

morrama

Morrama x London Design Festival 2025

‘From the Ground Up’

Morrama launches 'From the Ground Up', an exhibition at London Design Festival, that explores the intelligence of nature to guide a more responsible, regenerative form of making..

LONDON — Morrama, a B-Corp accredited industrial design and innovation consultancy, is proud to announce its immersive exhibition, ‘**From the Ground Up,**’ running from September 16th to 20th, 2025, as part of the London Design Festival. The exhibition will explore how industrial design can shift from a practice of extraction to one of regeneration by following nature's lead and rethinking our relationship with materials.

The exhibition's core message is simple but urgent: 80% of a product's environmental impact is determined at the design stage. 'From the Ground Up' challenges the industry to move beyond simply meeting human needs and instead embrace a more responsible, regenerative form of making. By focusing on materials that can be borrowed and returned to nature, the exhibition proves that circular design at scale is not a theory, but possible right now.

Throughout the five-day event, visitors will explore five live examples of material innovation from the Morrama Lab and its partners. These projects showcase a new kind of material intelligence, where products are designed with a full lifecycle in mind, from their creation to their natural return to the earth.

Featured partner projects:

Carbon Cell x Morrama Lab: This collaboration reimagines everyday products using a carbon-negative, compostable expanded foam made from biochar.

Earthmade x Morrama Lab: A project exploring what happens when we deliberately design products not to last and align the lifespan of the material used in tech products to the components inside.

Batch.Works x Kibu: Looking at how waste can be used to create beautiful colours and finishes in place of artificial additives.

Shellworks x Wild: Highlighting the magnitude of the plastic crisis, this project demonstrates how packaging can be designed to disappear.

Thermofibre x Eco-flo: With so much of the plastic waste created by the medical industry sent straight to incineration, how do we move from petrochemicals to plant-based materials that result in carbon negative solutions?

The exhibition's opening party on Tuesday, September 16th, will also celebrate the launch of **Morrama's first book, *From People to Planet: Lessons from a Design Agency*** by founder Jo Barnard. The book is a collection of lessons and stories from ten years of designing with purpose.

‘From the Ground Up’ exhibition schedule:

Tuesday 16th September

- Talks #1 (Exhibit Themed Panel)
- Opening Party and From People to Planet Book launch

Wednesday 17th September

- Exhibit & Talks #2 (Design Declares Takeover)

Thursday 18th September

- Exhibit & Talks #3 (People & Planet Book read)

Saturday 20th September

- Coffee & Conversation; a chance to sit down with the Morrama design team.

‘From the Ground Up’ will run from Tuesday 16th September until Saturday 20th September 2025 @ Morrama, Hackney Depot, 5 Sheep Lan, London, E8 4QS

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NOTES TO EDITORS

For all media enquiries, please contact TDC PR:

Morrama@tdcpr.com

[Alice - 07584 662629](tel:07584662629)

Morrama is a B-Corp accredited, award-winning design and innovation consultancy founded in 2015. The team works with startups and established businesses looking for a fast-paced design process; combining user experience, manufacturing feasibility and sustainability considerations to create beautiful products and experiences. With a track record in designing products that have helped start successful businesses, Morrama underpins its creative process with a strong sense of storytelling to create simple, elegant products and packaging that resonate with the user.

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