



Press release | August 2026

**VitrA presents *Sugarcrete®*: new ways of thinking about land, time
and buildings at London Design Festival 2026**

VitrA Specification & Design Hub, 64 Turnmill Street, London EC1M 5RR, from 14 – 18 September



Above: Acoustic panels made from Sugarcrete®. Photo credit: Cassandra Stuyt

Award-winning bathroom brand VitrA will present *Sugarcrete®*: new ways of thinking about land, time and buildings at this year's London Design Festival, from 14 – 18 September. Taking place at the VitrA London Specification and Design Hub, the exhibition reflects VitrA's commitment to sustainable innovation and material-led design that embraces circularity. It provides an opportunity to discover Sugarcrete®, a pioneering bio-material, and the possibilities it offers for low-carbon construction.

Developed by researchers at the University of East London's (UEL) Sustainability Research Institute, in collaboration with engineering consultancy AKT II and other industry partners, Sugarcrete® is made from sugarcane by-products. It offers a sustainable alternative to conventional construction materials such as concrete and brick, and highlights how agricultural waste can become a valuable building resource.

Visitors to the exhibition can explore material samples alongside wider research behind the project for further insight into the material's development and performance. With a focus on the material's potential to reduce environmental impact, the display will highlight its potential to open new possibilities for architectural design.

VitrA



Above: Sugarcrete® sample: Photo credit: Katerina Hudakova

"We're pleased to host 'Sugarcrete®: new ways of thinking about land, time and buildings' during this year's London Design Festival. We're supporting the researchers and designers behind the project and giving visitors the opportunity to engage with their work. By showcasing new ideas and material innovation at VitrA, we hope to inspire creative thinking about the future of sustainable design," comments Nicola Friel, Manager of VitrA's Specification and Design Hub.

The **VitrA London Specification & Design Hub** will be open to visitors during the London Design Festival from 14 – 18 September. As part of the programme, activity will be taking place on the following dates, and to attend please RSVP to london@vitra.co.uk

Monday 14 September – Friday 18 September

9:00 – 17:00: Exhibition on ground floor

Tuesday 15 September

13:00 – 17:00: Meet the Makers – Alan Chandler, UEL, and David Watson, AKT II

17:30 – 19:30: Presentation of research & Sugarcrete by Alan & David - Sugarcrete®: new ways of thinking about land, time and buildings.

For more information on VitrA's sustainability efforts, please visit <https://www.vitra.co.uk/about-us/sustainability/>.



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Press contact:

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Sugarcrete®

The Sugarcrete® material was co-created by Alan Chandler alongside Armor Gutierrez Rivas and Bamdad Ayati, based in the Sustainability Research Institute at the University of East London. For the practitioner-academics, teaching architecture by building generates impactful research into low carbon solutions.

Sugarcrete® emerged from their studios as a pioneering bio-based material solution for equitable transitioning away from high carbon, often low performance industrialised construction.

AKT II

AKT II is an interdisciplinary consultancy headquartered in central London, delivering world-class engineering across more than 50 countries. AKT II's collaboration with the University of East London, is supporting the development and deployment of Sugarcrete®. David Watson is Technical Director at AKT II, where he leads on matters related to Climate Action, ranging from collaborative research into new materials and production systems, through to pioneering approaches to creative re-use and form-effective structural design.

Website | akt-uk.com | Instagram | [@akt_ii](https://www.instagram.com/akt_ii)

About VitrA

VitrA is part of the Eczacıbaşı Group, one of Turkey's most prominent industrial groups. Founded in 1958, VitrA is a leading bathroom manufacturer, which in recent years has expanded into international markets with over 70 per cent of VitrA's total output now being sold outside of Turkey. From 13 production facilities in Turkey, Germany, France, VitrA produces a full range of bathroom products including over 5.6 million pieces of sanitaryware a year along with complementary bathroom furniture, brassware and accessories ranges, which are distributed to over 75 countries on five continents. VitrA UK, based in Oxfordshire, has been supplying the UK bathroom market for over 30 years and is an active member of the Bathroom Manufacturers Association (BMA). In Spring 2021, VitrA opened a flagship showroom in Clerkenwell, London – a creative hub for architects, designers and thinkers with dedicated areas for product specification, events and workshops.

Website | vitra.co.uk | Instagram | [@vitrabathrooms](https://www.instagram.com/vitrabathrooms) | Twitter | [@VitrABathrooms](https://twitter.com/VitrABathrooms)