Museum (Festival hub), includes a late night.

### Head Design District volunteer

**Who** – You will be the pro-active, friendly and approachable head volunteer responsible for the volunteers within your allocated [Design District](#).

**What**

- Maintain frequent contact with the District co-ordinator
- Ensure your team are being productive and engaging with the public
- Schedule the shifts of the Design District volunteers with help from the Festival Programme Assistant
- Update and liaise directly with the Festival Programme Assistant

**When/Where** – You will be assigned a Design District and receive site specific information.

### Design District volunteer

**Who** – Working within a [Design District](#), your role will be varied but concentrated in a specific part of London. Areas include; Bankside, Brixton, Brompton, Chelsea, Clerkenwell, Islington, Mayfair, Pimlico Road and Shoreditch.

**What**

- Conduct visitor surveys
- Take photographs of exciting events and activities
- Engage with the public
- Opportunities to assist with special events/late night openings

**When/Where** - You will be assigned a Design District and receive site specific information. May include late nights.

### Social Media and digital reportage volunteer

**Who** - Communicating directly with our Digital Communications Assistant and Communications Assistant, you help us manage our digital output. Great for those who are tech-savvy, interested in writing, and photography and used to tweeting.

**What**

- Collect quotes from the public about their experience
- Take photographs of exciting events and activities, content producing for Instagram and Instagram Stories
- Content editing, write up news stories for the website and newsletters
- Liaise with the Festival Communications team

**When/Where** - You will be out and about throughout the Festival report back to the office team.

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### Head Landmark Project volunteer (Villa Walala)

**Who** - You will be the enthusiastic and supportive head volunteer responsible for a group of volunteers working in the vicinity of [Villa Walala](#).

**What**

- Ensure your team are being productive and engaging with the public
- Update and liaise directly with the Festival Programme Assistant
- Schedule the shifts of the Landmark Project volunteers with help from the Festival Programme Assistant

**When/Where** – Exchange Square, Broadgate.

### Landmark Project volunteer (Villa Walala)

**Who** – You will be representing the Festival at our Landmark Project - [Villa Walala](#). We commission some of the world's greatest architects and designers, you will be enthusiastic about the project and actively provide information to the public.

**What**

- Engage with visitors
- Conduct surveys
- Roam the area

**When/Where** - Exchange Square, Broadgate.

### Landmark Project volunteer (MINI LIVING Urban Cabin)

**Who** - You will be representing the Festival at our Landmark Project - MINI LIVING Urban Cabin

**What**

- Engage with visitors
- Conduct surveys
- Roam the area

**When/Where** - Oxo Tower Wharf Courtyard, Bankside.

### Design Destination volunteer

**Who** – Based at one of the large group shows called [Design Destinations](#), this is an exciting opportunity to represent the Festival in a lively atmosphere with exhibitors, designers and manufacturers.

**What**

- Engage with visitors and help to direct them around the site
- Promote the London Design Festival
- Hand out Festival guide
- Display Festival collateral

**When/Where** - You will be assigned a Design Destination and receive further information. These include [100% Design](#), [Decorex International](#), [designjunction](#), [Focus/17](#) and [London Design Fair](#).

### Design Frontiers volunteer

**Who** - Based at Somerset house, you will represent the Festival for the first edition of Design Frontiers - a group exhibition of over 30 leading international designers whose work is redefining the frontiers of their disciplines.

**What**

- Engage with visitors and help to direct them around the installations
- Promote the London Design Festival
- Hand out Festival guides

**When/Where** - 18-24 Sept, Somerset House

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## SPECIFIC FESTIVAL LOCATIONS

The Festival is directly responsible for staging major projects in a number of specific locations including the Victoria and Albert Museum and many more. Partner organisations provide the mass of events taking place across the city and are independently coordinated events. All locations have dedicated programmes of activity that requires volunteer support:

### Victoria and Albert Museum (V&A)

Cromwell Road, SW7 2RL

Dates: 16-24 September

The V&A is the hub venue for the London Design Festival, with a specially developed programme of installations and events running throughout the Festival. As part of the volunteer programme we will rely on volunteers to ensure the success of the Festival's activity.

Volunteers will be needed to support on the dedicated Festival desk within the Grand Entrance of the V&A. With a series of installations across the Museum we will also need volunteers to review, assist and maintain the Festival's presence at the installations. In effect, this role is a support role – responding to requests, creating a presence in the Museum and assisting where required.

More information: [londondesignfestival.com/va-museum](http://londondesignfestival.com/va-museum)



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# SPECIFIC FESTIVAL LOCATIONS

## Design Districts

Design Districts are clusters of events happening across the city.

This year there are nine official Design Districts, each with its own character and sensibilities. Each District has evolved over the 13 years of the Festival's history with Mayfair and Pimlico Road Design Districts both debuting in 2017. Although these Districts are organised locally and independently, they have become an important part of the Festival's growth.

Each District brings its own distinct personality to proceedings, and this year comprises:

Now in its third year, **Bankside Design District** runs east-west along the Thames from Borough Market to Oxo Tower Wharf; **Brompton Design District** is the longest-running and takes place within walking distance of the V&A; **Chelsea Design Quarter** specialises in interior design showrooms around the southern end of King's Road and Lots Road; **Clerkenwell Design Quarter** returns with a stronghold in the local furniture showrooms; nearby is the **Islington Design District** comprising a collection of design-led shops, showrooms and cafés; **Shoreditch Design Triangle** embraces more events this year within this creative hotspot in the capital; **Brixton Design Trail** brings design to the streets and public spaces through a programme that celebrates diversity and community; the newly established **Mayfair Design District** showcases both contemporary and collectable design, building on its thriving creative heritage, while **Pimlico Road** takes part for the first time - the second brand new Design District for 2017.

More information: [londonfestival.com/design-districts](http://londonfestival.com/design-districts)

## Design Destinations

A number of large group-shows will take place across the city where new and established exhibitors from the UK and around the world will debut their designs. These 'Design Destinations' are crucial for designers and manufacturers wanting to reach new markets and provide excellent platforms for new and emerging designers and makers to present their products and innovations. They are the commercial pillars of the Festival and the places to discover a wealth of new product releases and identify current trends.

These must-visit events are spread between **designjunction**, who presents more than 200 international interior design and culture brands located in the Kings Cross Creative Quarter. In East London, **London Design Fair**, (Tent London & Super Brands London) will once again take place at the Old Truman Brewery on Brick Lane. To the West, **100% Design** - the UK's largest contemporary design trade show returns to form the commercial heart of the Festival attracting hundreds of exhibitors and over 26,000 professional visitors to Olympia London. **Focus/17** stages its events at Design Centre, Chelsea Harbour with an exciting mix of bespoke installations and previously unseen projects set to inspire and amaze. Further to the West, **Decorex International** returns to the picturesque setting of Syon Park, and celebrates 40 years of design collaboration. Visitors will have the chance to enjoy a packed programme of insightful talks featuring prominent names in the design world.

Please see next page for Destination Dates.



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### Design Destination Dates:

- 21-24 Sept: London Design Fair
- 20-23 Sept: 100% Design
- 17-20 Sept: Decorex International
- 17-22 Sept: Focus/17
- 21-24 Sept: designjunction

More information: [londondesignfestival.com/design-destinations](http://londondesignfestival.com/design-destinations)

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### Landmark Projects

#### **Villa Walala**

Villa Walala is an exuberantly colourful and unexpected architectural landscape in Exchange Square, Broadgate. Constructed from vinyl, sealed PVC inners and high-strength nylon, it is a 'soft-textured building-block castle' covered and coloured with digitally printed patterns. The component shapes are pinned to the ground and inflated by fans, transforming them from flat forms into a vast and immersive temporary island of shape and colour that begs to be explored, invites playfulness, relieves stress, and visually dominates the area.

#### **MINI LIVING**

The MINI LIVING Team have designed a micro-house as a research space for relevant urban needs and local identities. Based at Bankside, in the courtyard of Oxo Tower Wharf, the "Urban Cabin" consists of a clever module reflecting its environment, and features distinct London characteristics created by Architect Sam Jacob.

### Other Events

#### **London Design Frontiers at Somerset House: 18-24 September**

This September will see the launch of Design Frontiers: a free, group exhibition of over 30 leading international designers at Somerset House in London.

Design Frontiers will illuminate the thinking and working practices of these celebrated designers, whose work is redefining the frontiers of their disciplines: from automotive to fashion, product design to graphics, digital to performance.

This independent production will run from 18-24 September, coinciding with London Design Festival 2017.

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## VOLUNTEER BENEFITS

As a Festival volunteer, we hope to provide you with experience of and insight into London's design community. You'll also witness, and contribute to, the staging of a major international design event as well as having contact with the latest in design, including people who may prove useful in the future!

Volunteers will also be able to attend Festival events and optimise access to areas of interest. The volunteering programme is not only a learning experience, but also a good place to make friends and enjoy London's creativity in full flourish.

We hope that volunteering with the London Design Festival proves to be well worth your while and provides opportunities for you to develop your career.

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## EXPENSES

The London Design Festival will provide a contribution to daily expenses.

Further information on processing your expenses will be provided at the beginning of the Festival.

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## CONTACT DETAILS AND FINAL BRIEFING

Thank you for showing your interest in volunteering at the London Design Festival. A full schedule of volunteering dates, times and venue will follow each volunteer Briefing Session.

To enrol as a volunteer please register via [Eventbrite](#) to attend the next volunteer session at the Victoria and Albert Museum on **Tuesday 5th Sept at 3pm**. If you cannot attend this date but still want to take part please contact the Programme Assistant via the email address below.

There will be a final briefing for all volunteers at the Victoria and Albert Museum.

If you have any further questions, please email the Programme Assistant at **[jess.mansfield@londondesignfestival.com](mailto:jess.mansfield@londondesignfestival.com)**  
London Design Festival  
33 John Street, London, WC1N 2AT





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# FESTIVAL INFORMATION SOURCES

Website

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

Facebook

[facebook.com/  
LondonDesignFestival](https://facebook.com/LondonDesignFestival)

Twitter

[twitter.com/L\\_D\\_F](https://twitter.com/L_D_F)

Instagram

[instagram.com/l\\_d\\_f\\_official](https://instagram.com/l_d_f_official)

Hashtag

[#LDF17](https://twitter.com/hashtag/LDF17)

Google+

[plus.google.com/+LondonDesign  
Festival/posts](https://plus.google.com/+LondonDesignFestival/posts)

Newsletter

[Sign Up](#)

## Website

The website – [www.londondesignfestival.com](http://www.londondesignfestival.com) - is the key information resource for Festival visitors. It offers the following benefits:

- Personalised Festival diaries via the 'My Festival' application (shopping basket for events and activities you want to attend).
- On-line registration for Festival Partner organisations, ensuring the latest updates are available to all visitors and press.
- Archive and high-resolution image library in a dedicated press section

Please visit the Festival website and study the guide – your knowledge of the programme and the Festival as a whole is an essential part of being an efficient volunteer!

## Guide

The official Guide to The London Design Festival 2017 will be available at the beginning of September. It contains complete listings of Festival events, an editorial section and a host of recommendations and ideas for enjoying the Festival.

A total of 60,000 copies of the guide will be distributed across London – they are available, free of charge in over 300 venues including all Festival venues.

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# BACKGROUND ON THE LONDON DESIGN FESTIVAL

The London Design Festival was established in 2003 to 'celebrate and promote London as the creative capital of the world, and as the gateway to the UK's world-class creative community'.

The Festival is open, inclusive and international in its outlook. It attempts to bring the widest possible range of interests together to explore issues, do business, exchange ideas, explore and have fun. All of this is made possible by the fact London is one of, if not the, most creative city in the world. Its mature, established, multitalented and diverse creative sector acts as a magnet to others from across the UK and around the world.

Contributions to the Festival programme are made by a diverse range of Partner organisations within the design community, ranging from design businesses to trade bodies, galleries, retailers, museums, campaign groups, government agencies, media organisations and individual designers.

The Festival is both a public and a trade event. Projects staged as part of the Festival range from major international exhibitions to trade events, local showcases and installations to talks and seminars, alongside receptions, launches, private views, and parties. The vast majority of events are free of charge to visit, take part in, listen to, learn or buy from.

The Festival is funded through a combination of public and private sources. The Mayor's Office is the key support body from the public sector. The London Design Festival is also supported by Arts Council England.

Last year an estimated 375,000 visitors attended Festival events and even more came across public design projects in public spaces such as Trafalgar Square.

We hope to make the 15th year of the London Design Festival the most successful year yet, and celebrate the creative talents of a truly inspiring industry.