

100% DESIGN OPENS FOR 24TH EDITION



London, 19 September 2018: One of the stand out events of the London Design Festival, 100% Design opens today for its 24th edition. The show highlights and celebrates extraordinary creativity within design, showcasing its strongest lineup of exhibitors to date as well as emerging brands, live workshops, talks hosted by industry thought-leaders, innovative features and trade area with educational programming.

Press kit: www.bit.ly/100design2018

Link to imagery available upon request.

The entrance feature, **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 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.



100% Forward

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.

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. 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. The showcase demonstrates a breadth of rising designers and exciting new perspectives.



Joined + Jointed

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. 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.

Running across the 4-day show, **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 **Projects Office**, proceedings in the main auditorium space opened on Wednesday 19th September 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 Forum Stage** also hosts 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 throughout the week.



Thomas Heatherwick and Max Fraser speak at The Auditorium

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.



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NOTES TO EDITORS

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

Twitter: @designlondon

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Press Contact

Camron PR

7th Floor, 17 Slingsby Place

London, WC2E 9AB

E: 100percentdesign@camronpr.com

Tel: +44 (0)20 7420 1700

www.camronpr.com

For general image requests:

Francesca Formenti

Francesca.formenti@camronpr.com