

# Press Release

May 2007

## Tent London - A new design destination from the creators of 100% Design and 100% East.

Tent London is the biggest new event at this years' London Design Festival. Tent is jointly owned by Ian Rudge, co founder of 100% Design and Jimmy MacDonald, co founder of 100% East.

Tent London will take place at the Truman Brewery, 20 – 23 September 2007. Over 300 exhibitors and collaborators will participate in a variety of shows and juried events, illustrating the best in innovative design. Tent London will be a unique event with its vast array of 'design' showcases divided into 4 specialist areas - Content, Circa, Talent Zone and Your Space.

### CONTENT

Building on the scope and success of 100% East, Content is at the heart of Tent London. Content is a multi-disciplinary design exhibition for established and emerging designers, producers and manufacturers, seeking exposure to both trade and consumer markets. Products will include: furniture, lighting, digital media, graphics, materials, ceramics and textiles.

Exhibitors include UK design collective Farm who will be showcasing new work from each of the four designers that make up Farm; Alexena Cayless, Guy Brown, Giles Miller and Sebastian Hejna.

Quote: *'The location of Tent is a strong pull for us, we relate to the personality of Brick Lane and the creative hub that is the East End of London and we have always been impressed with the work on show there. British design is seeing somewhat of a revival, and we want to play a significant part in that. Farm will be launching a series of new products and collections this summer and there could be no better place to do so than at Tent'* (Farm Design).

Corian will bring their exhibition 'Corian®: 40 Years - 40 Designers' to Content. 40 international designers will showcase how they have worked with the material to produce a variety of designs.

DESIGNSPOTTER, the German based design web magazine dedicated to everything related to young modern contemporary design will also be exhibiting at Content.

Quote: *'It is great to be part of such an exciting event as Tent. For us, London is an important centre of the design world and we are making it our business to be part of such an important show. At Tent we will present an extraordinary exhibition content'* (DESIGNSPOTTER)

Other designers and manufacturers that will be exhibiting will include Arpro, Sixixis, Ercol and many more.

### CIRCA

Circa is the UK's first international event for vintage design. Good design never dates, as this brand new show, which feeds the growing interest in 20th-century design, demonstrates. Items featured will mostly date from the post-war period and will include familiar iconic designs alongside less well-known investment items.

Nigel Wells, director of NoBrownFurniture Ltd, will present a range of Mid-Century modern icons, mainly focusing on American designers such as Charles Eames and George Nelson accented with Italian and Scandinavian lighting and ceramics. Pieces will range from affordable classics such as the Eames Lounge Chair & Ottoman and the ever popular Cherner Armchair, to rare and important pieces by Gio Ponti and George Nakashima.

Berg Brothers Limited will showcase French and Italian Design from the 50's through to the 80's and Andrew Tavroges of Vintage Retro will be exhibiting vintage retro furniture from designers such as Arne Jacobsen, Finn Juhl, and Arne Vodder as well as many others.

Wayne Hemmingway will be showcasing the 'Land of Lost Content' - the world's largest image archive of 20th and 21st century popular culture within Circa.

Quote: *Many creative people enjoy the history of design, enjoy collecting design classics (and in my case not so classic) and enjoy taking inspiration and recycling great ideas from the past. To add a show, Circa, to The Design week schedule gives London another edge and shows that as a design city, London understands the breadth of the subject'* (Wayne Hemmingway).

Simon Alderson, of TwentyTwentyOne has been in support of Circa since its conception.

Quote: *'Circa is an exceedingly positive addition to London Design week'* (Simon Alderson)

## YOUR SPACE

Your Space is unique to Tent London. Its flexible and affordable concept, which allows brands, groups or individuals to create their own unique space, is proving extremely popular with exhibitors. With such creative freedom available, expect to find an interesting collection of spaces that cater for many design disciplines.

Braveart, will transform their space into a gallery to showcase the work of Scottish Art and Design Schools, offering galleries, curators and collectors an opportunity to see the very best emerging talent.

Young Swedish Design, who showcase and highlight young and not yet established designers, will bring their juried travelling exhibition to Tent. Work will be exhibited from 32 short-listed designers.

FutureFactories will be presenting an interactive lighting installation and the Limehouse Arts Foundation will be presenting an exhibition of interactive design in collaboration with the Italian Design Institute IVREA.

## TALENT ZONE

With a strong accent on the development of the future generation of designers, Tent London have hand-picked 150 graduates from the many UK degree shows to exhibit within Talent Zone. The show will provide a unique opportunity for visitors to make contact with the next generation of talented young blood, whose designs will shape our future world.

Tent London will provide an unrivalled showcase of the best of design, in all its disciplines, to the design audience that descends on London during this crucial period in the annual design calendar.

With the diverse range of products and contributors, Tent London promises to be a rich and vibrant event that will be a key destination during London Design Week. It will be a chance to find the commercial and the plain interesting.

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)

### TENT LONDON OPENING TIMES:

Thursday 20 September - 1000 - 2000hrs,

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

Saturday 22 September - 1000 - 2000hrs,

Sunday 23 September - 1100 - 1700hrs

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