



Discovered: the Design Museum, Wallpaper* and AHEC showcase the next generation of international talent for LDF

13 September – 10 October 2021
the Design Museum

#Discovered
@DesignMuseum

This autumn, the Design Museum announces an installation of personal works from a globe-spanning roster of emerging design talent for London Design Festival. A collaboration between, the Design Museum, Wallpaper* and the American Hardwood Export Council (AHEC), Discovered is a global initiative featuring pieces by 20 graduate designers selected from 16 countries.

Ranging from functional furniture to sculptural objects, the pieces on display are the result of a process of reflection and experimentation, supported by a programme of mentorship from established global designers – including Tomoko Azumi, Maria Jeglinska-Adamczewska, Nathan Yong and Adam Markowitz, as well as Wallpaper* editor-in-chief Sarah Douglas, and David Venables and Rod Wiles from AHEC.

Selected from the annual Wallpaper* Graduate Directories and through AHEC's own design network, the 20 participants were invited to formulate a personal response to the pandemic year using their choice of wild-grown woods: American red oak, hard and soft maple and cherry. Despite their versatility and abundance – making up 40% of the standing volume of timber in the US hardwood forests – these species are rarely used in contemporary furniture making. Their use in Discovered therefore represents a move away from the fashionable and transient, to an inherently more sustainable use of the forest.

As well as showcasing the character and capability of these unusual timber varieties, the outcome is a diverse and imaginative meditation on notions of isolation and connection,

our relationship with the everyday objects with which we surround ourselves, and an exploration of the changing resonances of domestic and public space.

Drawing on their diverse cultural backgrounds and sense of identity, each designer has channelled their own experience into material form. Some have created pieces that celebrate contemplation and mindfulness; others have created objects that respond to the mental and physical adaptations that life under coronavirus has made necessary. Some have delved into the design traditions and social rituals of their own heritage, actively involving their families in the design process; others have chosen to focus on materiality and the comfort derived from physical touch.

From armchairs to keepsake cabinets, abstract objects that tempt with tactility to chairs that transform into slides, *Discovered* offers a multifaceted and truly global perspective on what it means to be a young designer at an extraordinary time for the world.

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Notes to Editor

About American Hardwood Export Council (AHEC)

For over 30 years the American Hardwood Export Council (AHEC) has been at the forefront of wood promotion in Europe, successfully building a distinctive and creative brand for U.S. hardwoods. AHEC's support for creative design projects such as *Connected*, *Legacy* and *MultiPLY* for the London Design Festival demonstrate the performance potential of these sustainable materials and provide valuable inspiration. AHEC has pioneered the modelling of environmental Life Cycle Assessment (LCA) for hardwoods, an approach that has since been adopted by other industries. LCA measures a number of impacts: primary energy demand (from renewable and non-renewable resources); global warming potential; acidification potential; eutrophication potential; and, photochemical ozone creation potential.

americanhardwood.org
[@ahec_europe](https://www.instagram.com/ahec_europe)

About Wallpaper*

Founded in 1996, Wallpaper* is the world's most important design and lifestyle media brand. It produces 12 themed print issues a year, featuring a limited-edition cover by a different artist each month, and is distributed in 100 countries. With a combined social media following of 5.9 million and over 2 million unique users per month on wallpaper.com it is now firmly established as the global design authority. Wallpaper's brand extensions include an in-house creative agency, an interior design service, a series of 50 Wallpaper* City Guides, and a must-see exhibition during Milan Design Week. Wallpaper* has played

a key role in discovering and championing the world's best design talent, and stands at the forefront of the global design community. It continues to transform the way the world thinks about design.

About the Design Museum

The Design Museum is the world's leading museum devoted to contemporary architecture and design. Its work encompasses all elements of design, including fashion, product and graphic design. Since it opened its doors in 1989 the museum has displayed everything from an AK-47 to high heels designed by Christian Louboutin. It has staged over 100 exhibitions, welcomed over seven million visitors and showcased the work of some of the world's most celebrated designers and architects including Paul Smith, Zaha Hadid, Jonathan Ive, Frank Gehry, Eileen Gray and Dieter Rams. On 24 November 2016, The Design Museum relocated to Kensington, west London. Leading architect John Pawson has converted the interior of a 1960s modernist building to create a new home for the Design Museum giving it three times more space in which to show a wider range of exhibitions and significantly extend its learning programme.

designmuseum.org

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Designers include:

Sizar Alexis • Isabelle Baudraz • Nong Chotipatoomwan • Mac Collins • Mew Mungnatee • Siyanda Mazibuko • Josh Krute • Pascal Hien • Huyen Trang Thi Nguyen • Alessandra Fumagalli Romario • Taiho Shin • Mimi Shodeinde • Juan Franco and Juan Sierra • Ivana Taylor • Martin Thübeck • Yunhan Wang • Tan Wei Xiang • Duncan Young • Vivienne Wong

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