

**100% Design announces shake-up to core programming with new exhibitions  
100% Futures and 100% Forward, a renewed focus on emerging designers,  
the best interiors and future innovations for living through design.**

**All within the newly formed West Kensington Design District**

**6<sup>th</sup> June 2018**



*Left to right: Thomas Heatherwick, lighting by Daniel Schofield, Odddot*

100% Design, the UK's longest standing annual design event, returns for its 24<sup>th</sup> edition this year and is delighted to announce a shake-up to traditional programming, demonstrating its renewed vision to be the unmissable show for design in London's creative calendar. 100% Design will present new features, fresh design talents and emerging names alongside a roster of industry favourites, big name brands and innovators. Taking place at Olympia, London from 19 – 22 September, this year 100% Design will present two new features, 100% Futures and 100% Forward, which will focus on emerging designers across innovation and furniture design respectively.

This year will also see the launch of the new West Kensington Design District, a hub that is set to inspire design enthusiasts and become the must-visit district during the London Design Festival, with an engaging programme featuring design brands, globally recognised cultural institutions and unmissable events this September. The district will be brought to life by a stellar array of partners including the Design Museum, the world's leading museum devoted to contemporary design. V&A Blythe House will offer a rare opportunity to participate in guided tours whilst Polish brand Zieta presents Plopp 4.0 at Arthill Gallery amongst many other partner events.



*Furniture by Casa Botelho*

100% Futures is a new exhibition celebrating forward-thinking design from a selection of British and international talents who have chosen to set up their practices in London. Spearheaded by Max Fraser, 100% Futures will shine a light on some of the most exciting designs under the theme 'Designing for London' across travel, technology, well-being, public spaces and sustainability. Alongside this, 100% Futures will also share designs from other cities, looking at ideas around the future of city-living and the best of designing for urban centres across the world.

100% Forward, curated by journalist Barbara Chandler, will highlight eight emerging design talents across furniture, product, lighting and textile design. Each will be championed by an established designer who carved his or her career during the first decade of 100% Design. Simon Pengelly, who started his career in 1993 when he presented at 100% Design, has selected rising talent Daniel Schofield. In five short-years, Daniel has honed his reductive approach to materials, form and function to create celebrated lighting, furniture and table top products.

100% Design's core exhibition covers Interiors, Kitchens, Bathrooms and Bedrooms, emerging brands and new for this year, 100% Build London, a dedicated show for the construction and architectural industries.



*Left to right: Lyon Beton and Arper*

100% Design will provide a platform for a mix of new interior brands such as One Plus Eleven, a conceptual furniture company that blurs the boundary between art and design, and established names including Italian design heavyweight Arper. Other brands to watch include Casa Botelho, Rubn, B Sweden, Graypants by Pad Home, Antonio Lupi, Odddot, Taamaa, Tuuci, Lyon Beton, Frama, Pintaark, Adventures in Furniture and Madheke.



*B Sweden*

A number of brands will push the boundaries of contemporary living, debuting models for the future, including Riko with Starck and Tesla.



*Tesla Powerwall*



*Riko with Stark*

Philippe Starck will present a prefabricated house with Riko, a Slovenian engineering and manufacturing brand that specialises in industrial prefabrication and energy production technology. Riko first teamed up with Starck in 2014 to unveil a new home featuring rooftop energy producing technologies, wind turbines, rainwater recovery and heating pumps.

Tesla, a brand focussed on accelerating the world's transition to sustainable energy, will showcase Powerwall, a device which integrates with solar to store excess energy generated during the day making it available only when you need it, minimising reliance on other forms of energy.

Olympia London, home to 100% Design, is undergoing a major regeneration project, managed by owners Yoo Capital and Deutsche Finance International. Heatherwick Studio, in collaboration with SPPARC Architects, will lead the architectural enhancement. 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.

Alongside this *Talks With 100% Design* returns as the most anticipated and forward thinking talks programme of the design calendar. Expect a series of inspiring sessions reflecting the very best in global design, emerging talents and the changing landscape of London's creative communities.

## **NOTES TO EDITORS**

The 100% Design Press Preview will take place on Wednesday 19 September and will be followed by the official launch party on the same evening.

100% Design  
Wednesday 19<sup>th</sup> – Saturday 22<sup>nd</sup> September 2018  
Sign up to the newsletter via  
[www.100percentdesign.co.uk](http://www.100percentdesign.co.uk)

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Originally targeted towards the design industry in the UK, 100% Design was first staged in 1995. Today, the show attracts more than 27,000 visitors including architects, designers and interiors specialists.

Featuring an unrivalled talk's programme, bespoke installations and a curated selection of world-leading international brands, 100% Design is the dedicated meeting place for design in London.

100% Design takes place across four days at Olympia London, from 19-22 September, concurrently to London Design Festival.