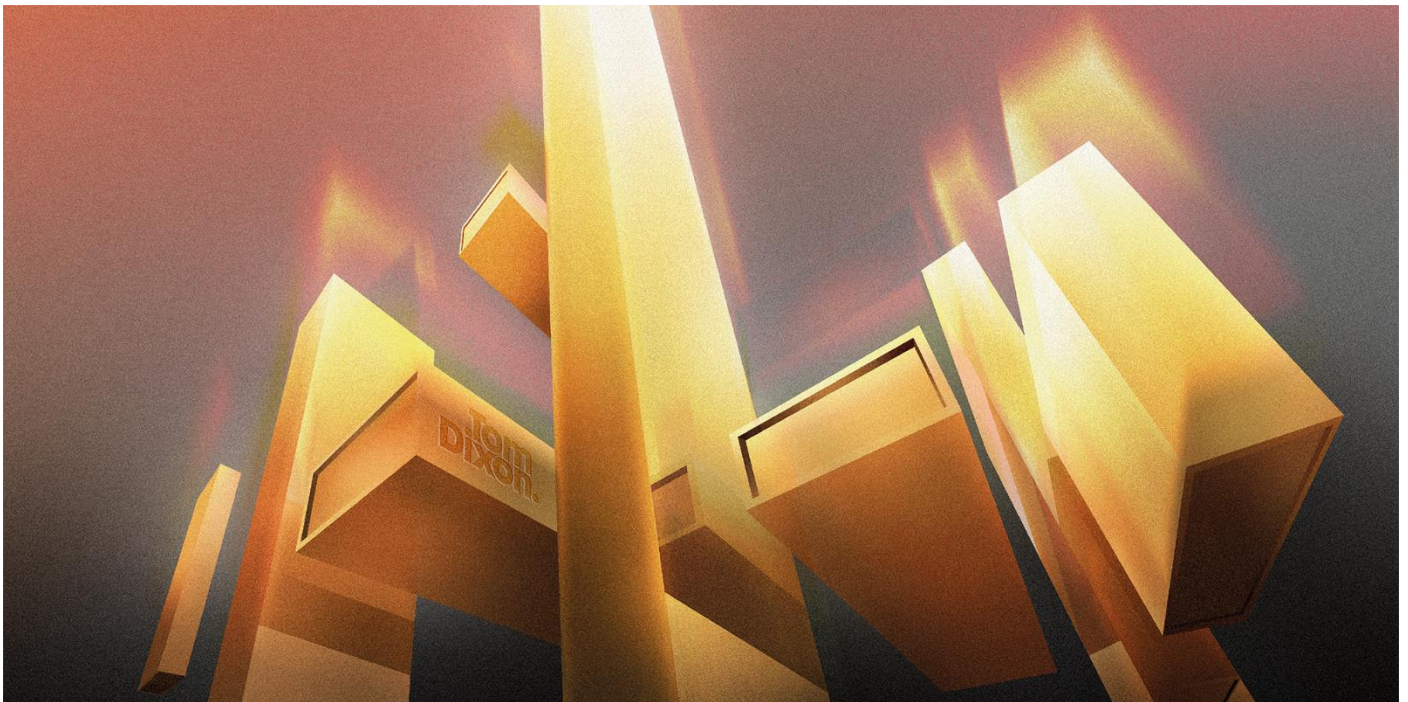


## **LDF 2021: TOM DIXON EXPLORES MATERIALITY AT THE COAL OFFICE, LONDON**

After months of digital events, travel bans and a travelling hologram, the British design brand is delighted to announce their plans for London Design Festival with a series of physical events and an exciting events schedule.



Tom Dixon is back to celebrate LDF, the biggest campaign on their home turf, and will investigate the theme of MATERIALITY showcasing brand new launches in furniture and lighting. From the 18<sup>th</sup> – 26<sup>th</sup> September the entire Coal Office will be open to the public and the events schedule will include a series of parties, VIP events, A&D presentations, Press Previews and workshops. LDF will be an opportunity for journalists, customers and design aficionados to discover the refreshed Coal Office space and to see the new collections on display for the first time.

The brand's hero launch moment during the Festival will include the new MASS collection, a family of super polished solid brass tables, coat and book stands. Proudly designed and manufactured in the UK, the collection's materiality of solid brass extrusions allows it to be interpreted in multiple configurations. Created exclusively for LDF, a limited-edition MASS 4-Poster bed will be on display in the Gallery.

Also being showcased during LDF is Liquid, Tom Dixon's new collaboration with leading Turkish bathroom manufacturer Vitra. One of the arches in the shop will feature a striking fountain installation highlighting the new range of wash basins, faucets, bathroom accessories and furniture.

Levent Giray, Managing Director of Vitra UK, comments: *"We are delighted to introduce the latest designer collaboration with Tom Dixon and this innovative and contemporary collection is part of our ongoing collaboration with world-renowned designers. Our extensive manufacturing, design and innovation capabilities have ensured there is a unity across the Liquid range. At a time when there is a greater emphasis placed on the bathroom space, this cohesive collection has a generosity of design that will sit comfortably in both domestic and professional environments."*

Tom Dixon's new collection with Danish ironmongery brand d-line will also debut during LDF, with the collection of door handles, door stops and knockers featuring in a display in the brand's retail space.

For the third time, King's Cross will become a London Design Festival Design District. Highlights also include Planted (the first contemporary design show aimed at reconnecting cities with nature), Space Frames and Super Nature TV, LDF's commission with Peter Marigold and Central Saint Martins' Material Heroes exhibition.

**The MATERIALITY exhibition will take place at the Coal Office from the 18th – 26th September, both physically and virtually and will be open to the public with free entry.**

The Press Preview will take place on Friday 17<sup>th</sup> September at the Coal Office, invitation to follow.

Opening Hours for the General Public:

Monday – Saturday: 10am till 7pm

Sunday: 11am till 5pm

VIP events, Press Preview and Presentations are invitation only

Tom Dixon Studio

The Coal Office

1 Bagley Walk, Kings Cross

London

N1C 4PQ

UK

The full events program will be available soon. For more information, please email the Tom Dixon  
Press Office: [press@tomdixon.net](mailto:press@tomdixon.net)

## Notes to editors

Established in 2002, Tom Dixon is a British luxury design brand which is represented in 90 countries. Specialising in furniture, lighting and accessories, Tom Dixon has hubs in London, Milan, Hong Kong, London, Los Angeles, New York, Tokyo, Hangzhou, Beijing and Shanghai. With an aesthetic that is intrinsically inspired by the brand's British roots, the products are internationally recognised and appreciated for their pioneering use of materials and techniques.

Founder and eponymous Creative Director Tom Dixon is a restless innovator who rose to prominence in the mid-1980s as a maverick, untrained designer with a line in welded salvage furniture. While working with the Italian giant Cappellini he designed the widely acclaimed 'S' Chair. In the late 90s Tom became Creative Director at Habitat and rejuvenated the brand while maintaining Terence Conran's vision of enriching everyday life through simple, modern design. In 2001, Tom was awarded an OBE by Her Majesty the Queen for his services to British design. In 2014 he was awarded 'Designer of The Year' at Maison & Objet, Paris. In 2019, he received a silver medal for Best Garden at the RHS Chelsea Flower Show and in the same year, was awarded the prestigious London Design Medal at the British Land Celebration of Design Awards. Tom is one of the industry's most feted British designers and is internationally heralded as a significantly original talent.

Launched in 2007, Design Research Studio, the design and innovations agency at the heart of Tom Dixon, continue to create extraordinary spaces globally. Recent projects have included reimagining the modern cruise experience for Virgin Voyages on their first ship, re-inventing the layout and interior of The Pullman Hotel in Bercy, the iconic Drugstore Brasserie on Les Champs-Élysées, Paris and designing The Manzoni in Milan, Tom Dixon's first European hub which acts as a restaurant, shop and office all in one. In 2018, the brand relocated its headquarters – Coal Office – to London's King's Cross, which was a significant step for the business. Coal Office operates as an office, shop, workshop and restaurant all under one roof and is located in the affluent shopping destination, Coal Drops Yard.

Best-selling products such as Beat, Melt, S-Chair and Wingback are instantly recognisable and have been acquired by the world's most famous museums including the Victoria & Albert Museum, London; MOMA, New York; and the Centre Pompidou, Paris. Latest additions to the brand's range, such as the Fat chair, Spring lights and Swirl accessories are quickly gaining momentum and reiterate Tom's status and significance in the design world.

[tomdixon.net](http://tomdixon.net)

[@tomdixonstudio](https://www.instagram.com/tomdixonstudio)