



LONDON DESIGN FESTIVAL ANNOUNCES NEW PROJECT WITH SAM JACOB AT THE V&A IN PARTNERSHIP WITH SAP

1 AUG 2019, London, UK – London Design Festival is excited to announce a new installation in the grand entrance of the V&A with architect Sam Jacob in collaboration with SAP. The installation explores the role of design and technology in reducing ocean plastics, in direct response to current predictions forecasting a higher amount of waste than marine life in the sea by 2050.

Sam Jacob is designing a new installation within the grand entrance to the V&A to highlight the need to rethink the global plastics system; to consider its full lifetime journey; and to design future-use into every product. The installation for London Design Festival follows the recent announcement that Sam Jacob Studio has been selected to transform the Cromwell Road entrance.

Titled **Sea Things**, the concept, inspired from a pattern by Charles and Ray Eames in the V&A's Textiles and Fashion collection, will take the form of a large scale two-way mirrored cube suspended above visitors with an animated motion graphic internally reflected to an infinity that seems both as wide as the ocean and as large as the challenges we face. Visitors entering the impactful space will feel transported and entirely absorbed by the installation, which is both a digital and physical manifestation of the global single-use plastics crisis.

In addition, Jacob will remake seven water vessels from the V&A's Collection. From recycling to experimental post plastic materials, the intervention will emphasise issues of value – the design of water vessels in global culture and history, along with the value of plastic itself – whilst demonstrating the potentials and opportunities for the future.

The project has an aim to evoke a powerful sense of emotion, so visitors come away feeling empowered with a better understanding of their role alongside technology and design to make the world a more sustainable place.

Sam Jacob says, "It's fantastic to be able to work on such an urgent issue and to be able to draw both on the knowledge of LDF and the V&A, and the global intelligence of SAP. Working between research on the immediate future, but with roots in culture and history of design, is an inspiring place for a designer to operate."

The project aligns with SAP's 'Plastic Cloud' project, which leverages the power of technology to turn the tide on ocean plastics. The software giant is working with global partners to create the digital infrastructure that will improve the economics of the global plastics system and increase after-use value of plastics.

London Design Festival Director, **Ben Evans CBE** says, "Plastics have become an intrinsic part of our lives and many are unaware of how much we use, or how it continues to affect our marine life, climate and economies. Now, more than ever, design has a vital role to play in creating a sustainable solution. The Festival will provide a platform for new material experimentation and discussion in a hope that it may move us one step closer towards creating a carbon neutral economy."

Managing Director, SAP UK & Ireland, **Jens Aml** says, "SAP's purpose from day one has been to enable organisations to create positive economic, social and environmental impact through our technology, and a fundamental part of that mission is our commitment to a world of zero waste. With 77% of the world's transaction revenue touching an SAP system, we have an obligation to help design a sustainable future for the next generations.

We are really excited to be working with Sam Jacob to help convey the absolute necessity for us to rethink our plastic waste system and make visitors feel emotionally invested in our journey to make the world run better and improve people's lives. We can't wait to see the public reaction to Sam's powerful installation."

- ENDS -

NOTES TO EDITORS

For further information, please contact EXPOSURE on +44207 907 7130 and londondesignfestival@exposure.net

For all images and assets, please download here: bit.ly/LDF19Press

London Design Festival will host a press preview on Friday 13 September 2019. Media accreditation is now open: To apply, please complete the form: <https://www.londondesignfestival.com/press-information>

ABOUT LONDON DESIGN FESTIVAL

Established in 2003 by Sir John Sorrell CBE and Ben Evans CBE, 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.

#LDF19

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ABOUT THE V&A

The V&A is the world's leading museum of art, design and performance with collections unrivalled in their scope and diversity. It was established to make works of art available to all and to inspire British designers and manufacturers.

Today, the V&A's collections, which span over 5000 years of human creativity in virtually every medium and from many parts of the world, continue to intrigue, inspire and inform. www.vam.ac.uk

About SAP

As the Experience Company powered by the Intelligent Enterprise, SAP is the market leader in enterprise application software, helping companies of all sizes and in all industries run at their best: 77% of the world's transaction revenue touches an SAP® system. Our machine learning, Internet of Things (IoT), and advanced analytics technologies help turn customers' businesses into intelligent enterprises. SAP helps give people and organizations deep business insight and fosters collaboration that helps them stay ahead of their competition. We simplify technology for companies so they can consume our software the way they want – without disruption. Our end-to-end suite of applications and services enables more than 437,000 business and public customers to operate profitably, adapt continuously, and make a difference. With a global network of customers, partners, employees, and thought leaders, SAP helps the world run better and improve people's lives. For more information, visit www.sap.com

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