

## Press Release

August 2007

### TEN SHOWS ONE EVENT

Tent London - the most comprehensive and diverse design event of the year.

Tent is the biggest, most interesting new design event happening in London this September. From the creators of 100% Design, Tent London is a genuinely new type of event for the capital. It is a multi-disciplinary design event in an exciting location that will appeal equally to trade buyers and consumers - embracing art to architecture, vintage to contemporary and raw talent to established trend-setters. Tent London is occupying the entire 11 acre site at the Truman Brewery on Brick Lane, the most vibrant and creative part of town where visitors can enjoy the many bars, restaurants and café's that surround the venue.

### CONTENT

At the heart of Tent London is Content. It's filled with exciting 'must-see' new products from a multitude of emerging and established designers, manufacturers and design collectives. A truly eclectic and diverse range of products will be exhibited covering a broad range of design disciplines including furniture, lighting, digital media, graphics, ceramics and textiles.

Exhibitors include Farm Designs Alexander Kneller, Bang Creations, Collide, Corinna Warm, Designspotter, Dirk Winkel, Duffy London, DuPont™ Corian®: 40 years - 40 designers, Ercol, , Freshwest, Ingrid Ruegemer, Ku Designs, Lauren Moriarty, Out of Office, P45, Pablo de Jesus, Print, Tuft and Fold, Ring Leader, Sarah Chilton, Sixixis, Sophie Hedderwick, Splinter designs, The Private Circle, Vaugh Shannon and more.

### CIRCA - Vintage Design

Circa is the UK's first international vintage design show. Circa is a perfect addition to the design festival and long overdue. 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.

Exhibitors include Artbroker Design from Holland, Decoratum, Two Columbia Road, Berg Brothers, Sarah Potter, De Parma, Cirq, Andrew Tavroges, Pure Imagination, and many more. Features include an exhibition on British Modernists, curated by Simon Alderson from Twentytwentyone.

### SUPERBRANDS

Experience some of the world's top design brands in full flight, as a taste of Milan comes to London. The Atlantis Gallery is being transformed to complement the latest products by leading international brands. Companies that have been recognised and rewarded for being innovative and trendsetting in the field of contemporary design have chosen Tent London as their venue in which to launch and showcase their stunning new products.

Exhibitors include Moooi, Edra, Extremis, Piet Boon and Greenwich Village

## YOUR SPACE

A series of installations and micro-shows throughout the Brewery:

**I-DoT (Italian Design on Tour)** – Major touring exhibition of the best examples of Italian interior products from the last two years – this is the first time I.dot has come to the UK, visitors can see all the best new design in one place..

**BraveArt** - Contemporary Scottish art and design.

**ID.Lab** - Interaction design demonstrated by leading European exponents in conjunction with Limehouse Arts Foundation and IVREA Institute of Turin.

**Young Swedish Design** – Work by 30 of the best young Scandinavian designers.

**Design Club** – Royal College of Art collective, redefining ceramics and glass for the 21st Century.

**Future Factories** – Lighting design meets rapid prototyping in this innovative installation featuring the latest designs and ideas.

## URBANTINE PROJECT

The Urbantine Project is a competition created by Tent London giving an emerging architect or designer the opportunity to create a showcase of their work during the high profile, London design week period. Entrants were invited to respond to a brief exploring the issues of rapid change in the 21st Century workplace; the winner, chosen by a panel of industry members and sponsored by Workspace Group, has been awarded a budget of £10,000 to construct their proposed idea on site at Tent London 2007. The brief encouraged entrants to consider the principals of Fast Architecture, prescribing that the proposed installation must be able to be assembled in 48 hours and disassembled within 24 hours. The winning structure will also be showcased at The London Festival of Architecture 2008.

## TALENT ZONE

Talent Zone is a curated multi-disciplinary exhibition of design by a selection of the UK's most talented young graduates. Talent Zone will provide experience, access to the industry, media contacts and encouragement of professional practice to its exhibitors. For the visitor Talent Zone is an opportunity to see work by the next generation of designers, whose ideas will shape our future world.

For further information on Tent London, please visit [www.tentlondon.co.uk](http://www.tentlondon.co.uk).

For additional details please contact Louise or David at PR-Girl, email [press@tentlondon.co.uk](mailto:press@tentlondon.co.uk), tel: +44 (0)1273 722469, website: [www.pr-girl.com](http://www.pr-girl.com)

For more details on the The Urbantine Project, shortlist or winning entry please contact Katie Richardson, Email: [katie@katierichardson.co.uk](mailto:katie@katierichardson.co.uk) tel: +44 (0)20 7490 8429

### TENT LONDON OPENING TIMES:

Thursday 20 September - 1000 - 2000hrs,

Friday 21 September – 1000 - 1900hrs - LATE NIGHT AT THE BREWERY - TENT PARTY

Saturday 22 September - 1000 - 2000hrs,

Sunday 23 September - 1100 - 1700hrs

Register at [www.tentlondon.co.uk/visitorequiry.php](http://www.tentlondon.co.uk/visitorequiry.php)