

Press Release
May 2009

New Shows, New Horizons – Tent London Reaches Out Across the Capital

In the short time since its launch three years ago, Tent London has become the most diverse and innovative design exhibition during the London Design Festival. Not one to stand still, Tent London strive to build upon their successes and deliver fresh and forward thinking design in all disciplines. Tent London 2009 has some exciting new aspects to discover – from Tent Digital’s debut at the Truman Brewery to the installation of the winning design for The Art Fund Pavilion in Covent Garden, spreading Tent London across the capital.

TENT DIGITAL

Tent Digital is a new exhibition within Tent London - a 1,000 sqm space dedicated to digitally-enabled design in product design, technology and web. With the launch of *London Digital Week (21-27 Sept 2009)* this year, this new addition couldn't be better placed. For the first time during the London Design Festival media/digital brands, digital agencies and interaction designers will have an exhibition catering for them in this vibrant edgy environment.

See 'Notes to Editors' for websites which provide a good illustration of the Digital Landscape that this exciting new addition will represent.

Last year's successful **DeTnk.tv** will return with a brand new and bigger program of interviews and debates with top designers and industry figures direct from the Tent TV studio.

<http://www.tentlondon.co.uk/tentdigital.html>

THE ART FUND PAVILION

In 2009, Tent's activities will reach across the city. Tent London and **The Lightbox** are delighted to announce that The Art Fund Pavilion 2009 will be hosted in **Covent Garden** during London Design Festival.

The wheels for this unique architecture competition were set in motion earlier this year with the call for entries for the competition brief. The response to the architecture competition was astonishing, both in the number and variety of entries and their creativity. The winning design by **Tina Manis Associates**, a New York based practice reflects the international reach of the applications, which came from 52 countries.

The 35sqm structure will provide an outpost for the excitement of Tent's show in the East End, offering a taste of the design on display at the Truman Brewery.

<http://www.tentlondon.co.uk/artfundpavilion>

CONTENT

The growing popularity of Content will see this show double in size expanding into the entrance of the venue, greeting visitors as they arrive. This year, Content has received a huge amount of interest from overseas exhibitors with a particularly strong uptake from Japanese and Korean designers. **Hiroshi Kawano**, designer for Ligne Roset and graphic and visual artist's **Nendesign** are just two of the Japanese exhibitors not to be missed. From Korea, **KDF** (Korea Design Foundation) and the **Iwashin Design Studio** are both working to put on impressive exhibits at Tent London. Changes in the exchange rate have made London a more affordable destination for international designers to launch their products and they are keen to make Tent London their launch pad during the London Design Festival. Other key international exhibitors include **Rodrigo Alonso**

from Chile; Swedish collective **HDK Steneby**, part of Gothenburg University; **dOt** from Italy and **woodloops just nature!** from Germany.

Given the economic status-quo, many of our UK designers are also keen to stay on their home turf. All in all, the diverse range of exhibitors in Content this September will make for a fresh, yet rich showcase not to be missed. New UK designers to Content for 2009 include **Hundreds Tens Units**, a new company whose debut collection will feature simple, beautiful and useful products, manufactured utilising local resources and expertise. **Mark Boyce** will exhibit a series of bespoke hand carved ceramic wall coverings with a Japanese Rope Bondage theme; **Overend Studio** launch their new sustainable design practice; **Groupdesign** will showcase their new collection of progressive lighting, furniture and home accessories and Cardiff based designer, **Vladimir Rachev** will be presenting his 'Soil' Cutlery amongst other designs.

Previous Content exhibitors back again this year with new collections to launch include **Tom Lovegrove**, **Holo**, **SKK**, **Jon Male**, **Rebecca Ellen**, **Junk Inc**, **Jessica Light** and **Zoe Murphy** who made her debut at Tent London last year in 'Talent Zone'. Since then, Liberty have snapped up her first collection of recycled and hand printed furniture and textiles inspired by her hometown of Margate.

Despite Tent London's exciting new additions and project for 2009, Content will remain 'the hub' of Tent London. Content is where up-and-coming designers and established companies exhibit to both trade and consumer markets. It is a multi-disciplinary show with a rich mix of furniture, lighting, digital media, ceramics and textiles, materials and accessories.

<http://www.tentlondon.co.uk/content.html>

CIRCA

Proof that good design never dates, Circa features a refined selection of international dealers in midcentury furniture, lighting and interiors. Tent London 2009 will see Circa take on a boutique-like gallery feel with a new show design (so no orange carpet...) to compliment the diverse variety of vintage and retro design on show. See the return of the much-loved 'Clock man' Russell Callow of **London Timepiece** amongst others.

<http://www.tentlondon.co.uk/circa.html>

YOUR SPACE

Made in Bergen, an exhibition of six well-known Norwegian designers, who have designed for companies such as Muuto, Dark.be and Materia are part of the 'Your Space' program at Tent London this year. Other micro-shows such as **London Style**, an ERDF-funded initiative; **Portugal Brands** and **Kitchen Budapest**, an interaction design group founded by T-Mobile.

Your Space is Tent London's flexible concept allowing brands, groups or individuals to create their own unique space and micro-show.

<http://www.tentlondon.co.uk/yourspace.html>

TALENT ZONE

In 2009, Talent Zone will exist in two parts: hi-tech and low-tech with product and digital based design. Talent Zone is funded by Tent London and showcases the work of the next generation of designers whose ideas will shape our future world.

<http://www.tentlondon.co.uk/talentzone.html>

All this and we're still four months out! Tent will continue to evolve, so further press releases will be issued in the run up to September.

...Alternatively, you can keep super up-to-date by following our tweets on twitter – http://twitter.com/tent_london

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Notes for Editors

- **Tent Digital Example URLs -**

Balloonacy by Poke (web/branding/agency)
<http://www.pokelondon.com/portfolio/orange/balloonacy/>

Watson by DIY Kyoto (product/technology/eco-awareness)
<http://www.diykyoto.com/uk>

Philips Lumiblade installation by rAndom international (new material technologies)
<http://www.random-international.com/>

Newton Virus by Troika (hardware/software)
<http://troika.uk.com/newtonvirus>

BUG by Bug Labs (product/open source hardware)
<http://www.buglabs.net/products>

Counter void, TV Asahi Building, Tokyo by Tatsuo Miyajima (architecture/art)
<http://www.tatsuomiyajima.com/en/text/void.html>

One Hundred and One by Hussein Chalayan, engineered by Moritz Waldemeyer (fashion/ technology/mechanics)
<http://www.waldemeyer.com/robot.html>

(NB. The above are not exhibitors at Tent Digital and are only included explain what Tent means by the 'digital landscape')

- Tent London 2009 will take place on the 24-27 September 2009 at the Truman Brewery, Brick Lane, London E1. UK.
<http://www.tentlondon.co.uk>

- For additional details and images, please contact David or Jacky at PR-Girl, email: press@tentlondon.co.uk,
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