



## Press Release

July 2008.

### Tent London – Covering all that’s good in International Design.

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 almost 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 Ercol, these companies have chosen Tent London as the launch pad for their much-anticipated new products. Award-winning design company, Freshwest are back to launch their latest collection of furniture and lighting. Lee Broom will be exhibiting his range of art-furniture – eye-catching designs that combine neon lighting with traditional furniture which have become very collectable. His ‘Rough Diamond Collection’ will make its debut at Tent London, alongside some pieces from the acclaimed ‘Neo Neon Collection’.

Further adding to the diversity of the event, this year sees some specialist companies showcasing their extraordinary craftsmanship. Jessica Light is one of the last working ‘trimming weavers’ in England. Her exquisite creations are both innovative and contemporary and have attracted top calibre clients including fashion designers John Galliano, Vivienne Westwood and Giles Deacon, as well as prestigious commissions such as the balcony fringe for Buckingham Palace and involvement in the Windsor Castle restoration project.

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 Milan earlier this year with their debut collection and they have chosen Tent London as the next stop for their design tour. Studio Lim from The Netherlands, will be exhibiting their contemporary take on design classics such as the Mackintosh chair and the Le Corbusier recliner, whilst German company Pulpo are sure to attract lots of interest with their collection of functional yet witty furniture and accessories. The Korea Design Foundation will also be a highlight within Content.

*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, The Workers, MGProducts, Sena Gu & Lucinda Barnes, Link, Ekta Kaul, Junk Inc, Maggie Powell, Theo Zeniou Designs, Julie Kouamo, Joseph Walsh Studio, 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 20<sup>th</sup> Century design market; 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.*

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 20<sup>th</sup> 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 Bocadolobo, 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.

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. The winner will be awarded a £10,000 construction budget for a show installation.

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](http://www.tentlondon.co.uk).

--

#### **Notes for Editors**

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