

PRESS NOTICE  
IMMEDIATE RELEASE

## King's Cross Design District: UAL x Super Nature Presents 'Material Heroes'

From hemp to HTML, UAL students pick their Material Heroes in a photo exhibition as part of the 'Outside Art Project' for the King's Cross Design District



The King's Cross Design District this year focuses on the future of design, from showcasing the 'material heroes' that could help address our urgent collective need to transition to a circular economy, to providing a platform for the next generation of design graduates.

From **18-26 September**, **King's Cross Design District** will host a jam-packed schedule of installations and events as the highly anticipated **London Design Festival** returns to the destination for a third year.

The Climate Emergency Network at University of the Arts London (UAL) has invited graduating students to highlight a material 'hero' from their final major project – whether microscopic, macro or a crop of a detail. The selected works address cultural and environmental sustainability and will be displayed across King's Cross as a giant swatch book of materials. By presenting the works in the familiar material sample format, the intention is to be both a useful tool for designers and to give a feeling of abundance, possibility and most importantly hope for the future.

The Outside Art Project turns King's Cross into one of the largest outdoor gallery spaces in London. This collaborative project with UAL is part of the King's Cross Super Nature initiative and showcases a wide variety of materials with great potential, from the readily available to the highly specialised and even speculative. To learn more about each project, visitors can use the individual QR codes that link through to the UAL [Graduate Showcase](#).

Further activity to be announced soon. Stay up to date on the latest LDF news:  
**[www.kingscross.co.uk/london-design-festival](http://www.kingscross.co.uk/london-design-festival)**

*The King's Cross estate continues to operate in line with the latest Covid guidance to enable the public to enjoy the activities safely with social distancing measures in place*

## ENDS

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## Notes to Editors

### **King's Cross**

King's Cross is home to 67 acres of outstanding architecture, destination restaurants and a vibrant cultural scene. At its heart is the Heatherwick Studio-designed Coal Drops Yard; London's newest shopping district housed in a pair of artfully reimagined industrial Victorian buildings. The area's industrial past has inspired the 50 new and repurposed buildings, which are surrounded by beautifully-designed green spaces and public areas, including Granary Square and its iconic fountains. This bustling creative neighbourhood is a lively place in central London to visit day and night, and has a deserved reputation as a culinary hot spot.

King's Cross is somewhere you can live, work and play – over 20,000 people now work in the area, and it has close to 2,000 homes. This includes landmark development Gasholders London, comprising 145 new canal-side apartments within a triplet of Grade II-listed cast-iron gasholder frames.

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

@Kingscrossn1c

### **Coal Drops Yard**

Coal Drops Yard is a vibrant shopping and restaurant district in London's King's Cross. Coal Drops Yard was originally established in 1850 to handle the eight million tonnes of coal delivered to the capital each year, and was latterly the location of nightclubs Bagley's and The Cross. The area reopened in October 2018, reinvented by the acclaimed Heatherwick Studio, which has interwoven a contemporary design with the surviving structures and rich ironwork of the original Victorian coal drops.

Located within a reimagined set of historic buildings and arches directly adjacent to Granary Square and Regent's Canal, Coal Drops Yard houses over fifty stores from a unique mix of established and emerging brands, along with cafés, bars, top independent restaurants and new public spaces.

[www.coaldropsyard.com](http://www.coaldropsyard.com)

@coaldropsyard

### **About Climate Emergency Network**

The Climate Emergency Network is a growing community of students, staff and alumni from across UAL with diverse perspectives and approaches, united by shared interest and concern, creative practice and action in the context of our intersecting crises.

This exhibition is part of Carnival of Crisis: Mobilising Creative Action in the Age of Emergency - UAL's response to the COP26 Climate Summit taking place in November.

### **About Super Nature**

Super Nature is a King's Cross initiative in which we explore design, materials and production methods that have a positive impact on people and the planet. The idea is to use art installations and the cultural programme at King's Cross as a way to facilitate conversations and collaborations and most importantly, to bring about change.

When we collaborate with the natural world and each other, we have the potential to improve lives – from the food we eat and the clothes we wear to the houses we live in and the air we breathe.

It is the seed of an idea and a small part of what will be a long and complicated journey for the King's Cross Estate to become 'circular' by 2030.