

earls aloud

Blimey, it must be September. Tans have faded, memories of sun soaked days are heading the same way, and Christmas decorations are about to appear in the shops! Still, there is some relief from that depressing thought; namely, September = London Design Week, and, in turn, London Design Week = 100% Design.

100% Design continues to gather pace with even more design talent contributing to what is set to be the most exciting exhibition to date. A broad spectrum of new talent, fresh ideas and innovative design promises to make this year's event essential for the industry diary.

Tom Dixon, the show's Creative Director, is focused on unifying the various sections of the exhibition and has promised

an exciting approach to the way-finding and narrative elements of Earls Court, put together by Richard Shed.

Tom explains: 'This year's show will have a graphic approach and will be arranged on a catwalk all the way through the main thoroughfares of Earls Court, featuring a great new eating area in collaboration with uber-cool restaurant, Canteen, a 100% Sustainable feature, and the return of Ten Again.' ▶▶▶▶▶▶▶▶





▶▶▶▶▶ 100% Design is the single biggest event during September's London Design Festival, with the 2007 show was attracting over 26,700 visitors.

Exhibition Director Peter Massey says: '100% Design continues to evolve and the exciting line up for 2008 confirms that London continues to attract some of the world's most exciting young designers and established talent.'

100% has managed to attract an even bigger range of UK and international brands this year, including DuPont Corian, Missoni, Matthew Hilton, Poggenpohl, Pinch, Hitch Mylius, Ahrend, Allermuir, Boss, Wiesner Hager, Tektura, Muraspec, Armourcoat and Camira.

Furthermore, dedicated group stands from countries ranging from Korea, Belgium, Canada, Denmark, Japan, Thailand and Spain are being showcased, and additional exhibiting countries include France, Germany, Estonia, Norway, Slovenia, and Spain, establishing the diversity of 100% Design.

The latest innovations from the world of contemporary lighting present a combination of inventive technology and ▶▶▶▶▶



►►► creative design including exhibitors such as Studio Make Light, Anytronic, and Barrisol.

In conjunction with Design, 100% Futures is an exciting showcase of the very best up and coming talent looking to step onto the first rung of the design ladder. Emerging designers are chosen by a panel of experts and will this year exhibit a diverse range of products and concepts from the UK and overseas.

Last year's exciting discoveries included Giles Wilson-Copp, Made in Denmark, and Greece is for Lovers, who this year will be making the move into 100% Design.

Newcomers to 100% Futures 2008 include, Spain's leading design school, Elisava, who will be showcasing the pick of the crop from their talent-rich students and Mindcraft, where 12 of Denmark's top designers present their ideas on modern and innovative crafts.

The sixth edition of 100% Detail will focus on sustainability, innovation and design in the built environment by bringing together selected products and the forward thinking 100% Detail conference, in partnership with the BRE.

The 100% Detail conference will address public buildings, commercial buildings, ►►►►►►►►



▶▶▶2012, regeneration and homebuilding projects.

Alongside this, the BRE partnership brings an interactive feature, Cracking the Code and BREEAM (Building Research Establishment Environmental Assessment Method), providing seminar sessions on how to practically achieve different levels of the Code for Sustainable Homes and BREEAM featuring new developments for 2008. 100% Detail will also host BRE's 2008 BREEAM Awards.

Some of the hottest newcomers to be found at 100% Detail include Forbo Flooring Systems, Euramax Coated Products, and Sabic. Last year's favourites returning for another great year include Rodeca, Sky-Frame, Schott, KLH, Finnforest Merk and Telling Architectural.

100% Materials, will this year present four trends that curator Chris Lefteri has identified – sensorial experiences and storytelling; organic wellbeing; decoration and pattern; and lastly, science looking to nature. The dedicated sector at 100% Detail, will present an impressive collection of innovative and futuristic materials that cross not only the boundaries between architecture and design but also across a wide platform of technologies that look to nature for their inspiration and properties.▶▶▶▶▶



▶▶▶▶▶ The 100% Materials installation will present a series of interactive and tactile workshops and demonstrations including a chance to meet the experts from the materials and processes world.

Taking a break from the myriad of stands and exhibitors, Lime Studio has been commissioned by Tom Dixon to design the main bar area for the exhibition. Working closely with Levantina, the leader in the natural stone market, Lime Studio is creating a breathtaking bar teamed with specially designed tables and seating. Lucky visitors to the last day of the show will be able to purchase key pieces from the bar sold on a first come first served basis.

If you're looking for a quality feed, 100% has also called upon the talents of Canteen. Based in Spitalfields and Royal Festival Hall, Canteen is one of London's finest restaurants. These purveyors of honest, nationally sourced food will be tempting hungry visitors at the exhibition to their specially designed restaurant within Earls Court.

There will, of course, also be a wide selection of simultaneous events and displays throughout the week, as well as a full 100% seminar programme ●

