



diamonds and earls

100% Design is an important event in the industry calendar – of that there is little doubt. This year, however, the fair takes on added gravitas, and, judging by the pre-show material landing on this magazine's doorstep, the economic horrors of the past 12 months are to be banished from creative minds for four days late this month.

In addition to the 300+ exhibitors there will be a host of participatory, inspirational and experiential features at this year's show, including: Designersblock London (part of 100% Design for the first time); Rapid Prototyping with Metropolitan Works; Skystation by Peter Newman; Corian park benches; guided Brompton Bike Tours; Focal Shift by Jake Dyson and Jason Bruges Studio, and the Materials feature, to name but a few.

Earls Court will once again play host to some of the industry's most creative companies and individuals from 24–27 September.





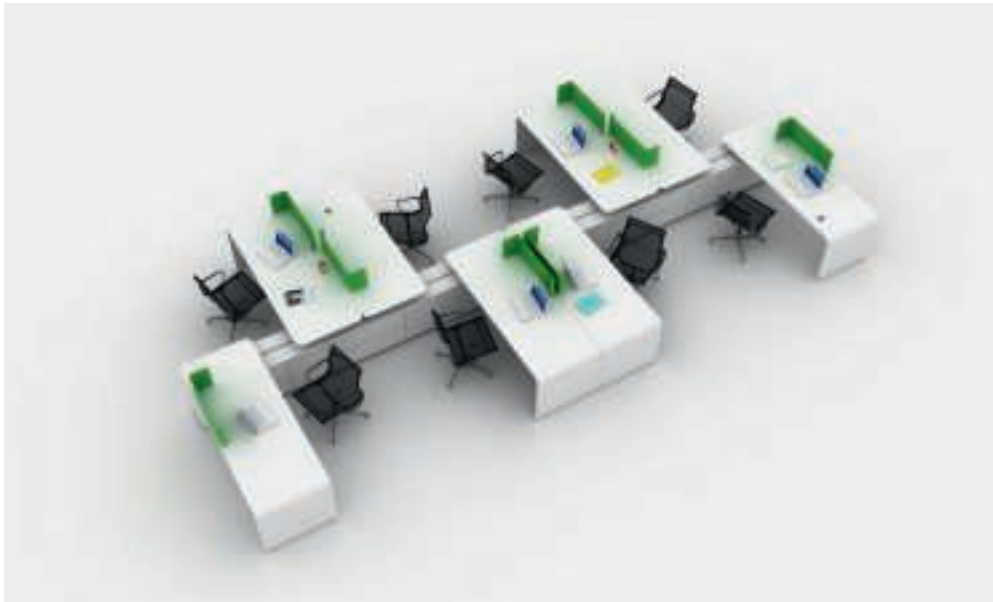
►►►things as well. The Materials feature will host a range of workshops from designers, craftsmen, scientists and representatives from the material industries. A giant wall, woven from large-scale materials samples, will create the focal point and incorporate an Ask the Experts feature, Ingredients Shop, and Dots on Demand project, as well as showcasing the very latest in materials technology.

The Brompton Bike Tours and Live Assembly will link 100% Design London with the Brompton Quarter, creating easy transport links and guided tours to and from both areas.

The Box Project competition, meanwhile, will ask creatives to design the interior of a 2x2x2m micro building. The building has been developed for simplicity of build and so it can be easily transported. The prefabricated cube takes up minimal storage space and will be adaptable for many uses such as retail space, kiosks, cafés and even as spas.

Studiomama will be working with Nina Tolstrup's Pallet benches to create a sustainable seating area. The instructions to make benches are sold online for people to find their own discarded pallets to make seating. Artists and designers will customise a few benches for the show, which will be auctioned off to raise money for the Lugano slums in Argentina, where these pallets are often made in unsafe workshops. The proceeds will go to making a safer work environment for these people.

Another feature will be an exhibition of sustainable play design from [Re]Design. They will be showing toys and other products that inspire designers, educators and parents to be more critical and creative. A diverse group of [re]designers will be selected to participate in the project to build a rich picture of the potential and possibilities of positive, greener play. ►►►►►►►►



▶▶▶▶▶ Inspired by the form of Le Corbusier's iconic LC4 chaise longue, Skystation is a circular sculpture that acts as a piece of public seating. Designed by Peter Newman and developed by Futureeditions as a limited edition of 100, it encourages contemplation of the vast expanse of the space above and beyond.

Perception of Colour – developed by Rob and Nick Carter with Pantone – involves some 2,700 Pantone swatches being laid out for 1,000 members of the public to select colours from the whole Pantone range that, in their mind, best represent the seven spectral colours: Pink, Red, Orange, Yellow, Green, Blue and Purple. Their choices will then be physically stuck onto large wall-mounted sheets of aluminium, creating seven large monochromes that will evolve over the course of the exhibition.

To promote up and coming design talent, young designers are invited to submit their products for inclusion on Spunique – a website that shows work from different generations of British designers. Projects should be useful, clever or playful. They should make good use of simple production techniques and be made in the UK. The winning designs will be exhibited at 100% Design and offered for sale on Spunique.com.

Bringing together creativity in the emerging world of bike design and bike culture, the Bike Feature is being developed by JAM in support of Cycle to Cannes. The feature will show examples of leading edge designs from brands such as Biomega through to experimental bikes inspired by Bauhaus and bamboo construction. This will be a dynamic glimpse of different subcultures through bike design.

So there you have it folks, get on your bikes later this month and head for Earls Court. Oh, and don't mention the recess...●

