



Press Release

August 2008.

Tent London – London’s ground-breaking interiors show for vintage and contemporary design.

Tent London Trade Registration and Advance Ticket Purchase is now available at www.tentlondon.co.uk/visit.html

Returning this September for its second year, Tent London is about to transform East London into a vibrant design destination during the London Design Festival. The vast eleven-acre Truman Brewery site, which will again house Tent London, is now at full capacity indicating that this year’s exhibition will build on the phenomenal success of 2007.

Tent London fills the gap for a much-needed eclectic, yet consumer-friendly event within the London Design Festival circuit. The emphasis is on making good design accessible to all, allowing the design industry to mingle with the public, curious locals and a few celebrities. Exhibitors can both carry out business deals and sell their designs direct to the public from their stands. This mix makes for a relaxing, yet energised environment.

For 2008, the setup follows last year’s footprint with Circa, Content, Talent Zone, the Workspace Group Urbantine Project® and Your Space, but a revised layout and an intake of new exhibitors will make this year’s offering fresh, informative and inspiring.

Content is still the heart of Tent London with a rich mix of contemporary furniture, lighting, materials and products from emerging and established designers, manufacturers and design collectives. There will be plenty of fresh designs and ideas to be found in Content from both returning and new exhibitors. Established and prestigious names are aplenty - from Cole & Son to a collaboration between Ercol and Marimekko, these companies have chosen Tent London as the launch pad for their much-anticipated new products. Freshwest will be back for their second year at Tent London with their new collection. Since last year’s show, they have had an exceptionally diverse year, from winning an Elle Decoration Design Award to designing a range of innovative furniture for the NHS.

New to Tent London this year is the Jake Dyson Studio, a company who focus their efforts on coming up with new ideas that are not only visually stunning, but also go where no-one has gone before in providing innovative, functional benefits. Tent London will see the global launch of the brand new Motorlight Wall light, a wall mounted light that uniquely allows the user the choice of a narrow or wide shaft of light, operated via remote control.

Designer Tom Price will exhibit his range of Meltdown Chairs, a collection of experimental sculptural furniture created by melting seat shapes into pre-existing plastic products. The results are as surprising as the range is diverse. New additions to this range will be exclusively launched at Tent London.

'Best of' is an exhibition that has been curated by Hidden Art members Scene, in collaboration with Something from Nothing and Lina Meier. The show will be a compilation album of various artists featuring 20 Hidden Art designer-makers from a broad mix of disciplines, ranging furniture, product, textiles, fashion, jewellery, ceramics and illustration.

As well as showcasing our own UK design talent, Tent London has a rich array of international designers. Italian company, *Nobody & Co* created a storm at the Milan earlier this year with their debut collection and they have chosen Tent London as the next stop for their design tour and venue to unveil their recent designs with Timorous Beasties. German design company *Pulpo* will be launching 10 new designs and fellow German designer *Dirk Winkel* will be playing homage to classic designs using modern materials.

Other Content exhibitors include Absolute Appetite, Gill Hewitt Acoustic Panels, by KIM, Blue Green & Co., Diplomat, Holo, Jon Male, Gillespie Glass, Gilbert 13, Grove Design, Jennifer Newman Studio, Reiko Kaneko London & Undergrowth Design, Twenty°, Sunday & Rex, Print Tuft & Fold, Seletti, Made in Scotland, Clare Willard Designs, Product of Your Environment, Rebecca Ellen, Caroline Swift, Anna Hill Bespoke Wallpaper, Sophie Hedderwick, Exhibit x Iwamoto Ceramics, 28 People, MGProducts, Sena Gu & Lucinda Barnes, Link, Ekta Kaul, Junk Inc, Maggie Powell, Theo Zeniou Designs, Julie Kouamo, Handwerk, Bombarock and Shane Holland Design Workshops.

Circa was an overwhelming success last year and will grow this year to make it the biggest vintage design event in the UK. A must-see show, which provides a chance to explore the rapid growth in the 20th Century design market as well as an annual opportunity to see the best dealers and buy highly collectible pieces of iconic furniture and lighting.

Circa exhibitors include Omnipod, Twentieth Century Interiors, Van der Meersch & Weston, De Parma, Danish Homestore, Midmode, Rocket, London Timepiece, Pure Imagination Ltd, Fandango, Artbrokerdesign, L'Equipement des Arts, Tim Smith-Vincent, Sarah Potter, Fragile Design, Two Columbia Road, Mark Page and Jonathan Swire Antiques.

Talent Zone is the area where the next generation of designers whose ideas will shape our future world can be found. Tent London and Dezeen have co-curated an exhibition where 15 of the hottest graduates will be showcased during London Design Festival. Talent Zone plays an important role providing experience, access to industry, media contacts and the encouragement of professional practice to emerging talent.

Your Space - where brands, groups and individuals can create their own unique spaces within the Brewery - will again house an exciting series of installations and micro-shows. Amongst the exhibitors this year is Create Berlin who will present 20 self-contained exhibits by 20 different design teams. The exhibits, which are all making their debut at Tent London, will range from furniture pieces to video projections and fashion to graphics. The collection of work has been created to mark next year's 20th anniversary of the fall of the Berlin Wall. Create Berlin's exhibition will be officially opened at Tent London by Klaus Wowereit, the Mayor of Berlin.

'Portugal Brands' is the title of another exhibition that will form part of Your Space. Leading Portuguese design brands Bocalolobo, Truffa Design, Tema Home and Pedrita will steer away from a conventional gallery setting and transform their space into a show house in order to give the visitor a true impression of how their designs would look in an interior environment.

Sony Ericsson will occupy the T4 Hall to showcase their innovative and unique style in mobile technology with the launch of the new Xperia™ X1. As well as seeing one of the most exciting mobile phones to hit the market, visitors will also get to meet the designers of the phone, view some of the initial concept drawings of the product and gain insight into the inspiration behind the design.

New for 2008 is the DeTank TV Studio. Watch Max Fraser interviewing top designers from Tent London's live web TV studio.

Further fuelling Tent's emphasis on innovation, the Workspace Group Urbantine Project® is back in 2008 — a Tent London initiative in partnership with the Workspace Group. The competition offers unrecognised architects a rare chance to see their experimental work built. From an overwhelming number of entries, Open Tables

Ecology by WAG: Working Architecture Group has won the £10,000 budget to construct a 6x5x4m pavilion at Tent London, which must be assembled in 48 hrs and disassembled in 24 hrs. The Workspace Group Urbantine Project® is unique in providing a very real opportunity for less recognised architects to showcase their ideas three-dimensionally.

Tent London is a new breed of design show. It's a flexible, affordable and exciting event in the heart of creative London, in a venue where designers can afford enough space to show their designs and products without compromise. Last September, the Evening Standard summed up the show as 'officially the coolest new event in the London Calendar'. Tent London will retain that title for 2008.

For further information on Tent London, please visit www.tentlondon.co.uk.

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Notes for Editors

For additional details please contact Louise or David at PR-Girl, email press@tentlondon.co.uk, Tel: +44 (0)1273 722469, website: www.pr-girl.com

Press Registration

Members of the press can register www.tentlondon.co.uk/press.html by **12 September 2008** to receive press pass and attend the show on any day.

Admissions Policy

The show is open to trade and public.

Trade & Press - To gain free entry and save the £10.00 admission fee – trade visitors must register online at www.tentlondon.co.uk before 12 September 2008.

Public & Student Ticket Prices

£7.50 in advance

£10.00 on the door

For advance ticket purchase, visit www.tentlondon.co.uk/visit.html

Children

Children under 16 are welcome, but must be accompanied by an adult: under 5's are free; under 16's £5.

*Visitors are advised that due to the value and delicate nature of some of the objects on display, children of all ages must be closely supervised.

When & Where

Tent London will take place from 18 - 21 September 2008, at the Truman Brewery, Brick Lane, London, E1 6QL. Entrance on Brick Lane, opposite Woodseer Street.

TENT LONDON OPENING TIMES:

Thursday 18 September	1000 - 2000hrs
Friday 19 September	1000 - 2000hrs
Saturday 20 September	1000 - 2000hrs
Sunday 21 September	1100 - 1700hrs

www.tentlondon.co.uk