



For immediate release, 29 June 2017

100% Design announces brands for Interiors, Emerging Brands and Workplace sections

100% Design returns during London Design Festival for its 23rd edition at Olympia, London, 20-23 September. The show attracts hundreds of exhibitors launching products to an audience of more than 27,000 visitors and helps to foster relationships between some of the world's biggest architects, designers, specifiers, retailers and developers.

The show is unique in its cross-sector appeal to design professionals with five distinct sections: Interiors, Workplace, Kitchens & Bathrooms, Design & Build and Emerging Brands.

100% Interiors



Olinda by Bow and Arrow



Mozaik by Designheure

Interiors is the longest running section at 100% Design, presenting prestigious international brands with products ranging from furniture and lighting to fabrics and accessories.

Mid-century and art deco-inspired designs are prominent in this section this year, with brands such as **Mambo Unlimited**, **Due** and **Mullan Lighting**, who will launch a new range of lights for hotels at the show.

Upholstery, furniture and lighting brand **Bow and Arrow** will launch Olinda, a new collection of armchairs, sofas and furniture. Contract furniture supplier **Andy Thornton Ltd** will launch new workstations, hospitality furniture and decorative lighting, while there are new furniture and lighting products from UK studio **Woodlikes**.

Also returning in Interiors are **Pad Home**, **Designheure**, **Jetclass** and **Turnstyle Designs**, who are celebrating their 25th anniversary this year and have exhibited at every 100% Design since its inception.



Holton Range by James UK



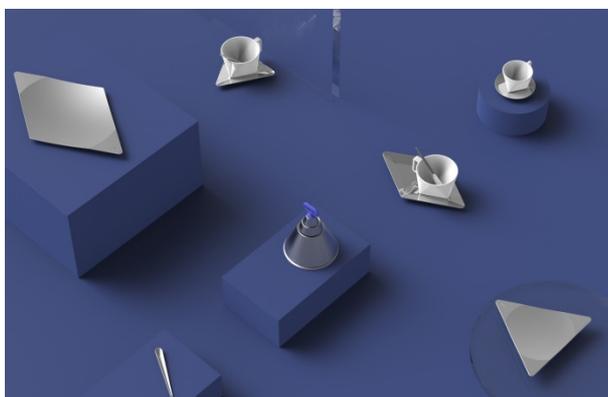
Madtheke by Cuir Inde

Returning for the second time is **Design London**, a carefully selected group of brands showcasing the very best in high quality design, detail and craftsmanship, with each company contributing to London's reputation as the design capital of the world.

The use of rich textures, luxurious materials and fine craftsmanship is noticeable in the furniture of **Cuir Inde**, which is celebrating the European launch of Madheke at the show, velvet cushions from **Poppy Westwell**, and the exclusive wood materials used by handcrafted furniture company **WIS London**.

Other exhibitors include cocktail bar and drinks trolley manufacturer **Quench**, carpentry studio **Jack Badger** and textile artist **Lindsay Taylor** who will launch new works of three-dimensional embroidered art. More exceptional craftsmanship will be displayed by **Ian Parker Furniture** and North London-based **James UK**.

100% Emerging Brands



Mutto Group



Citradi

A dedicated platform for the freshest new ideas, Emerging Brands reflects 100% Design's original ethos of launching new talent, having been the launchpad for stalwarts such as Ella Doran, Tom Dixon and Barber Osgerby.

Joining the section this year is **Odddot**, who will launch new furniture and lighting products at 100% Design. They are joined by London florist and plant shop **Grace & Thorn Ltd** who also feature for the first time.

TMI Laura Itkonen will launch several new wall art products, while British lifestyle brand **Elizabeth James** returns to launch new coasters and placemats to mark the company's second appearance at 100% Design.

Other exhibitors in Emerging Brands include mirror manufacturer **Alguacil & Perkoff Ltd**, furniture designers **Thirty Line Design**, lighting company **Mash.T Design Studio**, upholstery brand **Citradi** and interior print designer **Mairi Helena**.

Back this year is 100% Design's partnership with **eporta**, a platform for interiors sourcing which allows visitors to save their favourite designers, view exhibitor catalogues, navigate the show and get quotes, making it easier than ever for buyers to keep records of suppliers they meet.

100% Workplace



Phaze by Skandiform



Protocol

100% Design's Workplace section is the only one of its kind in the UK. With a marketplace growing globally, the section spotlights the innovative work being done by companies around the world to improve both productivity and the experience of the workplace itself. The range of commercial design on show includes desking, seating, electronic innovations, acoustic panels, storage systems, lighting and flooring.

Office furniture is responding to demands of more sociable and collaborative work environments, evident in the showcases of British brand **Protocol** and French furniture company **Alki**. The introduction of soft shapes and vibrant colours reflects the increasingly acknowledged link

between comfort and productivity. Also furniture giant **Kinnarps** will be on trend and will launch three new chairs by their brands Materia, Skandiform and NC. All of them are designed by Karim Rashid and new to the UK.

More new products will be introduced by Swedish component manufacturer **Ackurat Industriplast AB**, leading Japanese office furniture company **Okamura**, who will be launching the Contessa Seconda, an evolved version of their iconic task chair, and Swedish writable surface designers **Lintex** who also introduce their products to the UK market for the first time at 100% Design.

Back for a second time is the **Arper Bloggers Lounge**, a dedicated space within 100% Design where digital press can work, hold meetings and re-charge. The space will also host informal discussions with some of the world's leaders in the field of workplace design.

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

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Image selection: [LINK](#)

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

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