



BROMPTON DESIGN DISTRICT

Press release for London Design Festival 2014

August 2014

Brompton Design District: the craft of design

The Brompton Design District is a partnership between leading international design brands and showrooms, independent retailers, and world-class cultural institutions all within walking distance of the V&A. Now in its seventh year, Brompton is established as the leading district within the annual London Design Festival.

For the London Design Festival 2014 the Brompton Design District programme looks at the growing influence of craft on design, and renewed interest in the passion and skill required to make things. Alongside the exhibits by leading design showrooms, the District's use of unusual spaces for the pop-up programme curated by Jane Withers adds to the energy and dynamism of the district. This year these take place in a series of garages in the area.

The Brompton Design District open evening is on Thurs 18 September.

Highlights of the 2014 programme include:

Skandium celebrates 15 years with 15 products from their own collection, Studio Skandium. The newest additions will be a series of pieces designed by Daniel Schofield: a simple yet elegant sofa, a versatile table set, a shelving system in solid oak and a clothes rail.

Cassina on Brompton Road exhibit "*Charlotte Perriand, an icon of modernity*" in honour of this pioneering 20th century architect, and the official UK launch of the *LC4 CP* chaise-longue by Le Corbusier, P. Jeanneret, C. Perriand.

Distinguished Brompton retailer The Conran Shop presents a new collection of contemporary furniture, design exclusives, accessories and gifts.

At Mint, Lina Kanafani curates *Elements of Craft* - an exhibition focusing on the influence of craft in design. Pieces by Angelo Mangiarotti and Roy McMakin represent classics from the 70s & 80s that are set against works by over 40 established and emerging designers to create a visual harmony of contrasts.

The Map House, a historic collection of cartography from all parts of the world, present, in a new gallery space, Kristjana S Williams. The Icelandic artist reinterprets the traditional art of maps.

Squint introduce their new velvet table top collection. Opulent marble book ends and classical candlesticks sit alongside sculptural ceramic and blown glass vases, all covered in a luxurious velvet coating. The marble pieces have been created using a unique dry marble process, hand-made and finished in Great Britain by a team of skilled craftsmen.

New partners Brompton Bicycle showcase their range of bicycles and the manufacturing processes behind them, along with an opportunity to meet with the team of designers and engineers. Visitors can 'build a bespoke Brompton' and ride it away on the day. Throughout the Festival there will be a schedule of Brompton Bicycle tours of the District and talks about British design and manufacturing.

Gabbertas Studio celebrates its collaboration with Oasiq with an exhibition of its work for the visionary outdoor furniture brand at nearby Chelsea Gardener.

B&B Italia London presents the 2014 collection, including designs by BarberOsgerby, and Doshi Levien; and welcomes Oikos, chromatic and textured solutions for surfaces, in a dedicated space in store.

Boffi celebrates its 80th anniversary with soft furnishing house Living Divani showcasing a complete design solution for living spaces within the newly renovated Boffi showroom.

Campbell's of London are master framers whose clients include the V&A museum. For London Design Festival this year the Brompton workshop is open to see Victorian gilding and framing techniques.

Harrods makes its LDF debut with in-store 'design trail' consisting of a series of exclusive global launches YOO Home... to name a few, on floors 2 and 3 of this iconic London department store.

Harriet Anstruther Studio presents an exhibition of crafts, showcasing art and design products around the theme of identity, privacy and what objects say about their owners. HAS is publishing a book on this subject later in 2014.

Marion Friedmann Gallery presents two designers from Mexico in an exhibition called Out of the Cage. Explore a glass-blowing project by Gala Fernandez, using birdcages as moulds and a spectacular rug by Ariel Rojo, depicting an aerial view of Mexico City by night. This exhibit takes place at the Instituto Cervantes.

Highlights of the pop-up programme include:

Austurland: Designs from Nowhere curated by Karna Sigurðardóttir and Pete Collard explores the possibilities for small-scale design and production in East Iceland, using locally sourced materials and craftsmen. Contributing designers include Max Lamb, Þórunn Árnadóttir, Julia Lohmann and Gero Grundmann.

London-based, Mongolian designer Oyuna Tserendorj exhibits collaborations with experimental design studios Peter Marigold, Raw Edges and Study O Portable. The designers will be taken out of their industrial comfort zones and invited to reimagine classic Oyuna products in the delicate material of cashmere.

London design duo CUSTHOM take over the Brompton Food Market, showing their latest designs inspired by London's architecture. The Brutalist forms of the new Hayward print meet the graphic interpretation of a classical window, with the Palladian ceramics collection. A feast of print, architecture and gastronomy.

Brompton welcomes UMPRUM Academy of Arts, Architecture and Design in Prague, whose Studio of Ceramics and Porcelain present Clay Works! - an experimental installation showcasing student research projects on porcelain and experimental manufacturing processes including detonation, extrusion and leavening with yeast.

Workshop for Potential Design return with an exhibition entitled *(Because) Hammerspace*, a term which describes the invisible space where cartoon characters take out various items from (mallet, gun, flower etc.). The exhibition explores this area in terms of our material consumption how we sometimes mistake capability as reason.

PostlerFerguson design studio take up residence at Exhibition Road's Fernandez and Wells during London Design Festival. German product designer Martin Postler and US architect Ian Ferguson together design a site specific commission for one of their favourite Brompton eateries.

REACT is a group of designers, academics and businesses working together to create new products. During London Design Festival an exhibition of work is presented at Christie's, lower gallery, showing products that explores experiences with the internet of things. With Uniform, BioBeats, Kinneir Dufort and Play Nicely.

The Brompton Design District Partnership for 2014 is:

Austurland: Designs from Nowhere - B&B Italia – Boffi – Brompton Bicycle – Brompton Food Market – Campbell's of London – Cassina – The Conran Shop – Custhom – FioreQ – Gabbertas Studio – Harriet Anstruther Studio – Harrods – Hastens - London Morgan – The Map House – Marion Friedmann Gallery – Mint – OYUNA – PostlerFerguson – REACT – Royal College of Art – Serpentine Gallery – Skandium – Squint Limited – UMPRUM Academy of Arts, Architecture and Design in Prague – Victoria and Albert Museum – Workshop for Potential Design

Editor's notes

Local design businesses joined forces in 2007 to create the Brompton Design District with a view to revitalising the heritage of the area as a place where people come together to share, enjoy and learn about design in its broadest sense; design, culture, fashion and food. Now in it's seventh year, Brompton is established as the leading district within the annual London Design Festival.

www.bromptondesigndistrict.com

Brompton Design District's pop-up programme is curated by Jane Withers.
www.janewithers.com

Thank you to South Kensington Estates and London Morgan for providing exhibition space for the Brompton Design District programme.

For enquiries and link to dropbox of all HR images, please contact Anna Stewart:
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Austurland: Designs from Nowhere. Julia Lohmann's work in East Iceland has continued her research into seaweed and its use within design production and manufacture. HIGH RES IMAGES AVAILABLE AT <http://designsfromnowhere.is>



Above: London-based design studio Cushtom take over the Brompton Food Market during London Design Festival, with their recent collection inspired by London architecture.

Below left: Table part of the collection of Studio Skandium celebrating 15 years of Skandium.

Below, right: Brompton Bicycle come home to the neighbourhood where they were invented. The inventor still lives in an apartment overlooking the Brompton Oratory.





Top: Austurland: Designs from Nowhere. Using antlers collected from the highlands around Egilsstaðir, Gero Grundmann has crafted a train environment that can work on the popular Brio system of toys. The design of the train was in part inspired by the legend of the local Lagarfljót worm, reflecting Gero's long-standing interest in storytelling and narrative through design.

Middle: LC4 CP chaise-longue by Le Corbusier, Pierre Jeanneret, Charlotte Perriand, an homage by Cassina to Charlotte Perriand for the occasion of the 2014 Louis Vuitton Icônes Collection.

Right: OYUNA cashmere. Three design studios used to working with industrial materials such as wood and metal explore using soft cashmere from Mongolia.





Top, left: Clay Works! by UMPRUM Academy of Arts, Architecture and Design in Prague presents Adam Železny's work, Železny uses a new process of explosives and detonation to create ceramic works.

Top, right: Marcin Rusa's work, part of the SustainRCA exhibition at the Royal College of Art.

Left: Products on display at Mint's exhibition called *Elements of Crafts*.