

POINT TWO FIVE

Step by Step: New jewellery by **Studiomama** guides the way in a stairwell exhibition by **0.25** for London Design Festival 2025



Image credit: Point Two Five

For London Design Festival 2025, emerging design-led jewellery brand Point Two Five (0.25) presents *Step by Step* – a site-specific exhibition that gradually reveals itself as visitors ascend the stairwell of the Wax Building in Shoreditch.

As visitors climb the stairwell, they move through a curated sequence, encountering works piece by piece, step by step. The journey begins with 0.25's core collection, featuring jewellery by **Theodora Alfredsdottir**, **Wendy Andreu**, **Sebastian Bergne**, **Daniel Eatock**, **Harry Grundy**, **Jamie Wolfond**, and **Studio 0.25**.

Playfully guiding the way are a series of precious metal, sculptural characters by London-based design duo, **Studiomama**. These characterful forms march upwards through the space,

POINT TWO FIVE

encouraging visitors step by step toward the top flight. At the summit, Studiomama presents a new jewellery series created especially for this exhibition.

Each piece is presented within a resource-light modular display system designed by Shoreditch-based multidisciplinary studio, Brown Office. Developed and fabricated entirely within one kilometre of the Wax Building, the display system reflects Point Two Five's ethos of hyper-local making, now transposed from Birmingham to East London.

Exhibition Information

Dates: 13–21 September 2025

Venue: The Wax Building, Shoreditch

Part of Shoreditch Design Triangle and London Design Festival 2025

Presented by: [Point Two Five](#)

With new works by: [Studiomama](#)

Display design by: [Brown Office](#)

For more information about 0.25 at London Design Festival, contact Paddy Bek - hello@pointtwofive.co.uk

About Point Two Five

0.25 produces unique jewellery designed by celebrated creatives known for their work in fields such as visual art, industrial design, and ceramics. Every piece in their collection is the result of close collaboration with expert makers in and around Birmingham's historic Jewellery Quarter, in the UK.

0.25 collaborates with established manufacturers specialising in larger-scale production, or small workshops and individual craftspeople with specialist skills. Each piece of 0.25 jewellery is made using recycled metals and upcycled materials where possible. To minimise their impact, the brand holds small amounts of stock and makes to order.

Celebrating and supporting Birmingham's Jewellery Quarter by
collaborating with international talent



POINT TWO FIVE

Point Two Five is an emerging Birmingham-based brand committed to highlighting the city's Jewellery Quarter, a historic hub that's an important part of the city's industrial and cultural identity. Responsible for 40% of the UK's jewellery production, the area is facing a decline in the number of jewellers, alongside rising rents driven by rapid urban development. There's also growing concern that fewer young people are entering the industry, risking the loss of essential skills. By inviting international artists and designers to collaborate with makers and manufacturers in the Jewellery Quarter, Point Two Five aims to help preserve its legacy while amplifying the stories of this unique and vibrant community.

Point Two Five's collection comprises jewellery pieces by:

- [Theodora Alfredsdottir](#) - Icelandic product designer working in London
- [Wendy Andreu](#) - French craft designer working in Paris
- [Sebastian Bergne](#) - British object designer working in London
- [Daniel Eatock](#) - British artist working in London
- [Harry Grundy](#) - British artist working in Margate
- [Jamie Wolfond](#) - Canadian multi-disciplinary designer working in Toronto
- [Studio 0.25](#) - The brand's in-house design studio

As part of their London Design Festival exhibition, 0.25 will present new jewellery pieces and precious metal objects for the home by:

- [Studiomama](#) - Scandinavian-born Nina Tolstrup and Greek-Cypriot Londoner Jack Mama, both working in London

All jewellery pieces will be displayed on a resource-light, modular display system by:

- [Brown Office](#) - Multidisciplinary Scottish designer Dean Brown, working in London.
-

NOTES TO EDITORS

Images of new jewellery pieces by Studiomama will be available shortly. For more information about Point Two Five, hi-res product imagery and interviews with the team or designers, please contact Paddy Bek at hello@pointtwofive.co.uk

More information and images about Point Two Five designers and the collection is detailed below.



POINT TWO FIVE

Studiomama



Clockwise from top right:

Reveal Bangle and Ring by Studiomama for 0.25 - launching at LDF2025

Face Casting

Face Stool

For more info and images, please contact Paddy Bek at hello@pointtwofive.co.uk



POINT TWO FIVE

Brown Office



Images of Brown Office's display system for 0.25 will be available soon. For more info, please contact Paddy Bek at hello@pointtwofive.co.uk



POINT TWO FIVE

Jamie Wolfond



Clockwise from top right:

Flash Ring Edition - Recycled 9ct gold with silver plate - POA

Flash Ring - Recycled bronze with blue ceramic coating - £150 / \$200

Knotted Bangle - Recycled 925 silver with 18ct gold vermeil plate - £340 / \$455



POINT TWO FIVE

All designs by [Jamie Wolfond](#)

Theodora Alfredsdottir



Clockwise from top right:

Perla Necklace Edition - Recycled 925 silver with freshwater pearls - POA

Perla Ring - Recycled bronze with 18ct gold plate - £145 / \$195

Ribbon Ring - Recycled 925 silver - £195 / \$260

All designs by [Theodora Alfredsdottir](#)



POINT TWO FIVE

Daniel Eatock



Clockwise from top right:
Back to Front Earrings - Recycled 925 silver - £165 / \$220
Bic Pen Cap - Recycled 9ct gold - £600 / \$805
Bic Pen Cap - Recycled 925 silver - £210 / \$280



POINT TWO FIVE

All designs by [Daniel Eatock](#)

Wendy Andreu



Clockwise from top right:

Flower Pendant Necklace - Recycled 925 silver with 18ct gold vermeil plate - £205 / \$275

Gear Bangle - Recycled 925 silver - £395 / \$530

Flower Necklace - Recycled 925 silver and 18ct gold vermeil plate - £370 / \$495

All designs by [Wendy Andreu](#)



POINT TWO FIVE

Sebastian Bergne



Clockwise from top right:

Three Halves Bangle - Recycled 925 silver with 18ct gold vermeil plate - £315 / \$425

Three Halves Ring - Recycled 925 silver - £195 / \$260

Disk Rings - Recycled 925 silver with 18ct gold vermeil plate - £210 / \$280



POINT TWO FIVE

All designs by [Sebastian Bergne](#)

Harry Grundy



Clockwise from top right:
Stoodley's Always There - Edition - POA



POINT TWO FIVE

Design by [Harry Grundy](#)

Studio 0.25 (in-house design)



Clockwise from top right:

Doh Ring - 925 Silver - depletion gilded - £150 / \$200

Lockit Pendant Necklace - Recycled 925 silver with 18ct gold vermeil plate - £215 / \$290

Kink Bangle - Brass with 18ct gold plate - £210 / \$280

Orbit Pinky Ring - Recycled 925 silver with 18ct gold vermeil plate - £130 / \$175



POINT TWO FIVE

All designs by [Studio 0.25](#)



POINT TWO FIVE



ARTIST & DESIGNER BIOGRAPHIES

Theodora Alfredsdottir

Theodora Alfredsdottir is an Icelandic product designer based in London. Theodora's work aims to look at the individual within the mass. She believes that good design is a window into the process of creating objects, to give the user a better understanding of what goes into bringing an object into this world, to encourage responsible consumption. The object therefore acts as documentation of its manufacturing process; a record of what went on between the machine, tools, craftsman and material. Theodora holds a bachelor's degree in product design from the Iceland University of the Arts (2012) and a master's degree in Design Products from the Royal College of Art in London (2015). Theodora has been a Visiting Tutor at the Iceland University of the Arts since 2016, an Associate Lecturer at the London Metropolitan University 2019-2022, and is currently an Associate Lecturer at Goldsmiths University in London.

<https://www.instagram.com/theodoraalfreds>

Wendy Andreu



POINT TWO FIVE

Based in Paris, Wendy is a craft designer who aims to communicate through the materials she is using. By experimenting with them, she finds surprising outcomes that can be translated into functional design proposals. Wendy likes to think of the bridges between matter, people and space in an open way. In her research, the context has as much importance as the concept, without forgetting the quality of the making and the aesthetic of the pieces.

Wendy Andreu won the Public Prize of the Accessory competition at the Villa Noailles in Hyères (2017) and won the Dorothy Waxman Textile Prize in New-York City (2017). In 2018, she received a grant from the Stimulerings Fund (NL) in order to develop her project Regen. In 2020, she was named one of Rising Talent France during Maison et Objet January edition. She has been part of AD100 France for 4 years in a row.

<https://www.instagram.com/wendyandreu>

Sebastian Bergne

Having graduated from the Royal College of Art in 1990, Sebastian Bergne founded his studio in the same year. His achievements have since been widely recognised with many international design awards including the IF, Red Dot, Design Plus, on multiple occasions and the Gold Medal of the German designers club. His work has been included in numerous publications and exhibitions and is included in museum collections such as The Museum of Modern Art (New York), Cooper Hewitt (New York) the Design Museum (London) and Musée Des Art Décoratifs (Paris).

Sebastian's versatility enables him and his team to work in different ways. As an external Industrial design facility to international brands, as a designer and supplier of bespoke objects for restaurants, retailers and individuals, as art director to new or established brands, or even as producer of his growing collection of studio editions.

<https://www.instagram.com/sebastianbergne/>

Daniel Eatock

Daniel Eatock, a London-based artist and designer, is known for his inventive, idea-driven approach that blurs the line between art and design. Trained at the Royal College of Art, Eatock's work spans graphic design, sculpture, and participatory projects. His practice is



POINT TWO FIVE

rooted in humour, chance, and an embrace of contradiction, making the familiar appear strange and thought-provoking. Eatock's collaborations, including the widely used Indexhibit website platform, invite user interaction and defy traditional structures. His self-published monograph, Imprint, highlights his conceptual, open-ended approach to creation. From developing iconic identities, like Channel 4's Big Brother, to exploring seriality and everyday objects, Eatock's work is both methodical and delightfully unexpected.

<https://www.instagram.com/eatockdaniel/?hl=en>

Harry Grundy

Harry Grundy (b.1993) is a Margate, UK-based artist working in the natural world in a deeply unnatural time. He is interested in how the green touches the grey and how human behaviour stirs the two together. With a background in design, ideas are treated with a rigorous honesty and crafted with a graphic eye. Centering his practice around rural and coastal ecologies, Harry asks the viewer to look closely and critically at our relationship with this phenomenal world.

In September 2023 Harry presented his first public commissions for the Chester Contemporary in the UK. He completed a residency at Palazzo Monti in July 2023. Harry has created sculptural editions for Hi Noon Editions and Object Multiple and a book of poems with Saltstung Press. He has had solo shows in Blackpool, Rossendale and Margate, UK. He has shown work in Beijing, New York, London, Venice and has guest tutored at Kingston University and London College of Communication.

http://instagram.com/harry_grundy/

Jamie Wolfond

Jamie Wolfond (B. Toronto 1991) Is a designer. In 2013, he graduated from The Rhode Island School of Design with a BFA in Furniture Design. From 2014-2018, Wolfond ran a consumer brand called Good Thing. In 2018, he sold Good Thing and opened Jamie Wolfond Studio. Jamie Wolfond designs useful objects and creates artwork for brands, galleries and interior designers. While the studio works across many disciplines, every project is connected by a physical approach to research. Wofond develops a design through a series of hand-made experiments, each one building on the knowledge gained from the experience of making the



POINT TWO FIVE

last. The results of Wolfond's process are objects which are simultaneously logical and unexpected, each one providing the narrative of its own creation.

<https://www.instagram.com/jamiewolfond>

