



Press Release: August 2026

The Lab W1 x London Design Festival 2026

Better Living By Design: 1 Exhibition: 3 Venue Partners: 12 Events

“Better Living By Design” launches as a rolling retail exhibition and cultural programme by The Lab W1 in The Heals Building for this year’s London Design Festival.

Curated by Yasmin Jones-Henry (founder of The Lab W1, previously co-founder of The Lab E20 and Financial Times writer), Amanda Johnston (Future Fabrics Expo), Professor Dilys Williams (University Arts London) and Louie-Joe Findlater (Film maker & photographer), this multifaceted programme has been assembled to support the unveiling of Soho as the newest design district to the London Design Festival, celebrating the area’s eclectic design heritage whilst tackling topics of urban regeneration, climate action, cultural identity and design innovation.

The Lab W1’s role is to nurture experimental cross-sector collaboration in support of London’s creative industries across design, fashion, craft, film and music. The topics of the circular economy, climate action, community, public art and the public realm will be a focal point of this year’s activations taking place across three venues - The Heals Building (Tottenham Court Road), The Groucho Club (Dean Street) and Century Club (Shaftesbury Avenue).

Drawing on the principles of regenerative by design, “Better Living By Design” seeks to address the themes of “placeshaping” and the reimagining of Soho through the lens of co-design. This exhibition brings together an ecosystem of higher education, industry, craft and community to convene meaningful stakeholder engagement as to what the future of Soho, Oxford St and Fitzrovia should look like for NextGen grassroots cultural production.

The Lab W1’s “Better Living By Design” 12th-20th exhibition will take place in The Heals Building (supported by General Projects), with Tottenham Court Road as the “gateway” into Soho’s Design District, mapping out the story and the vision for a co-designed transformation of both mindset change, and the local area’s evolution. The exhibition is supported by a schedule of local community workshops and industry events taking place in The Lab W1’s venue partner locations: The Groucho Club & Century Club.

Working with programme and exhibition partners including Kind At Heart CIC, Daniel Heath Studio, The Future Fabrics Expo, Creative UK, Crafts Council, Vivobarefoot, Pinterest, The Mills Fabrica, Refactory, University Arts London - London College of Fashion, Raindance, the University of East London, Publica, Bags of Ethics, Futurecity, Colechi and Informare - The Lab W1 will be delivering and hosting a series of free workshops, panel discussions and industry events across the week.

Amy Tsang, Head of Europe, The Mills Fabrica shares: *“We’re thrilled to take part in “Better Living By Design” at this year’s London Design Festival, where The Mills Fabrica will present five pioneering textile innovations - Circ, Colorifix, BioFluff, Ponda and Arda Biomaterials - each offering a new path toward more sustainable fashion. These solutions reflect the*



breadth of thinking needed to reshape an industry built on outdated systems, proving what's possible when science, design and material innovation collide."

Our programme for LDF-Soho will also feature a public art installation by Brodie Neill at The Groucho Club, as part of our "Craft, Community & The Circular Economy" themed discussion. Brodie's installed work will be accessible to the public throughout the 12-20th festival.

Particular highlights of the programme will be:

- **12th September** Exhibition launch (free) community workshops taking place with Kind At Heart CIC and Daniel Heath Studio, supported by Pinterest. Link to RSVP
- **Chief of the Beach** (climate action & cultural identity) film screening & photography exhibition in partnership with **Raindance**
- **15th September** panel discussion hosted in partnership with **Vivobarefoot** at Century Club
- **16th September** a panel discussion with the circular designer **Brodie Neill**, in celebration of the installation of his art at the Groucho Club.
- **17th September** The Mills Fabrica x Future Fabrics Expo NextGen Enterprise & Regenerative By Design presentation & panel event at The Heals Building

For full schedule of events visit: <https://www.thelabw1.com/events>

Social Media Tags:

Instagram

@yasminrjh
@thelabw1
@L_d_f_Official
@ldfSohoDistrict

Linked In

@The Lab W1

Website

www.TheLabW1.com

Venue Partner Locations:

"Better Living By Design" LDF Exhibition & Programme Hub

12th - 20th Sept (Exhibition Opening Hours 12-5pm)

The Heals Building
8 Alfred Mews
Tottenham Court Road
W1 7AA

15th September: Time: 6.30-8.30pm

The Lab W1 x Vivobarefoot

"Better Living By Design: NextGen Enterprise: Doing It For The Culture"



Century Club
61-63 Shaftesbury Avenue
Soho

16th September: Time: 6-9pm

The Lab W1 x The Groucho Club

“Better Living By Design: Community, Craft & The Circular Economy”

The Groucho Club,

Dean Street,

Soho,

W1D 4QB