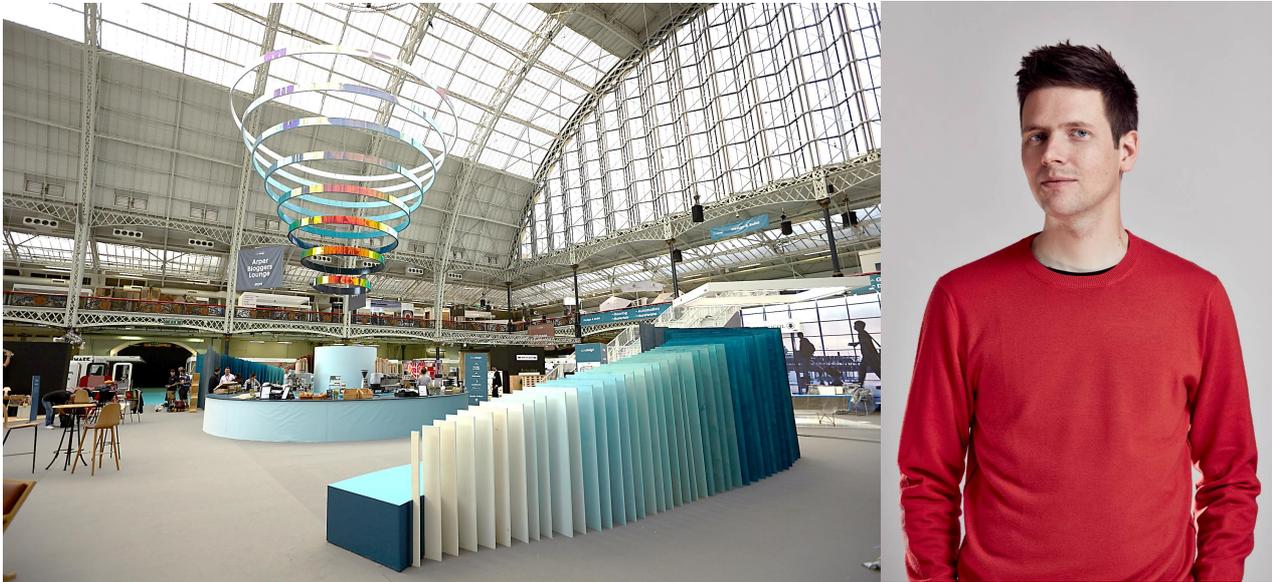




For immediate release Friday 19 May 2017

100% Design appoints Max Fraser as Content Editor



100% Design today announces the appointment of leading design journalist Max Fraser as the show's Content Editor. The UK's largest trade show for architects and designers returns for its 23rd edition to Olympia London from 20-23 September. Fraser will add to the show's critical and curatorial clout, producing features and installations inspired by this year's theme, Elements. He is a dynamic new figurehead for the show alongside Media 10's Daren Newton who oversees the show's business development and exhibitor relations. He will retain the same position as Content Editor on Clerkenwell Design Week, a showcase of leading UK and international design brands presented in showroom events, exhibition and installations that take place across the area 23-25 May 2017.

Max Fraser comments: *"100% Design was the first design exhibition of its kind in London and I've witnessed it grow up from its early years. My involvement has been multifarious, from initially visiting as a curious young visitor before eventually being part of the advisory committee then collaborating with the show as a strategic partner during my time working at the London Design Festival.*

Today, my work as a journalist and consultant takes me around the world and I hope to bring some of those findings back to London. As the show continues to evolve in its latest home at Olympia, I will be advising the 100% Design team across the content and creative elements with a particular focus on the main exhibition feature."

Daren Newton, Managing Director, 100% Design and Clerkenwell Design Week, adds: *"I am delighted that Max joins the team of 100% Design. In the new dual structure Max will drive the content and creative sides of the show while I will lead the business development. I have worked with Max on many projects in the past and he has always brought an exciting energy to any project he's been involved in."*

I am delighted that Max joins the team of 100% Design bringing his design expertise and extensive network of international contacts.

Max Fraser works as a design commentator across the media of books, magazines, exhibitions, video, and events to broaden the conversation around contemporary design. He delivers content and strategy for a variety of public and private bodies in the UK and abroad.

He is the author of several design books including *Design UK* and *Designers on Design*, which he co-wrote with Sir Terence Conran. He owns Spotlight Press, a publishing imprint. Recent titles include *London Design Guide* and *Dezeen Book of Ideas*. As a journalist, he contributes to publications including *Newsweek International*, *Financial Times*, *CNN Style* and *Wallpaper**. He worked as the Deputy Director of the London Design Festival from 2012-2015.

For more information on 100% Design please visit 100percentdesign.co.uk.

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Notes to Editors:

100% Design 2017

As the commercial heart of London Design Festival, 100% Design helps to foster relationships between some of the world's biggest architects, designers, specifiers, retailers and developers. With over 600 exhibitors launching hundreds of new products, last year's event was attended by more than 27,000 visitors with delegate spending power unmatched in the UK, reaching a combined £3.9 billion. 100% Design is the only independently audited show during London Design Festival.

Dates: Wednesday 20 September - Saturday 23 September 2017

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

Website: 100percentdesign.co.uk

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

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

Clerkenwell Design Week

Clerkenwell is home to more creative businesses and architects per square mile than anywhere else on the planet, making it truly one of the most important design hubs in the world. To celebrate this rich and diverse community, Clerkenwell Design Week has created a showcase of leading UK and international brands and companies presented in a series of showroom events, exhibitions and special installations that take place across the area.

www.clerkenwelldesignweek.com

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.

www.media-ten.com