



Press Release

October 2007

Tent London – ‘officially the coolest new event in the London calendar.’ *Evening Standard, 25 September 2007*

Tent London made its debut during the London Design Festival, receiving 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 from Sixixis, based in Cornwall to Angharad McLaren of Collide base in Shetland. Over seventeen countries exhibited with several designers and collectives from Italy, Japan, Holland, Germany, Sweden, Belgium, Spain, Portugal and France. The shows location in Brick Lane and its historic venue, the Truman Brewery, were an added bonus. The vast eleven-acre site welcomed visitors from all over the world. The design industry mingled with the public, curious locals and a few celebrities. Tent’s Friday night party was a hot ticket and quickly became over-subscribed, so plans for a bigger party will be put in place for Tent London 2008.

At the heart of Tent London was **Content**. A rich mix of contemporary furniture, lighting, materials and products from emerging and established designers, manufacturers and design collectives ensured that **Content** showcased an exceptional standard of contemporary design.

UK Furniture company Ercol exhibited both new and archive designs at **Content**, Tent London. *“We had a lot of interest in all our furniture. There were an exceptional number of visitors from the press and from the architectural and design community. This has given us a very large number of lines of interest to pursue over the coming weeks. It was also very good to see and to talk to so many members of the public visiting the show. It was a very vibrant and exciting weekend for Ercol”* Edward Tadros – Ercol

Alongside the big names such as Ercol, were brand new design companies such as Dublin based Vaugh|Shannon, who launched at Tent London. *“As this was our first-ever exhibition, we didn’t know what to expect, but once you enter the Truman brewery, you enter into what seems like a huge, like minded community. We made so many connections, contacts and friends and got a great deal of attention from both press and public, which has given us great confidence in what we are doing”.* Trevor Vaughan – Vaugh|Shannon

Visitors to the show on Sunday afternoon had the chance to grab their own free piece of design from Britain’s hottest design duo PearsonLloyd. Link is a new modular system made from Arpro®, an expanded polypropylene material which is light, strong and durable. Link can be used as a single object or can be built up to form dividers, walls and even whole rooms. Over 1000 links were given away to visitors.

Below **Content**, on the ground floor was **Circa** – the UK’s first international event for vintage design featuring top dealers, showing familiar, iconic designs alongside less well-known investment items from the early to late 20th century.

“For me it was a good show with quite different people buying every day – earlier in the week people from design related professions – from the UK and abroad – and a variety of retail customers at the weekend. The show was friendly and relaxed which has helped to get new client relationships off to a similar start”.
Sarah Potter

Some of the world’s top design brands transformed the Atlantis Gallery into a taste of Milan with **Superbrands**. Edra, Extremis, Greenwich Village, Moooi, Jaga and Piet Boon Zone didn’t disappoint with their exhibits of innovative and trendsetting contemporary designs.

“The exhibition was great – it really had a great vibe to it, which is exactly what Moooi, Extremis and Piet Boon Zone love about doing exhibitions that don’t conform to the usual ‘grid system’! All the companies were free to show themselves exactly how they wanted to”. Alison Stafford, UK representative for Moooi, Extremis and Piet Boon Zone

Talent Zone was a multi-disciplinary exhibition of design by a selection of the UK’s most talented young graduates. Many of the Talent Zone exhibitors, including Jason Heap, Oliver Tilbury and Andrew Oliver received much interest and recognition that a more established designer would have been pleased with.

Source was an area dedicated to lighting. Japanese company WoW chose **Source** as their UK platform for showcasing their graphic installation ‘Tengible’ - where the tangible and intangible meet. Interplay between shadows, real and imagined was played out on a giant screen, stopping all passing visitors in their tracks.

Your Space was the overall name given to the various spaces within the Brewery that housed a series of installations and micro-shows, which allowed brands, groups and individuals a chance to create their own unique space. Emergence Design even treated visitors to a fashion show in their space on the Friday evening.

Further fuelling Tent’s emphasis on innovation, the **Urbantine Project** — a joint initiative with the Workspace Group — sought out the designer who best addressed today’s work environment, awarding the winner with a £10,000 construction budget for a show installation. ‘Work/Space/Ply/Time’ by emerging architect Alex Haw was the entry that won and was installed in the car park ground of the Brewery. In keeping with the brief to apply the design by fast architecture, the installation was assembled in 48 hours and disassembled in 24 hours.

Tent London set out to create a flexible, affordable and exciting event in the heart of creative London – a venue where designers can afford enough space to show their designs and products without compromise. Next year, Tent London will be even bigger. There will be an expanded **Superbrands** and **Circa**, more micro-shows and a music event. 2008 dates are 18 – 21 September.

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

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Notes for Editors

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