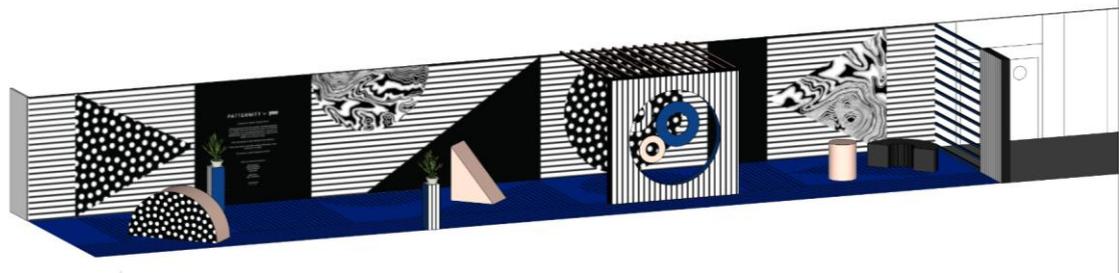


100% Design announces programming highlights ahead of show

With exciting new features 100% Forward, 100% Futures and Design Fresh, Press & VIP Library, CPD Hub, Talks Programme and activations from emerging and established designers



Clockwise from top left: Kyla McCallum Fold Lamp, CupClub, PATTERNITY for YOO

100% FUTURES

For cities to evolve and function, efficient and considered design plays a central role. As the effects of increasing human density continue to add pressure to ageing infrastructure, what kind of ideas can be implemented to improve life in a global metropolis like London?

100% Futures, curated by Max Fraser with an expert panel, brings together a selection of enterprising visions for future improvements to city life. Pioneered by individual entrepreneurs or a consortium of established players, this showcase embraces targeted change as well as projects with infrastructural ambition.

100% Futures celebrates ideas that reduce waste and power consumption, automate construction, lower congestion,

increase mobility and aid wellbeing. The feature illustrates that design is the broker for great changes to city life in the future, in close collaboration with technology, data systems, material innovations, science and engineering.

The judging panel includes **Jon Marshall**, Partner at Pentagram, who specialises in industrial design. Marshall has selected **Mimica Touch**, a type of label for perishable foods that accurately indicates the freshness and helps to reduce food waste.

Be-box founder **Chris Connors** has chosen **Sana**, who believe that good sleep will improve lives. Their product, Sana Sleep Mask, is a light and sound stimulation device that monitors biometric data to help guide users to natural deep sleep.

Emily Brookes, founder of urban cycling brand beryl (formerly Blaze), has nominated **Blubel**, a smart bike bell, and **Humanising Anatomy**, software to detect pedestrian and cyclist movement around autonomous vehicles, improving safety in cities.

Sophie Thomas, founder of communication design firm Thomas Matthews, has chosen **Velopresso**, an electricity-free mobile coffee stand, and **Cup Club** – a recycling system to divert away from single use coffee cups.

Max Fraser rounds up the display with **Magway**, a zero-emissions solution to address the increased volume of parcel deliveries, and **Light Traffic**, an MIT research project on smart intersections in cities to enable continuous traffic flow.

Design Fresh is a new feature for 100% Design 2018, a celebration of emerging talent that gives a platform to 22 breakthrough designers.

Each designer has been chosen for their explorative ideas and original products ranging from plush interior accessories to intricate ceramics, contemporary furniture and everything in between. The showcase will demonstrate a breadth of rising designers and exciting new perspectives.

The younger new graduates are not the only story. Some designers come into business later in life, going back to train, or developing skills outside of a college framework. An array of perspectives will be on display at Design Fresh.

Names to watch include **Mac Collins, Joe Wonham, Diane Bresson, Phoebe Deeprise, Alice Funge, Jane Waterston and James Pegg**.

The inaugural **Design Fresh Awards** will take place at 5pm on Thursday 20th September. Selected participants will be

DESIGN FRESH

100% FORWARD

awarded in categories including: Product of the Year, Innovation, Business Prospect Award, & One to Watch.

The entrance feature for 2018, **100% Forward** spotlights seven emerging design talents each championed by an established designer who launched his/her career during the first decade of 100% Design. The established designers will also showcase a selection of their latest work, sharing insight into how their brands have grown since their start at 100% Design.

Providing a platform for emerging talent across product, lighting, furniture, ceramic, wallpaper, textiles and more, the display is curated by Barbara Chandler, design editor of Homes & Property at the London Evening Standard.

Samuel Chan has nominated Moe Redish; Ella Doran has nominated Kyla McCallum; Chris Eckersley has nominated Majeda Clarke; Michael Marriott has nominated Dom Postlethwaite, working with Will Drye; Simon Pengelly has nominated Daniel Schofield; Jocelyn Warner has nominated Stoff Studios; Philip Watts has nominated Light Up North, working with Divine Savages.

PATTERNITY x YOO

Yoo Capital, the owners of Olympia London, has commissioned **PATTERNITY** to undertake a large-scale installation at the show this year.

PATTERNITY's specialist, straightforward and joyful approach elevates every project they undertake - adding substance to a bold aesthetic. As specialists in how to harness the positive power of pattern to tell worthwhile and engaging stories, PATTERNITY understands how pattern can inspire a deeper connection to our wider environment, each other and ourselves.

With this installation PATTERNITY creates a bold, immersive space that communicates the playful tone and refined design aesthetic of YOO. It will be an inclusive, playful and reflective space for the public to explore and immerse themselves in design. This display will inspire guests to stop amidst the busy show to create memorable moments and connect with others.

The design direction takes inspiration from the simple but timeless geometry of our daily urban environments; an abstract artistic reinterpretation of the fundamental patterns, textures and forms that shape the architecture of our cities and the details of our homes.

Together with Deutsche Finance International, Yoo has engaged with Heatherwick Studio, in collaboration with SPPARC Architects, to lead the architectural enhancement of

Olympia London. The project will see the 130-year-old exhibition centre based on a 14-and-a-half-acre site in Kensington, London, transformed into a world-leading arts, entertainment, exhibition and experiential district whilst staying true to its original heritage as an exhibition business.

PRESS AND VIP LIBRARY

This year the Press & VIP Library is designed by **Rabih Hage**, an award-winning RIBA chartered architect and designer with offices in London and New York. His multi-talented team of architects, interior designers, planning consultants, financial analysts and curators delivers a wide range of private and commercial projects, offering a seamless client experience from start to finish.

The design consists of bespoke, modular plywood units arranged in different configurations to form display 'mountains'. The units are conceived as orthogonal in plan, with consequent diagonal slices that allow for the formation of external and internal spaces with varying degrees of privacy and functionality. The external spaces are used for the library display of design publications for guests to enjoy, whereas the internal layouts provide shelving, seating and workstations.

To further highlight this distinction, the exterior plywood surfaces will be left untreated, whilst the interior will be finished in colour and soft furnishings. The colour palette derives from the printing colour bar, commonly used in book publishing and printing. Much of the display is bespoke, with additional furniture supplied by ercol.

100% Build London

With more of the construction trade visiting each year and the UK experiencing a building boom, **100% Build London** launches in 2018. Featuring the latest construction materials, innovative glazing technology, exterior surfaces, integrated automation technology, 100% Build London is the only event to bring together construction, high end architecture and interior design.

New for 2018, **The CPD Hub** in partnership with BSI, situated within 100% Build London features an extensive educational programme, with a variety of accredited sessions from the likes of CEDIA, BRE and more. CPD sessions are free to attend.

Talks Programme

Running across the 4-day event, **Talks with 100% Design** promises an engaging array of topics, from urban regeneration to manufacturing and behind the scenes of the furniture industry.

Designed by **Project Office**, proceedings in the main auditorium space will open on Wednesday September 19th with an 'in-conversation', featuring Thomas Heatherwick.

Other participants include Danish brand **Republic of Fritz Hansen**, designer **Ini Archibong**, leading architect **Farshid Moussavi**, designer **Yinka Ilori**, lighting designer and artist **Flynn Talbot**, Benchmark co-founder **Sean Sutcliffe** with **Ceri Edmunds** from Alison Brooks Architects, interior designer **Suzy Hoodless** and **Rabih Hage**, the revered designer behind this year's Press and VIP Library at 100% Design.

The Forum Stage will also host a series of intimate discussions and debates looking at industry issues, trends and specific areas of focus such as social media, sustainability, materials, home tech and lighting.

NOTES TO EDITORS

The 100% Design Press Preview will take place on Wednesday 19 September from 9am-11am, and will be followed by the official late night and party on Thursday 20 September from 6pm-11pm.

Address: Olympia London, Hammersmith Road, London, W14 8UX

100% Design

Wednesday 19th – Saturday 22nd September 2018

Register for your press pass: www.100percentdesign.co.uk/press-registration

Instagram: @100percentdesign

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