



Press Release

February 2009

'Tent London shines brightly as a defining element of the Festival'

William Knight, Deputy Director, London Design Festival

Work is already very much underway for Tent London 2009. Content will double in size, expanding into the entrance of the venue, greeting visitors as they arrive; the Talent Zone will take on a more gallery-like feel and Circa will be an even more refined and concise selection of specialist vintage dealers. Visitors can look forward to the return of the DeTank TV Studio, as well as Tent Digital - a brand new show for 2009 dedicated to digitally-enabled design.

In addition to the return of the Urbantine Project, Tent London has launched a new architecture competition: The Art Fund Pavilion organised in association with The Art Fund and The Lightbox. - The competition has already had fantastic response from eminent UK practices and architects from all over the world. The winner will be selected by a judging panel including Wayne Hemmingway and the artist, Richard Wilson. For further information, please visit www.artfundpavilion.co.uk.

"Tent London developed brilliantly in year two following its debut in 2007. It's now one of the major shows as part of the London Design Festival, up there with events that have been running for many many years. As the distinctive and large-scale attraction in the East End, Tent London shines brightly as a defining element of the Festival".

William Knight, Deputy Director, London Design Festival

At last years exhibition, Nobody & Co.'s Bibliochoise from the Content hall received so much publicity that it fast became one of the icons of LDF 2008. Circa's Van der Meersch & Weston broke the record by selling every item on their stand by 12 o'clock on the opening day and the Talent Zone exhibitors have gone on to do great things as ever. But don't just take our word for it - take a look at the exhibitor testimonials to read a first-hand account of their experience. Visit <http://www.tentlondon.co.uk/testimonials2008.html>

Traditional Portuguese artisanal skills were reinvented with a contemporary twist in the Portugal Brands exhibition, whilst 'Create Berlin goes London' reflected the state of creativity in the German capital, with 20 interdisciplinary projects by Berlin creative's. Visitors were also able to take a piece of Berlin home with them from Create Berlin's designer shop.

The DeTank TV studio, initiated by Tent London, saw Max Fraser and other members of the design cognoscenti interview key figures in the industry. Visitors to the show could watch the process live or see the films broadcast on TV screens surrounding the studio. Pearson Lloyd, who launched Link - a modular partition system at Tent London 2007, popped in to talk about their most recent projects.

Those interviewed also included Peter Marigold, Moritz Waldemeyer, Piet Hein Eek, Jack Mama, Philip Wood

and Jerry Helling. Troika's interview addressed the rise in designers working in the digital realm, currently the most exciting development in the industry.

All DeTank TV footage can be viewed online at <http://www.tentlondon.co.uk/DeTank.tvStudio2008.html>
More details of the TV studio's developments in 2009 and interview schedule to come...

A common theme already emerged at last year's exhibition, which Tent dubbed 'Digital Meets Physical'. Julian Mayor designed a striking, angular bar in LG Hi-Macs, but it was the precision with which Wrap3's moving graphics followed the contours of the bar that really brought it to life. The winning entry of the Workspace Group Urbantine Project® was as much a software application as a spatial environment. WAG explored the potential for new kinds of collaborative working to emerge in spaces that combine analogue and digital modes of interaction. The installation engaged both the mind and the senses in the navigation and production of information.

Other highlights included the animated centrepiece for the Sony Ericsson Xperia™ X1 launch from cult Japanese visual artists, WoW and the colour-changing, fibre-optic lighting installation by Creatmosphere, which floated above Content Hall.

"The interactive nature of Digital adds an interesting and emotive angle to 3D design and is the most exciting development in the industry today" says Jimmy MacDonald, Exhibition Director. Tent Digital will be a 1,000 sqm show in a new building at the Truman Brewery during Design Week 2009.

In contrast, the Tent London Press Office designed by Farm, had a decidedly retro feel evoking the offices of 1940s newspaper. It went down a treat with the press, whom you half expected to arrive with their press cards tucked in the band of a fedora. Tent London will again be commissioning an exciting young studio to enliven this space.

Many stands are already booked for 2009 including Hiroshi Kawano, designer for Ligne Roset; SKK, innovative lighting designers; Overend Studio, brand new sustainable design practice and Quendon, makers of bespoke furniture.

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Notes for Editors

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

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