

Hospitality Interiors

HOTEL, RESTAURANT, BAR & CLUB INTERIORS

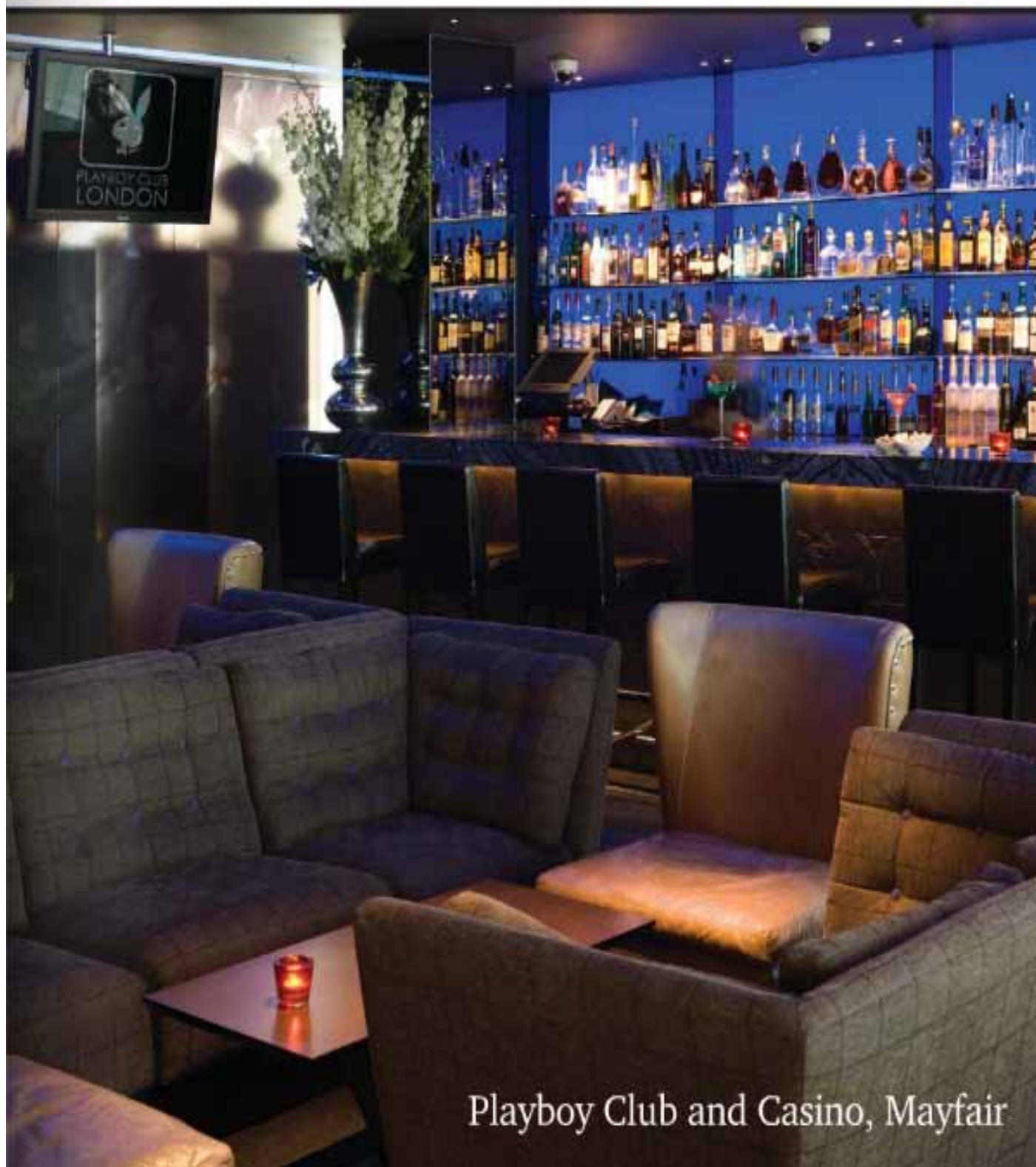
PREVIEWS

London Design Festival | The Sleep Event
Cersaie | MoOD | Maison & Objet
Harrigate Flooring Show

PROJECTS

St Pancras Renaissance | Tinderbox
Aqungranda Wellness Park | Mangiare
Playboy Club and Casino

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Playboy Club and Casino, Mayfair

Now in its ninth year, the London Design Festival will be the largest and most significant yet, with an expected 180 partners and more than 250 events celebrating the world's creative capital.

London Design Festival celebrates the march of the makers

In the recent budget statement, Chancellor of the Exchequer, George Osborne said "We want the words Made in Britain, Created in Britain, Designed in Britain and Invented in Britain to drive our nation forward – a Britain carried aloft by the march of the makers." The Festival programme builds upon this objective, affirming design's role in driving the UK's economic revival.

Chairman of the London Design Festival, Sir John Sorrell said: "This year the key word on everyone's lips is growth. With a £60bn creative industries sector that employs over two million people and produces nearly 6% of GDP, the government has identified our creative industries' sector as crucial to growth. We all know design is the engine that drives the creative industries, so this year the London Design Festival will promote design not only as absolutely central to society and to culture – but also to the economy, to growth and the future."

The London Design Festival has commissioned landmark design installations all by renowned British architects and designers across the city, at the V&A Museum, and, for the first time, St Paul's Cathedral. Festival Director, Ben Evans, said: "This year's Festival will

demonstrate the power and versatility of design across London; offering a series of quality projects that fulfil London's design credentials."

For the third consecutive year, the London Design Festival will run a broad ranging programme of activity in residence at the V&A Museum.

There will be 13 specially commissioned installations throughout the Museum, complemented by a host of events, workshops and talks.

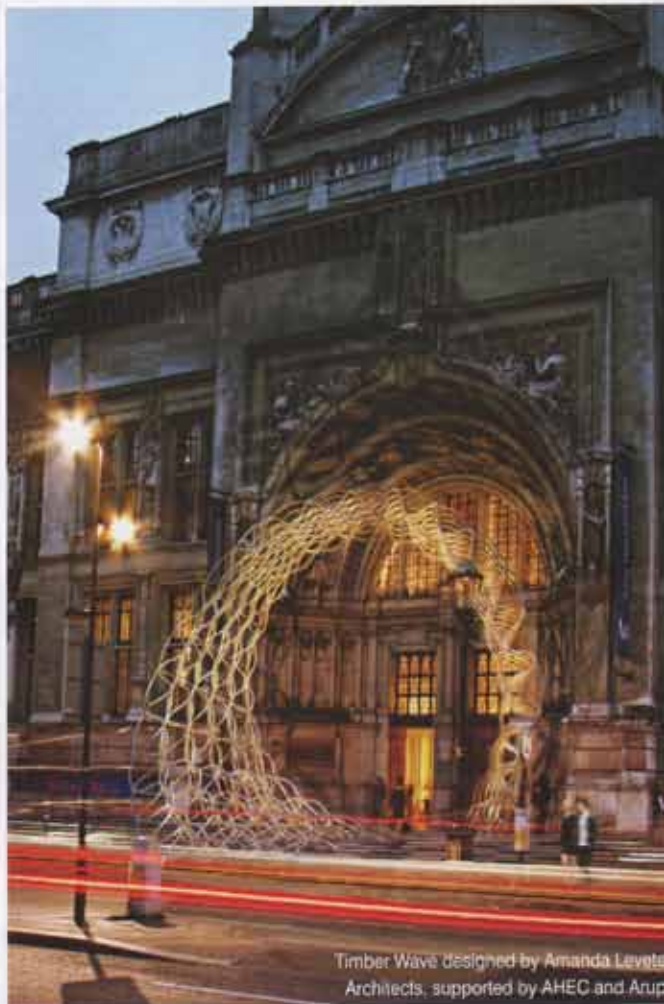
A series of design-performance events supported by Google will give insights into the cutting edge of design, innovation and technology. UK Trade and Investment will host a series of market-briefing sessions, providing UK design businesses with opportunities to engage with the vast array of international visitors and interests at the London



The geometric staircase at St Paul's Cathedral



Textile Field by the Bouroullec Brothers with Kvadrat in the Raphael Gallery, V&A



Timber Wave designed by Amanda Levete Architects, supported by AHEC and Arup

Design Festival.

Mayor of London, Boris Johnson said: "London is a buzzing marketplace, not just for financial deals, but for astonishing creativity. This will be exemplified by the London Design Festival in 2011, where fresh ideas and innovation will be traded and exchanged. With work by talented people from across the globe, it will show to brilliant effect why London is the design capital of the world."

Sir Christopher Wren's masterpiece was topped-out exactly 300 years ago. As part of this year's Festival one of the UK's leading architects, John Pawson, has designed an installation complementing Wren's intention that each of his buildings should include a scientific element. A metal and Swarovski crystal half-hemisphere at the base of the Geometric Staircase in the South West Tower, will allow visitors a greater view of the cathedral than the natural eye

could see.

The Festival's wider programme, staged by a mass of design-related organisations and individuals will again be focused on six design districts; each celebrating their own particular contribution to the world of design in London: The Brompton Design District and nearby Pimlico Road, Covent Garden, the Fitzrovia Creative programme, the Clerkenwell Design District and the Shoreditch Design Triangle.

A series of distinct group-shows will be dotted across the city. These design destinations including 100% Design, Decorex, Tent London, designjunction, The Anti Design Festival at the Design Museum, Origin, Tramshed, The Dock and Designersblock will all provide stimulation for interiors in one of the world's top design destinations in 2011, London.

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