

CUSTHOM presents Off Grid, an immersive installation for London Design Festival



CGI of the Off Grid installation

British wallpaper and homeware design studio, CUSTHOM, presents Off Grid, a new immersive installation for London Design Festival 2021. Located at the new Design District Greenwich, Off Grid is a celebration of colour and draws on the notion of connection and the invisible lines of communication that binds us together.

The concept has been inspired by CUSTHOM's Off Grid wallpaper design launching this autumn, which is all about making visible, in its simplest form, what connects us as humans, to the Earth, to nature, to technology, and to all that has been created. The installation is a large-scale 3D gridwork formed from panels that interconnect and which offer visitors multiple perspectives and experiences as they walk around, or through, the showcase.

Each diamond of the grid will measure 80cm x 80cm and the design will follow the shape of the room. The grid itself will be formed from paper board supplied by G.F Smith. FSC-certified, fully recyclable and biodegradable, in line with CUSTHOM's wallpapers, each board will be painted using the ethical mineral paint brand, Earthborn. Following the exhibition, each board will be reused as part of CUSTHOM's new *Wallpaper by You* service that launches in October and which enables customers to co-design their own wallpaper.



Jemma Ooi, co-founder of CUSTHOM, states: "The last 18 months have been a time for reflection and an opportunity to reset and reassess. Off Grid is a visual representation of the balance we strive for in life."

The installation will take place on the entire second floor of Building D2 by Mole Architects, Design District, Greenwich Peninsula, Peninsula Square,

London SE10 0QE.

For further information, please contact Martha McNaughton - martha@maycommunications.co.uk / +44 7515169628.

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Editors Notes

About CUSTHOM:

CUSTHOM is the creative meeting point of Nathan Philpott and Jemma Ooi. An exploration of interests, curiosities and interpretations of our contemporary world. The diversity of their interests brings a breadth of inquiry to their collaborative partnership which explores narratives of making, craft, technology, aesthetics, material provenance, creative impact and environment. Their wallpapers represent quality, craftsmanship and joyful curiosity. Contributing to the creation of a calm, balanced space. One which engages the senses but does not distract the mind.

www.custhom.co.uk