

In the age of

TOO MUCH



Designing for knowledge
in an era of overwhelm.



THE
LONDON
DESIGN
FESTIVAL

In the Age of Too Much, how do we make sense of what matters?

Too many tabs. Too many feeds. Not enough clarity.

What if we could build a different relationship with information? One that fosters depth, beyond just more data.

This September, digital product studio, Parallel, invites you to In the Age of Too Much: a three-day exploration of how we shape, structure, and design knowledge in an era defined by overwhelm.

Hosted in the heart of Shoreditch during the London Design Festival, the event brings together designers, technologists, product thinkers and curious minds to explore three urgent themes:

Sensemaking in an Age of Too Much

How do we navigate an environment of infinite inputs and shrinking attention? From feeds to frameworks, we explore how new tools can help us not just absorb more, but understand better.

The Future of Knowledge Work

When AI lowers the barrier to competence, what does it take to achieve excellence? How can we sharpen judgment, reward originality, and support work that values soul over speed?

The New Aesthetics of Intelligence

When intelligence is increasingly mediated by machines, how should it look and feel? We examine the visual and experiential language of next-generation tools, with beauty, trust, and intent at their heart.

Tues 16th – Thurs 18th Sept 2025
10am – 6pm daily

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For further information
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