

From Demolition to Design: Prima Materia Launches Circular Design Studio at LDF25

LONDON, UK – Prima Materia, a new circular design studio, is proud to announce its official launch at the London Design Festival (LDF) 2025. The studio will showcase its first collection of modern furniture, crafted entirely from high-quality materials salvaged from the demolition of a 17-storey former Travelodge at One Museum Street in Holborn.

Construction and demolition generates ~68 million tonnes of waste per year in the UK [Defra, 2018]. Prima Materia is a social enterprise on a mission to redefine luxury and sustainability by transforming this 'waste' into unique and durable interior products. The studio's pioneering approach diverts valuable materials from landfill, giving them a new life and a compelling story while fostering a circular economy.

"We saw an opportunity to not just recycle materials, but to celebrate their history and transform them into something beautiful," says Prima Materia co-founder Jeremy Hulse. "This first collection is a proof of concept, to demonstrate what's possible when we challenge our existing ideas around waste, and instead see these materials for what they are: a valuable resource."

For its inaugural project, Prima Materia is partnering with Simten Developments and demolition contractor John F Hunt. As part of the demolition works, the team is salvaging materials from the 1960s high-rise that would otherwise be scrapped and reimagining them into a capsule collection that will be unveiled at LDF25.

This debut collection features the work of resident designers Blake Carlson-Joshua, Freddie Keen, and co-founder Jeremy Hulse – all alumni of the Royal College of Art (RCA).

All this is taking place at our on-site studio at 35 New Oxford Street – part of the same redevelopment scheme and adjacent to the live demolition site. LDF visitors are invited to experience the studio's innovative process firsthand—from salvage to reimagining to building—and discover furniture with a unique history.

"We see a rich story in every discarded material, waiting to be told. Through our creative process, we reimagine forgotten refuse into beautiful, functional, and sustainable interior design pieces with a new purpose" adds co-founder Sophie Turner. "We are incredibly grateful to all our partners for believing in our vision; as an early-stage startup, their support means everything to us."

The launch has been made possible thanks to the crucial support of Simten and John F Hunt. Prima Materia's entry into LDF25 is also kindly sponsored by Pith, makers of paper art materials for maximum creative functionality with minimal environmental impact.

The Prima Materia studio at 35 New Oxford Street will be open during LDF25, 15th–21st September.

About Prima Materia: Prima Materia is a pioneering circular design studio and social enterprise. It is dedicated to diverting high-quality waste materials from the UK construction and demolition industry and reimagining them into beautiful, durable, and unique modern furniture.

Contact: Sophie Turner (hello@primamateria.design)

Website: <https://primamateria.design>

Instagram: primamateria.design

Select images:



Credit: Jeremy Hulse

These images correspond to Prima Materia's One Museum Street project and LDF25 launch at 35 New Oxford Street. Full media pack and high-resolution images available on request.