

Press Release

September 2008

Tent London - The Multi-faceted Design Event.

Returning this September for its second year, Tent London is again transforming East London into a vibrant design destination during the London Design Festival. The vast eleven-acre Truman Brewery site will follow last year's footprint with Circa, Content, Talent Zone, the Workspace Group Urbantine Project® and Your Space, but a revised layout, intake of new exhibitors and additional show highlights will make this year's offering fresh, informative and inspiring.

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.

CONTENT

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 are 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 are 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.

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 are launching 10 new designs and fellow German designer Dirk Winkel is playing homage to classic designs using modern materials.

New additions within Content this year include:

DeTank Web TV Studio – Tent London plays host to the first DeTank Web TV studio where Max Fraser will be interviewing industry leaders from Tom Dixon, WAG (2008 Urbantine Project winners) to Klaus Wowereit - the Mayor of Berlin. Visitors will be able to listen and watch interviews live on Philips sponsored screens throughout the venue. Tent Digital, a collection of sourced and vetted multi-media programming will be aired in-between interviews, providing a much needed digital platform in September.

The Bar - Wrap 3, Julian Mayor and acrylic stone specialist LG Hi-Macs have come together to create this year's visual centrepiece for Content.

For a full Content exhibitor list, please visit www.tentlondon.co.uk/content_listings08.html

CIRCA

Circa was an overwhelming success last year and has grown this year to become the biggest vintage design event in the UK. Circa has proven to be the perfect addition to the design festival. It's a high quality, but accessible event that picks up on the growing trend for vintage design. With more and more designers and discerning consumers realising the appeal of sourcing good design from across the decades, Circa is the perfect place to look, shop and discover. Tent London has gathered together a selection of the best, most interesting dealers in the business which means visitors can see all the best pieces in one place.

For a full Circa exhibitor list, please visit www.tentlondon.co.uk/circa_listings08.html

TALENT ZONE

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. Talent Zone plays an important role providing experience, access to industry, media contacts and the encouragement of professional practice to emerging talent.

For a full Talent Zone exhibitor list, please visit www.tentlondon.co.uk/tz_listings08.html
For more information on Dezeen, visit www.dezeen.com

YOUR SPACE

Your Space - where brands, groups and individuals can create their own unique spaces within the Brewery. This year Your Space will be made up of three major installations.

Create Berlin - 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 - 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.

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. Cult Japanese visual artists, WoW are collaborating with Sony Ericsson to provide an animated centrepiece for the Xperia™ X1 launch.

For a full Your Space exhibitor list, please visit www.tentlondon.co.uk/yourspace_listings08.html

URBANTINE PROJECT

Further fuelling Tent's emphasis on innovation, the Workspace Group Urbantine Project® is back in 2008 - a Tent London initiative in partnership with Workspace Group PLC. The competition offers less recognised architects a rare chance to see their experimental work built. From an overwhelming number of entries, Open Tables Ecology by WAG: Working Architecture Group 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.

For further information on the Workspace Group Urbantine Project®, including the shortlisted entries, please visit <http://www.urbantineproject.co.uk>

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 including a full exhibitor list, please visit www.tentlondon.co.uk.

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Notes for Editors

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