



#LDF17

**LONDON DESIGN FESTIVAL
CELEBRATES MILESTONE 15 YEARS
WITH A BLOCKBUSTER SCHEDULE**

15 YEARS OF LONDON DESIGN FESTIVAL

London Design Festival celebrates its fifteenth year in 2017, with an inspiring programme of events and installations, which will see 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 ten-day period. This is headline news in a city that is home to globally recognised designers such as Thomas Heatherwick, Amanda Levete, Barber & Osgerby, Margaret Calvert, and Sir David Adjaye; as it offers a platform, for both emerging and established, designers to present their work: *"People have established, run, and successfully sold their businesses via the Festival. And our commissioning process for young designers really showcases their work early on in their careers"*, says Director Ben Evans.

In addition, the anniversary underscores the global influence and uniqueness of the Festival. Installations located in Trafalgar Square are seen by an audience in excess of a million; and in 2015 alone the Festival contributed £79.6m in GVA towards the London economy, a further total of £313m over a ten-year period. With over 3.3m visitors attending from over 75 countries, the Festival truly connects London to the world, and the world to London. *"Few cities have a cultural infrastructure like ours,"* says Director Ben Evans. *"It's a magnet for creative people both in the UK and around the world. Everyone wants to come here because of the scale and quality of our offer. We are culturally spoilt. London Design Festival has contributed to that – international brands have seen what's happening and want to be a part of it."*

London Design Festival can also credit its steady growth and popularity to millennials and the rise of social platforms, who communicate with strong, immediate images and share immersive experiences. *"We have a new audience that is self-taught, aware of technology and design media,"* says Evans. *"They are as discerning as they are hungry to consume. We have contributed to that. We are telling big stories that are readily shareable."*

Sadiq Khan, Mayor of London, said: *"London Design Festival is a fantastic event which brings together designers from across the globe and underlines London's position as a cultural powerhouse. London is the design capital of the world – attracting the very best companies and talent. From the Tube to the television and the world wide web, London's design talent has always been renowned for ingenuity and invention."*

"I'm delighted to support this wonderful festival, which shows that London is open to great ideas, innovation and to all people. I hope many Londoners will take the time to visit this celebration of imagination and creativity."

DISTRICTS AND DESTINATIONS

As a citywide event, London Design Festival is an essential platform for the capital's major tradeshow taking place across London, including: 100% Design, Decorex International, designjunction, Focus/17 and The London Design Fair (including Tent London & Super Brands). These shows feature work from a local and international network of both new and established exhibitors.

In 2017, there will be eight official Design Districts from East to West; North to South. Design Districts are areas where there are distinct concentrations of design activity and events that can be traversed easily on foot. Each District is organised locally and independently via the platform of London Design Festival. This year will see a new Design District, Mayfair, take part in the Festival. The Districts include Bankside Design District, Brompton Design District, Brixton Design Trail, Chelsea Design Quarter, Clerkenwell Design Quarter, Islington Design District, Mayfair Design District, and Shoreditch Design Triangle.

LANDMARK PROJECT

To celebrate 15 years, the Festival, along with headline partner, British Land, will launch a series of commissions and installations, including a landmark project at Broadgate Circus with renowned textile designer Camille Walala.

Villa Walala is an exuberantly colourful and unexpected architectural landscape in the heart of 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 an otherwise grey space. Accompanied by squeeze stress balls and other surprises, the *Villa* is intended to inject a little joy into what may otherwise have been just another day at the office.

Broadgate is a popular thoroughfare and public 'break-out' space amid the glass and concrete office blocks of the City. The vibrant colours, tactile surfaces and playful shapes of *Villa Walala* are designed to complement and enhance the recreational function of the area while providing a striking contrast to the typical colours, textures and mood of its surroundings. Walala's 'play-scape' aims to get the area's office workers to get moving on their lunch breaks – rather than solemnly sitting on the concrete steps – unleashing a refreshing new perspective of pattern and playfulness as they explore this strange and squidgy new world.

Joff Sharpe, Head of British Land's Operations and Flexible Workspace said; *"Design is critically important to the curation and enlivenment of places in which people prefer to work, shop and live. We are delighted to announce Camille Walala's landmark project for Broadgate, following on from last year's excellent collaborations with Snøhetta and Barber & Osgerby. Our partnership with London Design Festival celebrates the world's leading designers, and we are pleased to support the festival for a second consecutive year."*

Deputy Mayor for Culture and Creative Industries, Justine Simons, said: *"This year's London Design Festival programme promises to be the best yet, marking its 15th year as a globally renowned design showcase. From commissioning some of our generation's greatest designers to pioneering some of the most challenging installations this city has ever seen, it is little wonder that the festival is considered to be among the most influential of its kind in the world. London is home to many of the design industry's most acclaimed innovators, practitioners and educators, and the festival gives everyone the opportunity to experience why our great city really is the international capital of design."*

FUN FACTS: 15 YEARS OF LONDON DESIGN FESTIVAL

1. Since 2007, the Festival has commissioned some of the world's most celebrated designers, creating sensational temporary structures. The first, Zaha Hadid's incredible concrete *Urban Nebula*, appeared at the Southbank Centre, which propelled polished concrete into design stardom.
2. The Festival has been responsible for the creation of design icons and must-see, must-experience structures: In addition to work by Hadid and the Bouroullecs, there has been Alison Brooks Architects' *The Smile* (2016) and *Endless Stair* (2013) by Alex de Rijke.
3. Police were almost called during the spectacular *Chair Grab* by Tom Dixon in 2006, when 500 polystyrene chairs by the designer were given away in Trafalgar Square.
4. The Festival shines a bold new light on the city, and makes the familiar fresh. Jaime Hayón's *Tournament* (2009) incorporated a giant chessboard in Trafalgar Square bringing to life an *Alice Through The Looking Glass* cityscape.
5. *Outrace* by Kram/Weisshaar in 2010 featured eight Audi robots creating calligraphy from visitor's text messages. Because the technology depended on headlights, it had to run until midnight as messages were easier to view after sunset.
6. *Framed* by Stuart Haygarth (2010) was inspired by Dorothy's travels down the Yellow Brick Road (in the Land of Oz) as well as an abstract interpretation of contemporary street art.
7. When Thomas Heatherwick made the case that Vidal Sassoon should be given a Lifetime Achievement Award in 2011, he did it by putting on a Sassoon wig at the judge's dinner to demonstrate how architectural Sassoon's work is.
8. When AL_A architects created *Timber Wave* outside the V&A in 2011, the piece was so challenging to install, the main entrance to the museum was shut for almost two weeks.
9. It took over a year to convince St Paul's Cathedral to allow John Pawson to install *Perspectives* in 2011. The installation was located in the Dean's Staircase; the entrance to which hadn't been opened to the public ever before.
10. *Textile Field* (2011) saw a vast expanse of soft angled flooring on which people were invited to lounge and congregate, in the otherwise hushed cavernous environment: "One of the most amazing things is that an institution like the V&A – where you aren't allowed to sit on anything – allowed a project of this scale and ambition," says Evans. "It was a game changing moment."
11. *Endless Stair* commissioned by AHEC (American Hardwood Export Council) was one of the Festival's biggest attractions in 2013. The surreal architectural design even served as a stage for a performing brass band during its installation at the Tate Modern.

FUN FACTS: 15 YEARS OF LONDON DESIGN FESTIVAL

12. London Design Festival has been the platform where new stars are made, as well as established ones celebrated. *“Award-winner Roland Lamb now employs over 100 people, has attracted huge investment, and has a working relationship with NASA since he won the 2014 Swarovski Emerging Talent Medal with his radical new keyboard instrument.”*

13. London Design Festival creates huge business for brands – over the last decade participating companies have generated over £313m in GVA.

14. In 2015, Alex Chinneck installed an upside-down electricity pylon – *A Bullet from a Shooting Star* – on the Greenwich Peninsula. One of the Festival’s most ambitious projects to date, it incorporated 1,186 metres of steel and weighed 15 tonnes.

15. This year, London Design Festival in collaboration with British Land, brings an architectural playground to the middle of Broadgate by London-based artist and designer, Camille Walala. The vibrant geometric installation, *Villa Walala* is designed as a light-hearted antidote to the straight-laced busy City, injecting a sense of playfulness into just another day at the office.

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 gateway to the international design community and the world’s leading stage for design innovation.

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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NOTES TO EDITORS

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.