

# designjunction

London 21–24 September 2017

designjunction celebrates its most successful show to date with 28,000 visitors

PRESS RELEASE | OCTOBER 2017

#wheredesignmeets #djKX



Above: Turkishceramics commissioned Adam Nathaniel Furman as the designer of 'Gateways' on Granary Square | ©Ruth Ward

Critically acclaimed designjunction celebrates its best show to date, attracting a record breaking **28,000** visitors to the King's Cross site over four days. **200** leading international design brands exhibited across five exhibition spaces, and the show launched a brand new Talks Programme which welcomed more than **50** top inspirational speakers.

2017 marked the 7<sup>th</sup> UK edition of the show during the annual London Design Festival. Visitors came from across the world to see the exhibition with **91** visiting countries recorded, firmly reinforcing this year's marketing campaign 'Where Design Meets.' **69%** of visitors were from the UK whilst **31%** were international.

On returning to the King's Cross site, Show Director Will Sorrell says *"The success of this year's show is a true reflection of how designjunction continues to grow in synergy with King's Cross. The event took a significant step forward in 2017, with spectacular, memorable installations that cemented the area's reputation as London's design hub; an impressive selection of UK and international exhibitors; and a new and hugely popular talks programme. We are excited for the future and already planning an even more ambitious 2018 edition."*



Above: Renault UK bespoke interactive structure on Granary Square ©Ruth Ward



Above: Campari's bespoke 'Campari Creates' narrowboat on the Granary Square waterway, Turkishceramics commissioned Adam Nathaniel Furman to design 'Gateways' on Granary Square ©Ruth Ward

## Show highlights

### Installations

Visitors couldn't miss Turkishceramics's *Gateways*, which was the most photographed and shared project at the show. The commission by Adam Nathaniel Furman showcased Turkey's rich ceramic history through four, brightly coloured gates, each referencing a different era.

Headline Partner Renault UK built an impressive double decker pavilion which housed concept car TreZor on the top floor. The ground level presented the work from three Central Saint Martins' Industrial Design students, who were the finalists in a collaboration which asked students to design a car for the future. Yuchen Cai was awarded the winning concept at a private VIP party at the show.



Above: Rado Star Prize UK presented in The Crossing; and Renault TreZor concept car on Granary Square | ©Ruth Ward

Also supporting emerging design, Rado and designjunction announced the winner of the inaugural UK edition of the Rado Star Prize. The Jury Prize was awarded to Joachim Froment, who impressed the judges with the clever design concept of his '0.6 Chair'.



Above: The Box Office by Remote Possibilities; and bloomon's immersive flower tunnel both on Granary Square | ©Ruth Ward

Welcoming visitors to Granary Square were three, sculptural, glass pavilions called *The Box Office*. The structures were a new launch by Remote Possibilities, who wanted to show the diverse use of these portable pods.

Other highlights included Campari's narrowboat on the waterways with bespoke logo installation by Eley Kishimoto, bloomon's flower filled immersive tunnel and Design Dubai District (d3) presentation of 18 designers from across the Middle East Region.

## Brands

Cubitt House and new pavilion Cubitt Park played home to the Festival's most impressive brands and product launches. From the established to the emerging, both structures played home to the latest trends in cutting-edge design.



Above: Bethan Gray and Another Country both in Cubitt House | ©Ruth Ward

British brand **Bethan Gray** launched a new monochrome marquetry set from the Shamsian Collection, which uses traditional Islamic craft dating back to the sixteenth century. Also from the UK was **Deadgood** with eye-catching new rug *Pop*, **Another Country's** extended *Hardy Series* and Barber & Osgerby's *Ballot Chair* for **Isokon Plus**.



Above: Design House Stockholm and Deadgood both in Cubitt House | ©Ruth Ward

**Channels** returned to the show with a new collection of cabinets by its founder Samuel Chan called **Stele**. The six cabinets that are identical in size, but each one serves a different function. **TedWood**, also known for its handcrafted contemporary furniture, launched new living room and bedroom furniture.

The show also hosted a strong showcase from Scandinavia with the likes of **Icons of Denmark**, **Frederica**, **Friends & Founders** and **Design House Stockholm** joining the line-up.



Above: Tala in Cubitt House and Blackbody x Haviland showcases its Helene: Light and Porcelain chandelier in The Crossing | ©Ruth Ward

Also on display was the careful curation of decorative lighting including newly established brand **Tala**, who launched the world's largest sculptural bulb, *Voronoi*. **Blackbody** showcased their light and porcelain collaboration with fellow French brand Haviland whilst **LG Display** exhibited its OLED light panels, and launched the LG OLED Design competition encouraging emerging and established designers to enter.

## **Shops**

The Canopy was the London Design Festival's top retail destination, with more than 75 premium pop-up shops selling everything from homewares and textiles to leather goods and prints. **HAM**'s bespoke bunny mural welcomed shoppers to the show. **Kickstarter** and **Assemble** presented a new range of experimental homeware products called **SPLATWARE**, which they used to serve a selection of treats to passers-by.



Above: Kickstarter x ASSEMBLE presented SPLATWARE by Granby Workshop and HAM's bespoke bunny mural welcomed shoppers, both at The Canopy | ©Ruth Ward

As a platform for new design, online retailer **Someday Designs** launched their first ever in-house sofa collection, whilst young ceramicist **Emma Alington** showcased an attractive range of gold-rimmed mugs, plates and jugs that she makes by hand from her studio in Maidenhead.



Above: Someday Designs and Really Well Made both at The Canopy | ©Ruth Ward

Opening a new shop in London, stationery experts **Papersmiths** launched the new Milan collection at designjunction. London based online retailer **Really Well Made** showcased, for the first time in the UK, the Floating Leaves range designed by Norm Architects in collaboration with Copenhagen-based art print house Paper Collective and product makers Moebe.

## Talks

designjunction's brand new talks programme took place at neighbouring venue, The Office Group. Based around the show's theme 'where design meets', the programme explored the issues and topics which affect the design industry today from technology and politics to home and colour.

designjunction looks forward to returning to King's Cross 20 – 23 September 2018.

For further information about designjunction please visit:

[www.thedesignjunction.co.uk](http://www.thedesignjunction.co.uk)



Above: Granary Square at designjunction2017 | ©Ruth Ward

**\*Ends\***

## Contacts

All media enquiries should be directed to the designjunction PR team at Caro Communications:

Lucy Price or Mary Bowkett

E: [designjunction@carocommunications.com](mailto:designjunction@carocommunications.com)

T: +44 (0)20 7713 9388

W: [www.carocommunications.com](http://www.carocommunications.com) @carocomms

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### About designjunction

designjunction is London's leading destination for contemporary interior design and culture, held annually during the London Design Festival in September. designjunction presents more than 200 world-class international brands and smaller cutting-edge design labels to an audience of design professionals (architects, interior designers, retailers and media) as well as consumers. In 2016, designjunction attracted more than 27,000 visitors in five days.

designjunction is a show for the industry, by the industry.

Visit [www.thedesignjunction.co.uk](http://www.thedesignjunction.co.uk) for more information

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#wheredesignmeets

### About Kings Cross

King's Cross is London's new creative quarter, home to 67 acres of inspiring businesses and outstanding architecture, destination restaurants and a vibrant cultural scene. The area's industrial past has inspired the 50 new and repurposed buildings; the public spaces between them are a mix of parks, streets, squares, and

gardens, with Granary Square and its fountains as a heart.

Over 12,000 people now work in the area in companies including Google, Havas, PRS for Music, Louis Vuitton, Camden Council, The Office Group, Vistaprint, Autotrader and ArtFund. A further 800,000 sq. foot of office space remains to be delivered.

King's Cross has close to 2,000 homes – a mix of private, rental, student and affordable housing – in 18 residential buildings. All have been designed with care; the stand-out development is Gasholders London, 145 apartments built within Grade II-listed cast-iron gasholder frames.

Already known as a foodie hotspot, King's Cross is now establishing itself as a retail destination. Nike, 18Montrose and Waitrose are already open, with Jigsaw, & Other Stories and Carhartt WIP all set to open new stores shortly. The retail vision will complete in late 2018 when Coal Drops Yard, London's newest shopping street, opens in a pair of redesigned Victorian coal buildings, creating 100,000 sq ft. of boutiques, shops, bars and restaurants in the centre of King's Cross.

The King's Cross estate is owned by the King's Cross Central Limited Partnership, made up of Argent and pension fund Australian Super.

Visit <http://www.kingscross.co.uk> for more information  
Twitter, Instagram: @kingscross

