



Wikipedia

What a difference a year makes. Just 12 months ago, the majority of the industry was filled with nervous anxiety about the immediate future. The organisers of Clerkenwell Design Week would, no doubt, have been in the same boat. Times two.

In true Fields of Dreams style, however, they did build it, and they did come. It almost felt as if the industry re-awoke on that first morning of CDW. Following its hugely successful launch in 2010, London's premier celebration of design now returns to once again showcase a plethora of new talent. And, it promises to be even bigger and better.

For those who've been hiding in the Equatorial rain forests for the past year, Clerkenwell Design Week is a three-day annual festival celebrating design's creative richness, its social impact and its power for change. Run in partnership by Mix Media and Media 10, the event has been established to celebrate Clerkenwell as the heart of the design industry. Clerkenwell has long been regarded as the creative hub of the UK. A stone's throw from the city, it is home to a wealth of new media agencies, graphic and interactive design studios, over 200 architectural practices (more per square mile than anywhere else on the planet) and is home to over 60 design showrooms including world leaders Vitra, Steelcase, Poltrona Frau, Knoll and Moroso. CDW is the only event that brings these showspaces together.

To put it simply, CDW works for the companies who invest in it – and we're not ▶▶▶



Humanscale



Andreu World



Hitch Mylius

▶▶▶▶ talking about just handing a bit of marketing budget over here. For the event to work as a whole and to work for the individual companies participating it requires great marketing, fantastic content, innovation, thought, intelligence...and the majority of participators undoubtedly showed the majority of these last year.

The days of the dry product display and the vast halls are slowly being left behind us, and are now being replaced – thanks to the likes of Milan and CDW – by something altogether more sophisticated, inclusive and fun. And this is fun for all the industry. Let's face it, getting those vampirical A&D types out and about during daylight hours is no easy task, but CDW has already proved it is possible.

New to this year's event is The House of Detention, an underground Victorian prison tucked in the heart of Clerkenwell. Not usually open to the public, this unique venue will be home to site-specific installations and innovative product displays for the duration of the three-day design fest.

Besides the House of Detention, CDW will also once again take up residency at the

Farmiloe Building on St John Street, housing a pop-up design exhibition, featuring cutting edge displays and installations by an array of international designers – including Nigel Coates, Moooi, Anglepoise, Flooring Concepts and Andreu World.

The joined delights of the Farmiloe and House of Detention provide irrefutable evidence of CDW's commitment to authentic innovation. We even understand that more would-be exhibitors' requests have been declined than have actually been accepted.

So, more, more, more on offer. In fact, CDW 2011 has approaching 80 companies showing their wares throughout their showrooms and communal Clerkenwell spaces. But if you want further proof of the growth in size and stature, just take a look at the main new sponsor – Jaguar Cars. The revered manufacturer of luxury sports cars and sports saloons is one of the best known and best loved automotive brands in the world. Jaguar has a long and distinguished history, during which the company has produced many iconic vehicles. These include the XK120 in 1948, Mark VII

saloon in 1950, the C-TYPE and D-TYPE race cars that dominated Le Mans during the 1950's, and the legendary E-TYPE, originally launched in 1961 and arguably the most famous originally launched in 1961 and arguably the most famous sports car of all time.

If you're a Petrol Head, it's almost worth taking a trip into Clerkenwell just to see what Jaguar will have on display.

We say almost, because there is of course a veritable feast of stuff and (in many of the showrooms there will be quite literally a feast for you to enjoy). Here's a quick preview of what you can find, both night and day.

InterfaceFLOR will be creating a mystical and edgy interpretation of classic fables during CDW. The company is renowned for its unique perception when it comes to global design trends. Introducing an extraordinary new collection each year, InterfaceFLOR leads the way when it comes to chic and classic styling, providing innovative design solutions for the industry. The 'Once upon a Tile' collection, which will be launched during Clerkenwell Design Week, is no exception to this, and ▶▶▶▶▶



Spontaneous City



Orangebox

year. For 2011, the German seating leader will be hosting The Drawing Gym, an ORMS-sponsored event, on the Tuesday evening. A must-do for those of you with an artistic bent, the event will look at the interpretation of chair parts artistically, and will be hosted by Drawing at Work and Sketchmob founder Trevor Flynn. Trevor is an authority on drawing and visual communication. His courses, seminars and events have been adopted by large companies, universities, museums and arts institutions. Interstuhl will also be showing the new Air-Pad chair and Strähle partitioning systems, and, of course, the impressive ORMS-refurbished showroom throughout the week.

Steelcase will be sharing its research into how environments that support wellbeing can be highly desirable oases where people are less stressed, more productive, more creative, and healthier. Steelcase partners, the Chartered Society of Physiotherapists, will complete the presentation by sharing ergonomic tips, demonstrations and exercises designed to improve individual workplace wellbeing. Each day the showroom will be devoted to Mind, Body or Work – with accompanying, hugely entertaining performances after each knowledge session including an internationally famous mind-reader on ‘Mind’ day (Tuesday), an awe-inspiring free running performance on ‘Body’ day (Wednesday) and a very entertaining comedy performance on office life on ‘Work’ day (Thursday).

Orangebox will present the second in its Design Innovation Talks, which this year will feature innovative designer Thomas Thwaites, and his theme: ‘How I built a toaster – from scratch.’ He says: ‘We can buy a toaster for £3.94 and think nothing of it, inside there are 400 components and it uses over 100 different materials.’ Thomas Thwaites is an innovative design thinker who wanted to explore what it means to make such a complex object. So he decided to make a toaster from scratch. Thought-provoking stuff.

Milliken is all set for a bumper series of events throughout the three days as it hands over its StudioMilliken, Berry Street showroom to a series of presentations from leading lights, interactive designer sessions, a light hearted look at infamous design crimes and a charity auction of upcycled furniture.

Meanwhile, Milliken’s Style Spotter teams will be roving the streets of Clerkenwell throughout the three-day

promises to offer an extensive selection of stylish and up to the minute designs.

In addition to previewing this exciting new collection, within a dramatic and inspirational backdrop, InterfaceFLOR has organised a programme of seminars which will explore topical design issues, the role of sustainability in design and up and coming trends, all of which will be complemented by engaging themed activities.

Sedus will be promoting its new Think Sedus campaign throughout CDW. The company will be demonstrating what it is all about as a business, in its own inimitable style. You can, for a start, take the load off, and enjoy the exclusive, unique Sedus outdoor café area on St John Street – complete with striking green and pink carpet and afternoon cream teas (oh, and wireless access for those who don’t want to be seen having too good a time!). During the week Sedus will also be hosting three other companies: On Tuesday Bill Latham from Chroma will be on hand to discuss ‘Floor covering innovations’, whilst Dominic Maasen from Tobias Grau will offer an insight into ‘Good light distribution

within offices’ on Wednesday. Dominic’s talk will be based on the products Sedus has in its own showspace, and will include information about BREEAM, LEED and new LED technology. Last, but not least, Anna Rose from Space Syntax will be discussing ‘Design and innovation – Space Syntax as a tool to optimise spatial layouts in the Workplace’. For those furniture junkies out there, there’ll also be plenty of innovative new products on view.

Boss Design is pleased to announce that leading modern British designer Nick Munro will be joining the company for the duration of the event. Nick launched his career in design by winning UK Young Entrepreneur of the Year by innovatively turning bedsprings into egg-cups and has subsequently gone onto design pewter, ceramics, glass, furniture and lighting, all of which feature his distinctive combination of craftsmanship, integrity and his all important wit. Boss Design will host an exhibition of some of Nick’s work throughout the week.

Interstuhl will be making its CDW debut – following a major showroom refurbishment programme this time last

PREVIEW ●●●



Slamp



Cassina

►► festival. The eagle-eyed team of fashion journalists and photographers will be on the look out for the most stylish looks on the streets. With a live blog running throughout the festival, as well as a 'street style' wall in 5studioMilliken itself, you'll have the chance to become a Clerkenwell style icon.

Showcasing an array of recently launched products, Desso will be hosting a series of inspiring seminars, and you will also get the opportunity to meet Dutch artist and architect Daan Roosegaarde of Studio Roosegaarde, internationally famous for artworks such as Dune and Sustainable Dance Floor.

London Metropolitan University will be showcasing a number of its projects in the Humanscale showroom, to mark the beginning of an ongoing relationship with the leading manufacturer. The exhibitions will comprise edgy, visionary and quite beautiful work from the innovative Sir John Cass Department of Art, Media and Design at London Metropolitan University, exploring 'Weightlessness', 'Living Bridges' and 'Floating Structures'. Meanwhile, all the Humanscale products that were on display in Milan will be display throughout

the week, whilst the exclusive Hed Kandi party will take place on Thursday evening in the Humanscale showroom. But, be warned, this is strictly by invitation only.

Visitors to Johnson Tiles' Material Lab stand are set to be inspired by unique tile sculptures including a giant sheet of tile that appears to be a 3-D piece of crumpled paper.

Material Lab has commissioned two leading artists to produce bespoke work that showcases what can be achieved with the right mixture of tiles, tools and textures.

Artist Jim Biddulph, who is also part of the team at Material Lab, is revealing his 'crumpled' sculpture which uses Johnson Tiles' new, ultra-thin 'Porcelain Slim' tile from its Absolute range. Visitors will also see just what difference colour can make with artist Russell Bamber's boldly-laminated worktables and stools. Using his signature style, Russell's work will feature glossy, alternating colours designed to capture the imagination.

Bene will be hosting a Masterclass on the influence of knowledge workers upon workplace design, held by Prof. Jeremy Myerson. The Masterclass takes place on ►►►►



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Vitra



Bark

▶▶▶ the Thursday at 1pm, whilst, just next door, B-Loose will be offering the chance to discover the Scandinavian world of design. B-Loose has teamed up with leading Danish manufacturer The Republic of Fritz Hansen to showcase the new FAVN sofa, designed in collaboration with Spanish designer Jaime Hayon. Oh, and we've also been promised tasty Scandinavian cocktails come evening.

Wilkhahn will present Chassis in an exciting showcase during CDW. In addition to the black, white and grey types with plastic shells, it will show new, more colourful models with textile shells. Also, as a superior memento of CDW, visitors can obtain a limited edition Chassis bag, designed by Stefan Diez and made from the new fabric collection.

Each bag will be sewn on site, based on a pattern by Stefan Diez, whilst on Thursday the man himself will be at the showroom from 11am-3pm to answer any questions.

Bulo invites us to meet Belgium's designer of the year, Bram Boo, and see his stunning new Overdose collection – as well as the legendary Jules Wabbes collection, which is exclusive to Bulo.

Camira have teamed up with emerging graphic artist Emily Forgot to present 'Hey Day!' – with an unusual twist on a nostalgic British theme. The leading Brit-Fabs will be using cheeky seaside peepholes and a swinging pendulum leg to invite visitor interaction in the Farmiloe Building. The company has selected a limited palette of fabrics, including David Fox's new Nuna

collection, as well as Blazer and Blazer Check, to bring the bold shapes into a single unified image. After their collaboration with art upholsterer Nina Saunders last year, we can't wait to see what Camira has got lined up this time.

Vitra is always a must-visit – and CDW 2011 will be no exception. During the festival, Tip Ton, the new chair from Edward Barber and Jay Osgerby, will be launched in the UK. The chair integrates an ingenious forward tilt motion and yet is a one piece plastic chair with no moving parts. Clever. The two designers will be in the showroom on Wednesday evening to launch and sign copies of their new book: The Design Work

of Edward Barber & Jay Osgerby. Vitra will also be hosting a series of upcycling workshops, curated by Craft Central and Creative Clerkenwell.

The new project aims to connect independent designer-makers with Clerkenwell's showrooms, architects and design community. The workshops will use discontinued Vitra samples to create new and useful things.

Speaking of exciting product launches, Kusch tells us that Clerkenwell Design Week will see the official UK release of the San Siro Table and Uni Verso chair, designed by Norbert Geelen – together with a host of other activities, all underpinned with the ▶▶▶▶



Haworth



Young & Norgate



Wilkhahn

►►► normal warm Kusch hospitality. The Wednesday night Kusch party is definitely not to be missed.

Make sure you visit The Lunch Lab in the Haworth Showroom, which aims to provide an interactive, informative and fun way to understand the relationship between you, food and your mood. Food's effect on happiness, the effects of limited global food resources, what you eat, when you eat it and how this affects your mood at work, at home and general wellbeing are all areas of focus in the Lunch Lab.

The Haworth Lunch Lab will be hosting a number of talks and demonstrations on the subject of food and you will also see fascinating cake designs that reflects different moods and cultures in our 'Caketecture' competition.

This year's CDW also provides the main platform for the UK launch of the 11 new product collections revealed by Brunner at Orgatec last October. Leading this impressive array will be the FINA Collection, designed by Wolfgang C R Mezger, and featuring no less than 24 variations of a theme. FINAplastic, FINAwood, FINAquilt, FINAsoft and FINAlounge provide seating solutions for a diverse range of applications that are destined to be widely specified and selected for use in the contract market.

Earlier in this preview we mentioned that CDW, as well as showing off the good and the great, offers a platform for authentic innovation. So, heading back to The House of Detention and the Farmiloe Building, you might want to check out the following: Based in Cornwall, bark offers a fresh take

on bespoke British furniture. Husband and wife team Jonathan Walter and Lakshmi Bhaskaran have drawn inspiration from their design heroes of the 20th century to produce beautifully crafted pieces of furniture. CDW sees the launch of two new pieces for their Acorn collection; the Sideboard and the Chest of Drawers.

James UK will be launching the new Alwyn armchair in a leather finish. James UK was established in 2006, after participating on the Designers in Residence Scheme at Northumbria University. The work references bygone traditional upholstered furniture, using premium hardwoods that give a slightly retro twist.

Devon based furniture designers Young & Norgate produce contemporary handmade products from the site of an old cider press. The collection remains loyal to the craft whilst creating modern and honest pared-back furniture. The pair will exhibit pieces for the first time during CDW, including the Zimmer Sideboard, Wellington Chair and Animate Desk. Oh, and they also design LOKI Longboards, adapting old and disused furniture into the long skateboards inspired by the 70s.

Vitamin is a brother-sister duo, who have recently ventured into furniture and lighting design. This Brick Lane design studio has produced a range of lighting – including the 'Knot Pendant', the 'Needle Lamp' (using large scale polished aluminium needles) and the Ava Lamp (uses high powered LEDs to create a low energy yet powerful light). Furniture designs include two tables, which will also be shown as part of CDW.

Celebrating its 40th anniversary, Hitch Mylius will launch its latest upholstery collection at the Farmiloe Building. hm63 is a new family of upholstered seating designed by Nigel Coates. The low, pebble-like units that can be laid out in structured patterns, used either individually or scattered throughout a space to provide organic seating arrangements. The adaptability of the product offers a variety of uses for both public and private spaces.

The popular hm86 range, designed by Simon Pengelly, has now been expanded, with the addition of a high back chair for breakout spaces, receptions and lounges. A new wire skid base also allows it to be used as a meeting room chair ●



Boss Design