

FOR IMMEDIATE RELEASE

William Morris Design Line Returns: Celebrating the Joy of Making in Walthamstow

19–21 September 2025 | Blackhorse Lane & Argall Industrial Area

WALTHAM FOREST, LONDON – The [William Morris Design Line](#) (WMDL) returns this September, inviting the local community to step inside the workshops, studios, and creative spaces of Blackhorse Lane and the Argall Industrial Area for a special open weekend of design, craft, and making.

From Friday 19 to Sunday 21 September 2025, residents and visitors alike can meet the makers, discover the stories behind their work, and take part in hands-on activities that celebrate the area's vibrant creative scene. The programme brings together over 40 designers, artists, and craftspeople who are passionate about sharing the joy and fulfilment they find in their work.

The weekend coincides with the popular London Design Festival, giving visitors even more reason to explore Waltham Forest's creative spaces and discover the stories behind the doors.

Launched in 2020 by Wood Street Walls and William Morris Big Local as part of the Local Trust's Creative Civic Change Programme, the William Morris Design Line has become a highlight of the London Design Festival, championing community-led creativity and local talent.

This year's edition, programmed in partnership with Waltham Forest Council and Dove PR, explores the theme 'The Joy of Making', inspired by William Morris's belief that everyone deserves meaningful work.

Programme Highlights:

- Blackhorse Workshop's 11th Birthday Festival: Celebrate a decade of creative making with workshops and a showcase of local talent.
- Turning Earth Leyton Ceramics Market: Meet East London's ceramicists and shop for unique, handmade pieces.
- Open Studios: Step inside working spaces including Suite Comfort Upholstery, Switchboard Studios, Capisco Ltd, and more.
- Talks, Demos, and Hands-On Activities: Hear from designers, try your hand at new crafts, and learn about the processes behind the work.
- Furnishing Futures: Meet the charity using design to make a difference in the community.

Eight of this year's listings are part of the [London Design Festival](#) under the William Morris Design Line umbrella, connecting Walthamstow's creative community to a citywide celebration of design.

Last year's event saw record participation and glowing feedback from makers and visitors alike. "I think the marketing, clear advertising and signage of the William Morris Design Line for London Design Festival around the borough really helped drive the success of people knowing what it was and where it was," said Laura Perryman, founder of [Colour of Saying](#), a participating maker returning for 2025.

Cllr Ahsan Khan, Deputy Leader and Cabinet Member for Housing and Regeneration said: "Makers and creatives in Waltham Forest play an important role supporting inclusive growth and creating jobs, as we build on our legacy as the Mayor's first-ever London Borough of Culture in 2019. The William Morris Design Line, part of the London Design Festival, presents an opportunity for residents and visitors to visit places like Blackhorse Lane and the Argall Industrial area and find out more about the exciting things that are happening behind closed doors.

"We're working hard to make sure Waltham Forest continues to be a great place to live. I hope you are able to take this chance to find out how this work benefits local people, businesses, and organisations this September."

The William Morris Design Line open weekend features many free events to attend, with selected workshops or walking tours requiring tickets booked in advance. For full programme details, times, and booking information, visit www.wmdesignline.com.

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For further information, images or interview requests, please contact:
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Images to download:

https://drive.google.com/drive/folders/10birrGnF2WJEdhiol_BILx_sQZ2AO9ij?usp=drive_link

Follow on social media: [@argallwayleyton](#) and [@blackhorse_collective](#)

Notes to editors:

- The William Morris Design Line was created by Wood Street Walls in 2020 as part of the Local Trust's Creative Civic Change Programme, in collaboration with William Morris Big Local.
- The Blackhorse Lane area was designated a Creative Enterprise Zone by the Mayor of London in 2021 and, together with the Argall Industrial Area, is home to over 400 creative businesses.
- The 2025 programme is delivered in partnership with Waltham Forest Council and Dove PR, and part-funded by The Mayor of London as well as Scape and Morro.
- The William Morris Design Line is a design district of the London Design Festival.

About Creative Enterprise Zones

The Creative Enterprise Zone programme is the Mayor of London's flagship cultural initiative supporting artists and creatives to put down roots in the capital and grow. A UK first, Creative Enterprise Zones launched in 2017 to increase permanent affordable space to work, provide business support, and improve access for Londoners to learn creative sector skills and find new jobs in the industry. As of 2025, there are 12 Creative Enterprise Zones across the city. Find out more: www.london.gov.uk/cez