

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**, **Sebastian Bergne**, **Daniel Eatock**, **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,



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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.



New

Other Half bangle and ring
Design by **Studiomama**
100% Recycled 925 silver
Mirror polished

The ring and bangle will be accompanied by a pendant necklace - images available shortly.

The exhibition will also feature precious metal objects and another pendant necklace, all by Studioma. Images available on request - hello@pointtwofive.co.uk

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



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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 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



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ABOUT THE WAX BUILDING

The Wax Building is London's latest epicentre for independent British design brands, located in the heart of Shoreditch, at 4 Garden Walk. Set over four floors, this former Victorian factory for waxing and shellacking furniture has been transformed into a vibrant space for creativity and innovation all year round. Launched in September 2024, Wax Building is now a must-visit destination on the Shoreditch Design Triangle map during the London Design Festival. All four founding brands – Tamart, Cozmo, Minimalux, LightMass^ (by Raw Edges) – will present new product launches and presentations throughout the building www.waxbuilding.com

WAX 2025 especially highlights the fluidity and connectivity between all four founding residents – Tamart, Cozmo, Minimalux and LightMass^ – with an extraordinary roster of over 20 invited special guests exhibiting throughout the building. The exemplar a site-specific exhibition by emerging design-led jewellery brand Point Two Five (0.25) who presents Step by Step – a show that gradually reveals itself as visitors ascend the stairwell of the Wax Building, with new pieces by design-duo Studiomama and exhibition display designed by Shoreditch-based multidisciplinary studio, Brown Office. Other featured guests at WAX 2025 include: Pearsonloyd, Liberty, Sebastian Bergne, Layered, Tala, Daniel Eatock, Theodora Alfredsdottir, Jamie Wolfond, 108.Pictures, music label Ascension of Wax and many more, including sponsors: Crate Brewery, Bang & Olufsen.

NOTES TO EDITORS

More 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.



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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



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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



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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

All designs by [Jamie Wolfond](#)



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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](https://www.pointtwofive.co.uk)



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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

All designs by [Daniel Eatock](#)



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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

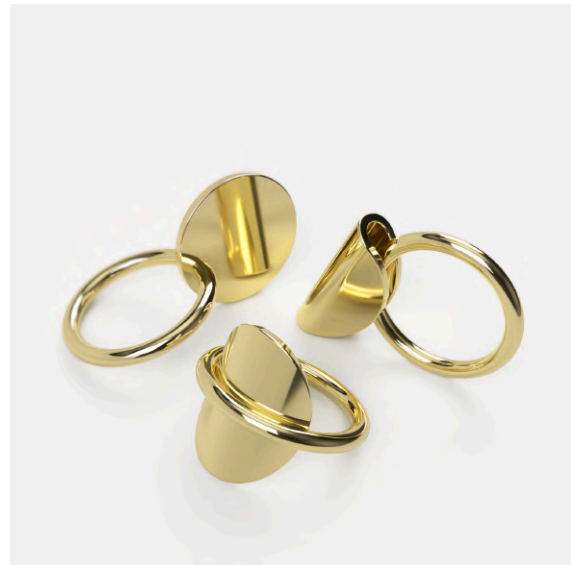
Flower Necklace - Recycled 925 silver and 18ct gold vermeil plate - £370 / \$495

All designs by [Wendy Andreu](#)



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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

All designs by [Sebastian Bergne](#)



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Harry Grundy



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

Design by [Harry Grundy](#)



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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

All designs by [Studio 0.25](#)



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For further information contact Paddy Bek at
hello@pointtwofive.co.uk

