



## Diary Note

100% Design returns to Olympia London for 23<sup>rd</sup> edition with 'Elements' theme

**20-23 September 2017**



100% Design, the UK's largest trade show for architects and designers, returns to Olympia, London from 20-23 September for its 23rd edition. The show welcomes hundreds of exhibitors and more than 27,000 visitors to Kensington over four days as the commercial heart of London Design Festival, helping to foster relationships between some of the world's biggest architects, designers, specifiers, retailers and developers.

Each year 100% Design adopts a theme, which is reflected across its installations, features, talks programmes and show design. For the 2017 edition this is 'Elements', which considers everything from the fundamentals of design to the component parts that make up a product, the materials used to the stories and processes of development.

100% Design is the place that design comes to do business at London Design Festival. Last year's show again showed an increased attendance, with 27,387 delegates representing a combined spending power at £3.9 billion, reflecting the show's highly professional, international audience. 100% Design is the only independently audited show during London Design Festival.

With the latest UK product launches from an extraordinary array of brands and designers, 100% Design occupies a crucial place as the commercial heart of design in the UK. With five distinct sections, *Interiors*, *Workplace*, *Kitchens & Bathrooms*, *Design & Build* and *Emerging Brands*, 100% Design is unique in its cross-sector appeal to professionals including interior designers, architects, specifiers and dealers.

For more information on 100% Design please visit [100percentdesign.co.uk](http://100percentdesign.co.uk).

## **ENDS**

For press information and images please contact Four Colman Getty:

Sara Kietzmann | [sara.kietzmann@fourcolmangetty.com](mailto:sara.kietzmann@fourcolmangetty.com) | 020 3697 4243

James Douglas | [james.douglas@fourcolmangetty.com](mailto:james.douglas@fourcolmangetty.com) | 020 3697 4267

Matt Railton | [matt.railton@fourcolmangetty.com](mailto:matt.railton@fourcolmangetty.com) | 020 3697 4262

## **Notes to Editors:**

### **100% Design 2017**

Dates: Wednesday 20 September - Saturday 23 September 2017

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

Website: [100percentdesign.co.uk](http://100percentdesign.co.uk)

Twitter: [@designlondon](https://twitter.com/designlondon)

Instagram: [@100percentdesign](https://www.instagram.com/100percentdesign)

### **Media 10**

100% Design London is owned and staged by Media 10 Ltd, owners of the world's most influential design magazines and events. Media 10 has fast become one of the leading players in the global events industry as a result of the hugely successful Grand Designs Live, Clerkenwell Design Week and The Ideal Home Show.

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