

## Press Release – 23 January 2007

### With Intent

Ian Rudge and Jimmy Macdonald have confirmed that their new venture will be called Tent.

Tent is the name of their design event consultancy which will be working on a number of design projects, exhibitions, competitions and installations. Tent London is the name the show they will be organising at the Truman Brewery, September 20-23 September during London design week.

#### QUOTE:

"Tent London will build on the success of our previous ventures at the Brewery, where we ran out of space last year. Expanding to include the whole site means we can add a new show, but still offer exhibitors the option of either taking a stand in one of a number of a dedicated exhibitions or taking their own building and running their own show, secure in the knowledge that they will be part of a well-organised and promoted event where we as organisers can provide as much or as little creative and operational support as they require. The exhibitions will be "Content" which will replace 100% East, "Circa" which is a new event for vintage design and "Talent Zone", which is pretty much what it sounds like." [Jimmy MacDonald]

#### QUOTE:

"I'm very excited about the whole project and I think Circa is going to be great. There is no high quality event in the UK for vintage and collectable design and it's an area of real interest and growth. Running it during London design week makes perfect sense as it will appeal to the trade visitors who are in town for design week, as well as the 1000's of public who come to Brick Lane every weekend. I think it's the sort of event that should have been part of the London Design Festival since day one and I'm really looking forward to getting everyone involved". [Ian Rudge]

For more information, visit [www.tentlondon.co.uk](http://www.tentlondon.co.uk)

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The logo for Tent London, featuring the words "TENT" and "LONDON" stacked vertically in a bold, blue, sans-serif font. The letters are slightly shadowed, giving a 3D effect.