



Press Release

April 2008

Tent London is back for its second year - bigger, better and full of surprises.

Tent London is back this September, making East London a vibrant design destination again during the London Design Festival. What sets this show apart from the other key events is that Tent London is a consumer show. The vast eleven-acre Truman Brewery site allows 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. Until Tent London launched last year, most events that took place during the London Design Festival were aimed mainly at the trade audience, with the public being allocated a day when they could browse for an entry fee. Tent London has turned this on its head – after all, good design should be accessible to all.

In 2007, Tent London received in excess of 18,000 visitors – not bad for a brand new design event in London. The show presented over 300 exhibitors who covered every aspect of design; from vintage to modern, art and architecture, and a number of stops in between. Home-grown talent was prevalent throughout the show with designers from Cornwall to Shetland. Over seventeen countries exhibited with several designers and collectives exhibiting from Italy, Japan, Holland, Germany, Sweden, Belgium, Spain, Portugal and France.

Tent London 2007 will be a hard act to follow, but this second year already looks set to top its launch. Building on the success of last year, work is underway and many exciting exhibitors are coming east to be part of Tent London. Circa, Content, Your Space, Talent Zone and the Workspace Group Urbantime Project® as well as some exciting new additions.

Still at the heart of Tent London is Content, a rich mix of contemporary furniture, lighting, materials and products from emerging and established designers, manufacturers and design collectives. Well over half of the vast space given to house Content has already been sold to a high standard of exhibitors. After the success of last year Ercol are back and will be launching new designs by Matthew Hilton. There will be plenty of new design and new ideas to be found in Content, which makes for an interesting and useful show. Exhibitors include Absolute Appetite, by KIM, Blue Green & Co., Diplomat, The Workers, Jon Male, Grove Design, Jennifer Newman Studio, Reiko Kaneko London & Undergrowth Design, Lee Broom, Nobody & Co. and Print, Tuft & Fold.

Circa was an overwhelming success last year, filling the much-needed gap for a vintage design show during the London Design Festival period. Circa will grow this year to make it the biggest vintage design event in the UK, a must-see show. Circa provides a chance to explore the rapidly growing 20th century design market – an annual opportunity to see and invest in so much highly original furniture and lighting, and all under one roof. Exhibitors include Omnipod, Twentieth Century Interiors, Van der Meersch & Weston, De Parma, Danish Homestore, Midmode, Rocket, London Timepiece and Pure Imagination Ltd.

Your Space, the part of Tent London that allows brands, groups and individuals a chance to create their own unique space within the Brewery, will again house an exciting series of installations and micro-shows. Amongst the exhibitors this year are Bocadolobo from Portugal and Create Berlin, a multidisciplinary touring exhibition, who will be making their Your Space their London tour stop.

Further fuelling Tent's emphasis on innovation, the Urbantine Project is back for 2008 — a joint initiative 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 be retaining that title for 2008.

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

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Notes for Editors

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