

**REVIEW** 100% DESIGN



## Tent London opened its doors with a new take on vintage and contemporary design

Tent London is designed to span the divide between consumer and designer, and is therefore a good place to gauge consumer wants.

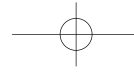
The show, which takes up all 11 acres of London's Truman brewery on Brick Lane is divided up into themed spaces to mark out for visitors where to find the latest in contemporary design (Content), take in the best in Vintage (Circa), be wowed by the world's top design brands (Superbrands), or seek out upcoming talent (Talent Zone).

Ian Rudge picks his favourites from across the board, to give a taste of London's newest design event.

# What's



- 1** Cobra lamp from Sarah Potter (Circa): 'Be charmed by the Cobra.'
- 2** Wrap 3 by The Creative Mix (Source): 'An utterly striking example of digital technology and design... this is the future.'
- 3** Pallavi pendant by Future Factories (Your Space): 'An example of rapid prototyping at its best.'
- 4** Stacking chair by Ercol (Content): 'A design classic that received an enthusiastic response from the new audience at Tent London – look out for an Ercol revival any moment now.'
- 5** 20-06 Chair by Emeco (Content): 'as seen in *Sex and the City* and used in many prisons, as light as a feather and as strong as an ox, what more could you ask from a chair?'
- 6** Exbox chair by Giles Miller from Farm (Content): 'Comfortable eco design.'
- 7** Discu table by Dirk Winkel (Content): 'Beautiful lines, great colours – this is brand new design that will stand the test of time.'
- 8** Bronco Corral by Extremis (Superbrands): 'Now this is what I call outdoor furniture... it even lights up the garden.'
- 9** Drunken table by Andrew Oliver (Talent Zone) 'Furniture with a life of its own...'



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# brewing



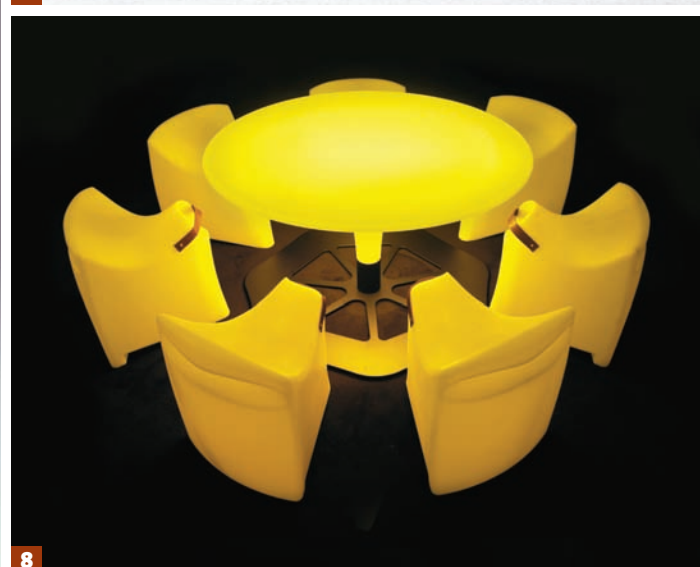
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 For more information on Tent London visit

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