

Press release August 2026

The Design Council Unveils 'Good Growth Design Lab' for London Design Festival 2026



The Design Council has announced the **Good Growth Design Lab**, a free interactive exhibit, taking place from 15–17 September 2026 as part of the London Design Festival, to explore how design can shape a fairer, greener, and more prosperous future.

The exhibit celebrates the launch of the Design Council's latest [Design Economy](#) report, due to be published in September 2026 as the UK's most comprehensive exploration of the value of design: economic, social, and environmental.

The Good Growth Design Lab, designed in collaboration with Creative Concern, translates the findings into an engaging visual experience, revealing how design is powering economic growth, creating better places and services and helping businesses and communities thrive across the UK.

Through compelling data, inspiring case studies and the voices of designers, visitors will discover why design is an essential driver of good growth. Policymakers, designers, business leaders, students, or those simply curious about the future of their community, are invited to respond to the evidence and imagine what good growth could mean for their area and join the conversation on what comes next for the design economy.

The exhibit is accompanied by a day of public programming on Tuesday the 15th of September discussing the report's key themes of hope and growth.

Event Details

- Event: Good Growth Design Lab (London Design Festival 2026)
- Dates: 15–17 September 2026
- Opening Hours: 10:00 AM – 5:00 PM daily
- Location: 133-135 Bethnal Green Road, London, E2 7DG
- Admission: FREE
- Public programming: Tuesday 15 September: Ticketed
- More information available at designcouncil.org.uk

Mat Hunter, Chief Executive of the Design Council said:

“Design is a massive economic driver that generates nearly £100 billion for the UK, but its true power lies in tackling our biggest social and environmental challenges. Our latest Design Economy findings prove that when we invest in design, we invest in stronger communities, greener places, and a fairer economy. The Good Growth Design Lab brings the insights to life and turns data into action, inviting policymakers, businesses, and local residents to come together and design what good growth looks like for their own communities.”

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For further information please contact: press@designcouncil.org.uk

IMAGES

About the Design Council

The Design Council is a Royal Charter charity and the UK's national champion for design, showcasing design and its ability to make life better for all. The Design Council uniquely works across all design sectors and delivers programmes with business, government, public bodies and the third sector. The work encompasses thought leadership, tools and resources, showcasing excellence, and research to evidence the value of design and influence policy. Their Design for Planet mission was introduced in 2021 to galvanise and support the 1.97 million people who work in the UK's design economy to help achieve net zero and beyond.

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