

100%design®

**100% Design announces exciting emerging designer line-up for 100% Forward, a new feature for 2018 championing the best of rising British design talent**

**Curated by Barbara Chandler with selection by established designers who initially launched their careers at 100% Design, Britain's longest running design show**



*Left to right: Product by Dominic Postlethwaite; Majeda Clarke; Textile by Stoff Studios*

**Tuesday 31 July 2018:**

**100% Design is delighted to present 100% Forward, a new feature for 2018 that provides a platform for emerging talent across product, lighting, furniture, ceramic, wallpaper, textiles and more. The project has been curated by Barbara Chandler, design editor of Homes & Property at the London Evening Standard,**

with over 35 year of experience in the design industry, and known as a champion of new talent.

**100% Forward will spotlight seven emerging design talents each championed by an established designer who launched his/ her career during the first decade of 100% Design – the trade show with an unparalleled design pedigree. Barbara Chandler is also curating an additional selection of new designers, showcased as part of a lively entrance feature.**

**Artist and designer Chris Eckersley first exhibited at 100% Design in 1996, and has gone on to create furniture for many leading brands, including Heal's and Liberty. He is particularly known for translating the "vernacular" into production pieces, such as his Windsor-influenced chairs for Sitting Firm. He has been a leading light of the "bodging" group of British furniture designers, who have re-discovered ancient craft techniques literally in the woods. Drawing on his experience as a Crafts Council Hothouse mentor, Chris has selected textile designer Majeda Clarke who is applying a unique talent to update the ancient craft of textile waving, subverting traditional geometric patterns and adding an airy texture.**

**Interior designer and maker Philip Watts has been a loyal exhibitor at 100% Design, for eleven consecutive years from 1995. He has become celebrated for his upbeat interiors, and inventive metalwork, which is designed and made in his own works in Nottingham. He has nominated Emma Krause from the innovative start-up Light up North, who is applying electroluminescent wire to printed surfaces, including illuminated wallpaper created in partnership with Beth Travers of Bobo1325**

**Simon Pengelly says 100% Design was unquestionably his launch-pad in 1993, introducing him to several leading brands who snapped up his gift for furniture-making. He has selected rising talent Daniel Schofield. In less than five years, Daniel has already created an impressive client list that includes Benchmark (themselves exhibiting at 100% Design) and Decode, who love his "reductive" approach to materials, form and function, leading to lighting, furniture and table top pieces.**

**East London furniture, product, and exhibition designer – "and activist" - Michael Marriott – has nominated Dominic Postlethwaite, a new Kingston University graduate who studied Product and Furniture Design. Dominic's agenda is more relevant today than ever, when people are short of money and space, and materials are increasingly limited. Dominic utilises efficient materials and manufacturing processes which allow for lower costs in production, at the same time favouring an industrial aesthetic.**

**Ella Doran is an award-winning designer who pioneered the application of photography to products for the home, from tablemats to wall murals, and has developed unparalleled expertise in digital techniques. A multi-disciplinary designer herself, Ella has selected Kyla McCallum, of London-based Foldability, a studio which uniquely produces set design, window displays, lighting and interior products informed by geometry and the time-honoured arts of origami.**

**Jocelyn Warner launched her revolutionary large scale wallpaper designs – a sensation at the time - in 1999 at 100% Design, and has achieved international fame for patterns and colourways of maximum impact. Jocelyn has selected Stoff Studios, founded in 2015 by RCA graduates Carys Briggs, a textile printer, and Andrew Mason, a designer/maker of furniture. Working from their own studio workshop in South East London, they draw on traditional methods for their refined and contemporary collections of textiles and furniture.**

**Furniture designer Samuel Chan exhibited at 100% Design from 1995-2011, and is returning this year. His design practice, furniture brand and Chelsea shop are known for a purity of line, translated into wood with supreme craftsmanship. He trained at the London College of Furniture, and it is fitting therefore that he has chosen a young graduate from the Cass as his protégé. Moe Redish, coming to a show for the very first time, created a beautiful desk at college under the tutelage of Samuel. It has been put into production and will be launched at 100% Design.**

**Barbara Chandler's edit of new designers spreads across furniture, lighting, fabrics, wallpaper, rugs, ceramics, glass and accessories. It includes a clutch of stunning print designers, with strikingly different styles, from Nia Rist with super-sized screen-printed mono collage, to Phoebe Deeprose, with elegant digitally-printed flowers and leaves drawn from nature, plus Diane Bresson's mesmerising metallic discs and Matisse-inspired prints by Lizzie Hillier. Ceramicists include James Pegg with striking abstracts on vessels large and small, and Alice Funge, whose bowls have delicate hand-written decoration. Sam Lander has made colourful lamps and furniture from waste polystyrene, and Jacky Puzey has digitally-embroidered koi carp onto stools and wallcoverings. Jan Waterston's blackened chair in scrubbed ebonised oak combines grace with drama. Thus 100% Forward will introduce a huge spread of new talent at 100% Design.**

**Barbara Chandler says; "What I love about our nominees is the different ways they are all coming to market, from graduates fresh from college to designers leaving an established career to build a new design business in middle life. They demonstrate, too, the huge diversity of design today, from adventurous practitioners of traditional arts and crafts (often enhanced by modern technology) to sophisticated industrial designers."**

**100% Forward takes centre stage at 100% Design and visitors will be greeted by its showcase at the entrance of Olympia. There will be an arresting display of new designs from participants in the project, who will have additional platforms to present/explain their work, meet visitors and demonstrate their working methods.**