

ELLE DECORATION

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WHY IT'S THE CAPITAL OF STYLE

OUR GUIDE TO NEW LONDON
WHERE TO SHOP, EAT, DRINK AND STAY!



EAST

For edgy design treats head east to London's latest creative hub...



What to see

19 DESIGNERSBLOCK LONDON 07

A stalwart fixture of the festival fringe, Designersblock celebrates its tenth anniversary. Loved for its ramshackle collection of international independent designers (check out Undergrowth's 'Sexy Legs' cup, above centre) and for taking over intriguing disused spaces, it mixes prototypes products with installations, music and beer. September 19-23 (family day Sunday 23 when all adults with children go free). *The Nicholls & Clarke Buildings, 3-10 Shoreditch High St, E1* (www.designersblock.org.uk)

20 TENT LONDON

A hotly anticipated new umbrella event across East London's hip 61-acre Truman Brewery site, including: 'Content', a showcase of

cutting-edge furniture, lighting and digital designs (such as Mikael Ling's 'Bourgogne' chair from the Young Swedish Design zone, above left); 'Superbrands' – international labels taking over the Atlantis Gallery; and recent graduate stars in the 'Talent Zone'. Don't miss 'Post-War British Modernism', rare designs from 1945-1975 including Robin Day (above right) presented by Twentytwentyone and supported by ELLE Decoration, at new vintage design fair 'Circa' (top right). Bag two tickets for the price of one (that's just £7.50) by calling 020 7739 5561 and quoting ED1. *September 20-23. Truman Brewery, EC1* (020 7739 5561; www.tentlondon.co.uk)

21 '5 X 5' AT VIADUCT

Five designers from five leading European manufacturers show new work at this cutting-edge store,

including MDF Italia, e15, Zeus, Triade and Montis. *September 13-29. Viaduct, 1-10 Summers St, EC1* (020 7278 8456; www.viaduct.co.uk)

Where to shop

22 MATHMOS

The groovy lighting designer is moving operations to Hoxton with a new shop built entirely from dark grey and black boxes. *September 19. Mathmos, 96 Kingsland Rd, E2* (01202 644600; www.mathmos.com)

23 TIMOROUS BEASTIES

At last a London showroom for the Glaswegian textile kings, featuring their intricate and witty prints on wallpapers, fabrics (including new design 'Tree of Life', above), cushions and lampshades. *Timorous Beasties, 46 Arnwell St, EC1* (020 7833 5010; www.timorousbeasties.com)

Where to eat/drink

24 SHOREDITCH HOUSE

Tag along with member pals to Soho House's new Tom Dixon-designed East London retreat in a converted teabag factory, which has got everyone talking about its sexy lounge bars (above left), bowling alley, Cowshed spa and rooftop pool. *Shoreditch House, Ebor St, E1* (020 7739 5040; www.shoreditchhouse.com)

Where to stay

25 THE HOXTON

This budget bolthole offers affordable style plus a great location in bar-packed Shoreditch. We like the quirky lobby and free Lite Pret breakfast to fuel festival hopping. *The Hoxton Hotel, 81 Great Eastern St, EC2* (020 7550 1000; www.hoxtonhotels.com) ➔