



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

De La Warr Pavilion x the modernist join forces for London Design Festival

The De La Warr Pavilion and *the modernist* are presenting *Being Modern: London*, an event at the offices of architects Haworth Tompkins on Wednesday 16 September, as part of the 2026 London Design Festival.

Being Modern: London will explore the role architecture has played and continues to play in enabling cultural and social change.

Author and freelance writer Owen Hatherley will reflect on how the design ethos of the modernist De La Warr Pavilion in Bexhill-on-Sea inspired post war initiatives including the Festival of Britain and the Southbank Centre.

His talk '*Importing and Adapting the European Modern Movement in Britain, from Stuttgart to East Sussex to SE1*', draws on works ranging from his *Modern Buildings in Britain—a Gazetteer* (Penguin, 2022) to *The Alienation Effect* (Penguin, 2025), a history of Central European artists and intellectuals in Britain and their influence on public life between the 1930s and 1970s.

Lucy Picardo, Director, Haworth Tompkins, will give a contemporary perspective, exploring the practice's work on the ongoing evolution of the Southbank Centre and their restoration and reimagining of the De La Warr Pavilion for its communities and the next century.

Opened in 1935 and designed by pioneering architects Erich Mendelsohn and Serge Chermayeff and visionary structural engineer Felix Samuely, the De La Warr Pavilion has shaped the identity and regeneration of Bexhill-on-Sea as both an architectural icon and civic asset. As a leading multi-arts centre, the Pavilion remains a symbol of creativity and social vision to this day.

Eddie Rhead, *the modernist*, says:

'The De La Warr Pavilion is a stunning example of international modernist architecture and was the blueprint for the modern art centre in Britain. We are delighted to be partnering with the Pavilion to bring its architectural, cultural and social significance to a wider audience for this year's London Design Festival.'

Stewart Drew, Director and CEO, De La Warr Pavilion, says:

'It's a privilege having Owen and Lucy giving their unique perspectives at the event. We're thrilled to be partnering with the modernist and being part of the London Design Festival, particularly in this, our building's 90th anniversary year, and as we are about to embark on a transformative capital project.'

Being Modern: London is part of a wider De La Warr Pavilion programme inspired by architecture, culture and community. *Being Modern: Bexhill* on Saturday 12 September will see the seafront building taken over by lectures, workshops and tours in a day long exploration of its journey from modernist conception to its place as part of the community and townscape of future Bexhill.

Being Modern: London is on Wednesday 16 September, 6.15pm – 8.30pm at Haworth Tompkins, 110 Golden Lane, London EC1Y 0TL (entrance on Banner Street). Tickets £12 at the-modernist.org.

Being Modern: Bexhill is on Saturday 12 September, 11am – 4.30pm at the De La Warr Pavilion, Bexhill on Sea, East Sussex TN 40 1DP.

Find out more and book at dlwp.com.

Notes to Editors

the modernist

the modernist is a Manchester-based independent publisher, specialist bookshop, gallery, and cultural organisation dedicated to twentieth-century architecture and design. It is one of the UK's most distinctive voices celebrating modernist and post-war built culture, typography, graphics, and design history.

About De La Warr Pavilion

The De La Warr Pavilion (DLWP) was designed by architects Erich Mendelsohn and Serge Chermayeff. Situated on the coast in Bexhill-on-Sea, it was the first modernist public building built in the UK when it opened in 1935. 90 years later, The Pavilion is recognised as the original modern arts centre and a blueprint for cultural provision and audience engagement in the UK. Grade I-listed, it is an internationally significant cultural building presenting visual arts, live music and comedy, film, skills and learning programmes and outdoor events. At the heart of its community, the Pavilion is free-to-access welcoming over 7 million visitors since 2005, with over 11,000 people participating in creative learning activities annually and supporting over 10,000 young people and employers with creative careers opportunities. DLWP contributes significantly to Bexhill's economy, supporting hundreds of jobs and attracting tourism across the Southeast.

Website: www.dlwp.com

Instagram: @dlwp

Facebook: @dlwp35

Owen Hatherley

Owen works as a freelance writer, most often for Architectural Review, Jacobin, the London Review of Books, Sidecar and Tribune. He is the author of seventeen books on aesthetics and politics, including *Militant Modernism* (Zer0, 2009), *A Guide to the New Ruins of Great Britain* (Verso, 2010), *Landscapes of Communism* (Penguin, 2015), *Red Metropolis* (Repeater, 2020) and *Modern Buildings in Britain – a Gazetteer* (Penguin, 2022). Recent books include *Transitional Objects* (the modernist, 2023), an annotated photobook about Poland in the 2010s, and *The Alienation Effect* (Penguin, 2025), a history of Central European artists and intellectuals in Britain and their influence on public life between the 1930s and 1970s.

Lucy Picardo

Lucy Picardo is a Director at Haworth Tompkins with over 20 years' experience designing and delivering buildings within the cultural and performing arts sectors. She has a deep understanding of working with Listed and heritage buildings in often complex and conservation area settings. Her portfolio includes some of the most lauded theatre buildings in the UK including the Old Vic, Theatre Clywd in North Wales, Theatre Royal Drury Lane, National Theatre and the Chichester Festival Theatre, for which she was awarded the RIBA Project Architect of the Year. Current projects include the redevelopment of the De La Warr Pavilion and the refurbishment

of the Royal Festival Hall. In 2025 she joined the New London Architecture (NLA) Expert Panel for Culture to investigate how the rich and unique culture and character of the capital can be maintained, celebrated and enhanced.

Images

Images are available on request.

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