



## DESIGN LONDON SHOREDITCH (16-18 SEPTEMBER)

### A New Creative Landmark in the Shoreditch Design Triangle

Making its debut in East London's buzzing creative district, **Design London Shoreditch** brings together three dynamic exhibition spaces - **Design at Work, Design Culture, and House of ICON**. This fresh addition to the design calendar will serve as a vibrant hub of innovation, highlighting the latest in commercial, hospitality and residential design.

Set at the heart of the **Shoreditch Design Triangle**, the event promises to draw an international crowd of architects, designers, and creatives. Expect inspiring talks (co-curated by journalist Roddy Clarke), immersive installations, brand activations, and an exciting mix of both emerging and established design names. Design London Shoreditch is poised to become a key destination during **London Design Festival**.



2LG Studio



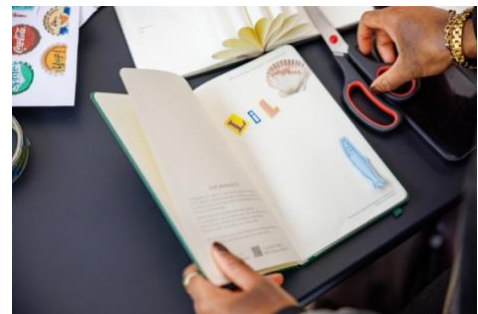
Lois O'Hara bar design



Artist Ben Cullen Williams



British Council: Ancient Futures



Moleskine workshops



Berlin Acoustics



Dare Furniture



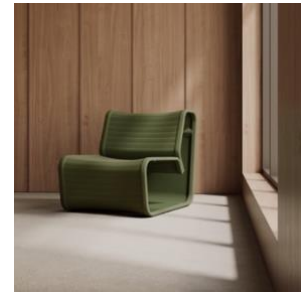
LaErre bespoke trunks



BAUX



Thonet



Isomi

## THREE EXHIBITION VENUES

### 1. Design at Work by OnOffice

*Protein Studios Shoreditch, 31 New Inn Yard, EC2A 3EY*

Focusing on workplace innovation, Design at Work explores how thoughtful design enhances wellbeing, productivity, and comfort. A showcase of leading global brands and rising talent will present forward-thinking products and ideas shaping the modern office.

### 2. Design Culture

*Kachette, 347 Old St, EC1V 9LP*

This curated exhibition investigates how culture influences design. With works from independent designers, artists, and Kingston University graduates, the show will feature everything from statement pieces to finely crafted products—all reflecting the power of design to transform space.

### 3. House of ICON

*Shoreditch Town Hall, 380 Old St, EC1V 9LT*

Taking over the iconic Shoreditch Town Hall, House of ICON celebrates the spectrum of interior design. From minimalist Scandinavian aesthetics to bold maximalism, brands will transform the venue's historic rooms with standout furniture, lighting, textiles, and accessories for both residential and hospitality environments.

## PARTICIPATING BRANDS

Design London Shoreditch is proud to feature a curated selection of leading design brands, each bringing their unique vision and craftsmanship to the event. Brands participating include:

- **BAUX:** A Swedish innovator in sustainable acoustic design, BAUX creates functional and aesthetically pleasing acoustic solutions for various interior environments. Their products, made from natural materials, are designed to enhance both sound quality and visual appeal.
- **Berlin Acoustics:** Founded in 2022, Berlin Acoustics specializes in soundproof phone and meeting booths that seamlessly combine design, functionality, and sustainability. Their products are crafted to promote focused and collaborative workspaces.
- **Dare Studio:** This British design company produces award-winning furniture for luxury residential interiors and high-specification contract environments. Established by Sean Dare in 2009, Dare Studio is known for its timeless designs and commitment to craftsmanship.
- **JDD Furniture:** A UK-based manufacturer specializing in commercial furniture, JDD Furniture offers bespoke meeting pods, banquette seating, and modular solutions designed and manufactured in the UK to enhance modern workspaces.
- **sixteen3:** An independent UK-based furniture designer and manufacturer, sixteen3 is dedicated to creating sustainable products that are made to last. Their focus on quality and craftsmanship ensures timeless pieces for commercial interiors.
- **LaErre:** bespoke large-scale trunks made in Italy to the highest standards
- **Thonet:** Founded in 1819, the company is known for its innovative and elegant furniture, considered a cornerstone of modern design. Thonet's legacy includes the development of bentwood techniques and the popularization of tubular steel furniture.
- **Isomi:** British furniture brand Isomi will unveil the award-winning Knit One chair as part of Design at Work. The Knit One chair is a groundbreaking modular seating system that expands Isomi's portfolio of environmentally driven furniture solutions.

More brands will be announced in due course.

## INSTALLATIONS AND COLLABORATIONS

A series of installations and collaborations that celebrate diversity and innovation in design will also take place across the three venues, including:

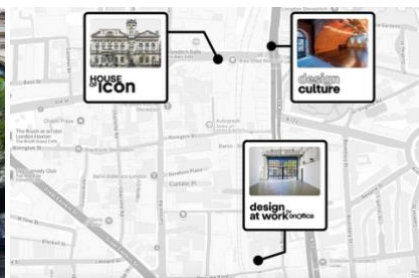
- **2LG Studio – "You Can Sit With Us" installation at House of ICON:** Jordan Cluroe and Russell Whitehead of 2LG Studio, in the latest edition of their inclusive group show, centre Queer designers within an underground Salon setting. This interior will be a safe space, for connection, conversations and queer tarot readings. "Our focus in this third iteration of our show, is on the hidden self. It's a celebration of queerness within design. We are also creating the talks space for Design London where we will be hosting an open mic night for designers to step up and have a voice."
- Artist **Ben Cullen Williams** presents "Self Portrait" at Design London Shoreditch (September 16-18, 2025) in collaboration with **Google Deepmind and Google Arts & Culture Lab**. This new commission explores self-portraiture through advanced generative AI models, **with the AI model creating a 'self portrait' of itself** through a collaboration between artist and machine with the help of Google's AI generation tools, Veo, Gemini and Imagen. The model will be fine-tuned with his archive of his own photographs, imbuing the AI-generated outputs with his way of capturing the world. The work, emphasizing the

creative process, will be experienced as an online platform and a physical audio-video installation.

- **ISOLA at House of ICON:** ISOLA will unite its global community of international designers, design studios, manufacturers, and creators showcasing their work in the House of ICON.
- **British Council – "Ancient Futures" at Design Culture:** The British Council presents this initiative at Design Culture exploring the intersection of past traditions and future possibilities through artistic and cultural collaborations. This project focuses on themes of ancestry, ecology, and sustainable futures.
- **Graduates from the MA Design Products programme at the Royal College of Art** present a dynamic and diverse showcase featuring work across a broad spectrum of disciplines, including furniture, apparel, objects, materials, interaction, and storytelling. United by a critical and exploratory approach to design, each project reflects a unique perspective on the role of design in addressing the complexities of contemporary life.
- **Lois O'Hara bar installation at House of ICON** – O'Hara will create a bar installation in her signature curved style designed to spark curiosity and bring people together over drinks, conversation, and good energy.
- **Moleskine workshops at Design Culture:** Moleskine, renowned for its iconic notebooks, invites visitors to rediscover the power of handwriting and drawing as profound catalysts for thought and creativity. Through a series of experiential workshops led by creative minds, the space will be transformed into a blank page where participants can leave their personal mark and share their talent.
- **Design Discussions:** Journalist and design expert Roddy Clarke will be the host of this year's talks programme and will be co-curating the agenda alongside the team at Design London Shoreditch this September, as part of London Design Festival. Expect inspiring conversations, fresh perspectives, and bold ideas at the heart of Shoreditch's creative scene.



Shoreditch Town Hall – House of ICON



Map of the three exhibitions

**Marlon Cera-Marle, Director, Media 10, says:**

*"Shoreditch is one of London's trendiest neighbourhoods. It's a thriving creative community that has welcomed more and more design-led companies to the area in recent years – which is why we're thrilled to be launching brand-new curated exhibitions there in September. With expertise in organising and launching successful b2b design events as well as publishing industry leading titles covering architecture, design and culture, we're looking forward to contributing to the area's offering for architects, designers and enthusiasts alike during London Design Festival. We're excited to share more details about the exhibitions in the coming weeks. The early backing from some of the industry's most respected brands has given us the confidence to bring our vision to life."*

**Ben Evans CBE, Director of London Design Festival, says:**

*"London Design Festival has always championed innovation, diversity and the power of design to shape our city. The launch of Design London Shoreditch is a bold and exciting addition to the Festival programme, and one that reflects Shoreditch's position as a vibrant creative hub. With its curated exhibitions across multiple venues, this new initiative underscores London's role as a global leader in design. I look forward to seeing Design London Shoreditch become a vital platform for both emerging talent and established voices in our community."*

**ABOUT SHOREDITCH DESIGN TRIANGLE**

The Shoreditch Design Triangle returns for its 18th consecutive year with an expanded programme of design-led events.

This year, for the first time ever, the area plays host to three large-scale industry focused showcases, in the shape of Design London Shoreditch (16-18 September), which take residency at the Shoreditch Town Hall and the Kachette arches on Old Street, and at the Protein Studios Space on New Inn Yard. These new venues are allied to an extensive programme of showroom and on-off events, with over forty different participants in the area.

Shoreditch, the former home of the London furniture trade, is now a modern mixed use inner-city environment and an internationally recognised hub for creativity. Visitors can expect a blend of industry focused product launches and exhibitions, alongside experimental installations, workshops, talks and tours. With both established brands and newcomers present, it's the ideal location to take in the full spectrum of London's vibrant design scene.

Best travelled on foot, or by bicycle, the Shoreditch Design Triangle embraces new ideas and welcomes individuality.

-ENDS -

**Press enquiries:**

Contact [belinda@friendsandco.co.uk](mailto:belinda@friendsandco.co.uk)

**Press registration:**

<https://forms.reg.buzz/design-london-shoreditch-2025-press/press-registration>

**Notes to editors:**

Design London Shoreditch takes place 16-18 September 2025. For more information visit [www.designlondon.co.uk](http://www.designlondon.co.uk).

Instagram: [@design.london](https://www.instagram.com/design.london)

X: [@designlondon](https://twitter.com/designlondon)

Facebook: [@designlondonshow](https://www.facebook.com/designlondonshow)

**Dates and times:**

Tuesday 16 September: 10:00 – 18:00

Wednesday 17 September: 10:00 – 18:00

Thursday 18 September: 10:00 – 16:00

**Locations:**

Design Culture - Kachette, 347 Old St, EC1V 9LP

Design at Work - Protein Studios Shoreditch, 31 New Inn Yard, EC2A 3EY

House of ICON - Shoreditch Town Hall, 380 Old St, EC1V 9LT