



100% Design announces Design Fresh Participants

NEW for 2018 and a celebration of breakthrough design talent chosen by 100% Design and Barbara Chandler



Clockwise from top left: Phoebe Deeprise, JDPceramics, Giggy & Bab, Alice Funge Ceramics

SEPTEMBER 2018, London, UK: 100% Design reveals for the first time a list of 22 breakthrough designers who are taking part in Design Fresh, a new feature for the 2018 show. Design Fresh is a celebration of emerging talent selected by 100% Design at New Designers, with a further selection by Barbara Chandler, design editor of Homes & Property at the London Evening Standard.

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. However 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.

Combined with 100% Forward, the entrance feature of the show, Design Fresh enables 100% Design to display one of the most significant concentrations of new creative talent during London Design Festival 2018.

The Design Fresh candidates will be given a number of opportunities to network with the design industry at the show. The first will take place at The Forum space at 4pm on Thursday 20th September, when the designers will be given the opportunity to present their work to an audience. The inaugural Design Fresh Awards will take place on the Auditorium at 5pm on the same day. Categories include: Product of the Year, Innovation, Business Prospect Award, & One to Watch.



L-R: Jan Waterston, Mac Collins, Poppy Pippin

FURNITURE & LIGHTING

Last year, **Jan Waterston** set up his studio for furniture design and making in Birmingham, in order to investigate the junction between craft, design and art. As a designer maker, he explores concepts and processes at the workbench, with material informing the ultimate design direction. His Velo Chair – an ebonised piece inspired by modern bicycle design – has been created with all component junctions eliminated for a seamless design.

Mac Collins is a furniture designer and maker based in Newcastle. Collins explores his own African heritage and allows this to inform his work. Informed by the ideas of Afrocentrism and the aesthetic of Afrofuturism, Iklwa is a throne to inspire empowerment in the face of oppression. Visually intense, Iklwa's dramatic composition and vivid Ultramarine overwhelm its surroundings, whilst asserting the power of its sitter. Intentionally intense and overwhelming, Collins' furniture aims to bridge the gap between sculptural art and functional design.

Troo Studio founders Sam Bolt and Freya Whamond, who founded their Hereford-based workshop in 2016, create contemporary wooden products ranging from smaller items of homeware to fully bespoke heirloom pieces of furniture. They like to experiment with the processes of making, and with other materials which complement wood. The studio's Bud chair in ash and "free-form" laminated oak won the Alan Peters Award for Excellence 2017 and the Young Furniture Makers Bespoke Award 2017. A ribbon of wood encloses the sitter, seemingly woven at the back, with a "book-matched" seat to emphasise the symmetry.

Juliet Munro left a successful career in video news production to set up her furniture company Giggy & Bab – named after two great grand aunts - in 2017 with the Hornsey Step Stool. The design is based on an original from the last century bought from a market. Two steps fold in and out of a compact frame that doubles up as an extra seat. The retro stool is artisan made in England, and available in 10 colours.

Abigail Chadwick is a designer who takes inspiration from nature and the outside world, incorporating natural patterns and organic shapes and curves into her work. She will show Bubl, 3-piece occasional table set, which references tessellation and naturally forming shapes and provides a modern take on the more traditional nest tables.

Emma Chesterman is a designer-maker who seeks to create furniture for life, taking the traditional as a starting point to create something new and innovative. Her wooden Chair/Bench is angled so the person sitting on it is turned slightly to towards their companion, creating a moment of relaxed intimacy.

Gaël Pellerin was raised in France before settling in London in 2015. He trained as a furniture maker in 2016, honing his woodworking skills and designing his first pieces of furniture. Nancy – Pellerin's first chair - has angled legs and a curved back, which together compose a dramatic outline. The triangle shaped legs are inspired by Jean Prouvé's work, demonstrating a modern and sharp look.

Joe Wonham's work explores the relationship between digital design and material exploration. He enjoys the process of designing using custom algorithms and scripts while maintaining an understanding of the materials and manufacturing processes involved. By allowing a material to behave naturally, and to partially dictate the form of an object, he can create beautiful and original effects. This combined with a logical design approach allows for a fresh aesthetic in his work.



L-R: Joe Wonham, Gavin Keightley

James Lewis is a recent graduate in product design. The Libra stool represents his pursuit to evoke curiosity with furniture. The intention of interaction and play as well as research on nomadic furniture, helped to encourage the final design. An element of self-preservation when using the furniture due to its narrow base ensures good posture and core exercise when in use.

Reece Bilton is a three-dimensional product design graduate with a special interest in lighting. His Manhattan floor lamp is formed from extruded aluminium with cast concrete and is designed with a minimal, robust aesthetic. Well-considered diffusion ensures the lamp creates a warm, comfortable glow.

SUSTAINABILITY

Atticus Durnell will display That's Caffeine, a project inspired by the convention of sustainability and amount of coffee related waste. That's Caffeine is a floor lamp made with a use of used coffee grounds and biodegradable resin. This concept means to close the production circle and bring new uses to what was considered waste.

Sam Lander, a graduate in 3D Design from Manchester Metropolitan University, wanted to create a solution to the takeaway polystyrene boxes littering the streets of his city every weekend. For his 'Poly' series, he has developed a new material out of melted down compressed polystyrene. He has also invented a new tool— a machine to spin rounded shapes, using the old drum of a washing machine, and centrifugal force to spin the material to the outside of the mould. The resulting coffee table and lampshades are formed of material and manufacturing process that's completely fresh and original.

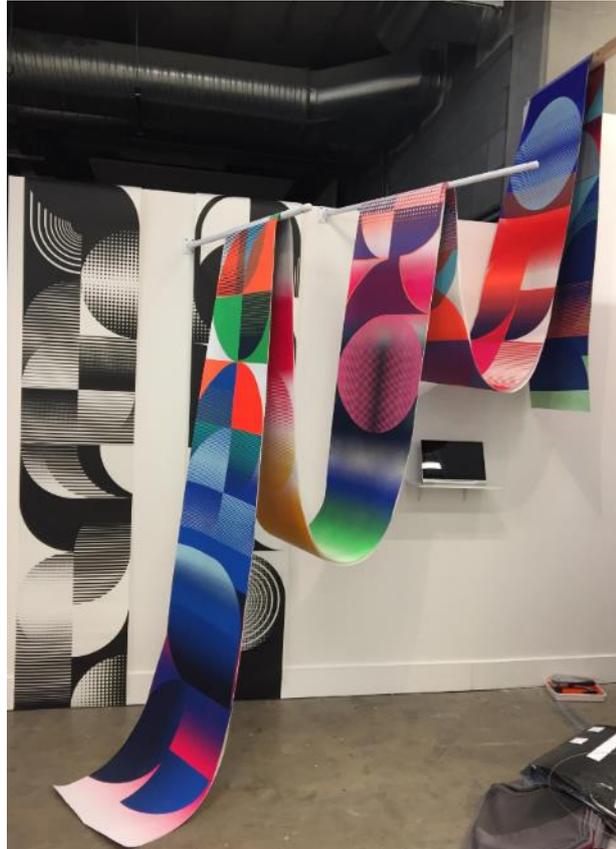
Gavin Keightley, Founder of Gasket Design, celebrates the story behind artefacts to develop an understanding for the importance of hand-made design. He explores sustainable and natural solutions and investigates undervalued production methods to reveal new and innovative results. His chosen project was formulated to explore how natural erosion can be used to create a series of objects; focusing on aeolian processes, commonly known as wind erosion.

Poppy Pippin has developed Moss Tiles - wall tiles that encourage moss growth to improve air quality in the urban environment by absorbing carbon dioxide. Growing up within a polluted part of London has inspired Poppy to seek out design solutions that improve cities and create a healthier environment to live in. She is a winner of the Creative Conscience Awards in 2018.

CERAMICS

JDPceramics, founded by **James Pegg** in 2016, explores the potential of capturing colour and movement in slipcast porcelain using a unique action casting technique. Pegg studied textile design at Glasgow School of Art and completed an MA at Central St Martins before teaching at London College of Fashion for ten years. Now, alongside his lecturing work he has a studio in Peckham, creating gallery work in addition to a studio line of accessible and functional pieces.

Alice Funge's business launched at the start of 2018 after winning the National Trust's associate award at New Designers. She makes tactile, colourful ceramics and bakeware, decorated with fragments of recipes in her late grandmother's handwriting. She was an Artist in Residence at De Montfort University until recently, but has just moved into her own studio.



L-R Nia Rist, Diane Bresson

TEXTILES & HAND-PRINTING

Diane Bresson, who graduated in Textile Design from Central Saint Martins in 2018, is interested in the relation between craft and technology and in exploring how they can be combined together to create playful and dynamic patterns. She loves the beauty of simple shapes, which gain depth and complexity from her sophisticated use of colour. Bresson will show examples of hand printed wallpaper.

Inspired by wanderings around her parents' nursery garden, **Phoebe Deeprise** creates bespoke printed interior fabrics, wallpapers and homewares, combining the rustic with the luxurious. Her work displays meticulously-drawn and detailed patterns of delicate flower bouquets and leafy stems, with careful shading and subtle neutral tones printed onto fine wool, velvet and other cloth. She aims to bring disregarded foliage and the soft daily changes in light and colour into the home with a magical and elegant twist.

Aase Hopstock, who founded interiors and accessories brand House of Hopstock in 2017, will display an array of fabrics, cushions and ceramics. With a focus on bold and vibrant illustrated prints, the brand believes in seeking out beauty in everyday luxury. She was a successful shoe designer with a degree from London College of Fashion, before becoming disillusioned with the business and returning to her love of illustration.

Lucy Grainge is an illustrator and graphic designer who graduated in Communication Design at the Glasgow School of Art in 2017. Focusing on process, Grainge harnesses both analogue and digital techniques to promote discussion through visual storytelling. She has developed stencil-based "risograph" prints as an affordable and sustainable way of printing and also produces tote bags. Grainge has printed a large-scale textile banner for Design Fresh, which illustrates the potential of bespoke commissions for textile lengths.

Nia Rist's striking large-scale monochrome prints reflect the enthusiasm and sunny nature of this young fabric printer from South Wales, who graduated in Surface Pattern from Swansea College of Art in 2016. Now she has her own workshop, printing onto fabric for cushions, upholstery and lampshades which can be supplied with a striking wooden base. She enjoys playing around with colour, pattern and scale; accordingly, Rist cuts, pastes and paints, creating the collages which become the basis of her fabric prints, only stopping when she has the right balance of motifs for her bold patterns.

Textile artist **Lizzie Hillier** is based in Sussex. She has a BA in Textiles from Goldsmiths College in London and an MA in Sequential Design from Brighton University. Lizzie went on to run the block print textile company, Woven Oak, where her customers included Liberty London, The Victoria & Albert Museum and Mitsukoshi in Tokyo, Japan. Now her emphasis is on bold statement pieces for the home, such as fabric by the metre, lampshades and cushions. These are screen printed with clean abstract shapes enlivened by energetic brush marks. She will display a vintage chair upholstered in her own fabric.

ENDS

NOTES TO EDITORS

Aase Hopstock, Alice Funge, Diane Bresson, James Pegg, Jan Waterston, Juliet Munroe, Lizzie Hillier, Lucy Grainge, Nia Rist, Phoebe Deeprise, Sam Lander and Troo Studio have been selected by Barbara Chandler, design editor of Homes & Property at the London Evening Standard.

Abigail Chadwick, Atticus Durnell, Emma Chesterman, Gael Pellerin, Gavin Keightley, James Lewis, Joe Wonham, Mac Collins, Poppy Pippin and Reece Bilton have been selected by 100% Design.

The 100% Design Press Preview will take place on Wednesday 19 September and will be followed by the official late night and launch party on Thursday 20 September.

100% Design

Wednesday 19th – Saturday 22nd September 2018

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

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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 talks 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.