

ALSOLIKE

PRESS RELEASE

LDF25: “Secondary Function” at Alsolike Gallery



Opening Paragraph:

As part of the 2025 London Design Festival, Alsolike Gallery presents Secondary Function, a group exhibition exploring how function, once abandoned in the name of conceptual freedom, returns as a generative force in contemporary craft and design. Running from 16 to 21 September 2025 at 16 Chance Street, London, the exhibition features innovative works in jewellery, object design, sculpture, wearable art, and interdisciplinary practices from emerging and established creatives worldwide.

Main Body:

Since the 1980s, de-functionalization has been a recurring strategy in contemporary art, used to challenge normative systems and shift focus toward the conceptual or spiritual. Yet in the field of applied arts, function has never truly disappeared. Instead, it lingers, sometimes at the margins and sometimes at the core, continually redefining its role in shaping experience, form, and narrative.

Secondary Function brings together international artists, jewelers, designers, and makers who re-activate the concept of function in compelling ways. Their works do not merely “perform” utility but question how function itself might disrupt visual dominance through multisensory or spatial interaction; act as a narrative axis between the body, viewer, and environment; and serve as a lens to unpack cultural patterns, material ethics, and social agency.

Whether through interactive objects, relational installations, or wearable forms, each piece in the show considers a central provocation: After function withdraws, in what ways does it return?

For more info:

<https://alsolikelondon.com/blogs/current-upcoming/ldf25-secondary-function>

Exhibition Dates: September 16 — 21, 2025, 10:30 AM — 6:30 PM

Private View: September 15, 2025, 6:00 — 8:30 PM

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About Alsolike Gallery:

Alsolike Gallery is a contemporary art space based in Shoreditch, London, specialising in showcasing small-scale art pieces and objects. Established in 2022, the gallery has rapidly gained prominence for its innovative approach to blending art and everyday life. Alsolike emphasises the craftsmanship, materiality, and narrative aspects of contemporary craft, making it a significant hub for artistic dialogue in London. The gallery has collaborated with over 50 international artists, presenting works that explore diverse cultural and conceptual themes. The gallery has also actively collaborated with prestigious institutions such as Central Saint Martins, London College of Fashion, Kingston University and Istituto Marangoni, fostering the development of young talents through placements and practical educational initiatives. The gallery is also an official partner of London Design Festival and London Craft Week, and participated in Collect 2023 with FIVE.

Website: <https://alsolikelondon.com/>

About London Design Festival:

Established in 2003, the London Design Festival was created to amplify the city's vibrant design scene through an annual celebration of creativity. Its founding vision was to bring together the UK's most influential thinkers, designers, retailers, and educators for a landmark event showcasing the power of art and design. Over the years, the Festival has become one of the world's foremost design events, serving as a model for similar festivals worldwide and remaining a key highlight of the global cultural calendar.

Website: <https://londondesignfestival.com/>