

Press Release announcement: June 2021

Planted announces stellar list of brands and talks programme line up for this September



Nikari (pictured above)

As part of London Design Festival 2021, Planted will launch its flagship outdoor London show at one of the UK's most sustainable urban regeneration sites, King's Cross, with the stated aim of being the first zero-waste design event.

Planted, the first contemporary design show aimed at reconnecting people and spaces with nature, announces an impressive line-up of sustainable brands to sit alongside a thought-leading talks programme this September.

Following last year's pop-event at King's Cross, which included a three-part talks programme in a living outdoor television studio, Planted's experienced events team has pulled together a high-calibre list of partners and exhibitors who place nature and sustainability at the core of their organisations.

Planted will showcase a host of market-leading sustainable design brands including Benchmark, Another Country, Vestre, Naturalmat, Out of the Valley, Very Good & Proper, Form & Refine, Less is Better, Teer & Co, Nikari and Woodnotes.

“As we deepen our understanding of the pressure our planet is under, in large part due to human activity, we recognise the urgent need to change consumption habits and drive cultural change, ultimately leading us to consider the environment in every decision we make,” said co-founder Deborah Spencer.

“Every sector needs to take responsibility and the events industry is no exception. Historically we have all been part of a wasteful system and not paid close enough attention to the impact we have on the environment.

“By working only with brands who place the environment, nature and truly sustainable practice at the heart of everything they do and ensuring every part of the show production is repurposed, reused or recycled can we help shift the dial towards more circular systems and achieving best practice. This is a huge challenge but we are excited, energised and focused on changing the way events are delivered.”



Nomad Cabin by Out of the Valley (pictured above)

The Event Programme

Planted, built around the principles of biophilic design, which explore human's innate need to feel connected to nature, will be activating three areas of the King's Cross site with Granary Square playing host to a living talks programme stage, a "Sleeping in Nature" installation in partnership with Out of the Valley alongside other innovative design solutions.

Lewis Cubitt Square will host the Natural Living section of the event, showcasing beautiful furniture and lighting brands which improve our tomorrow, all housed in a temporary structure by Lawn to Field, the only carbon neutral tenting company, and dressed with a living green wall entrance created by Plant Design.

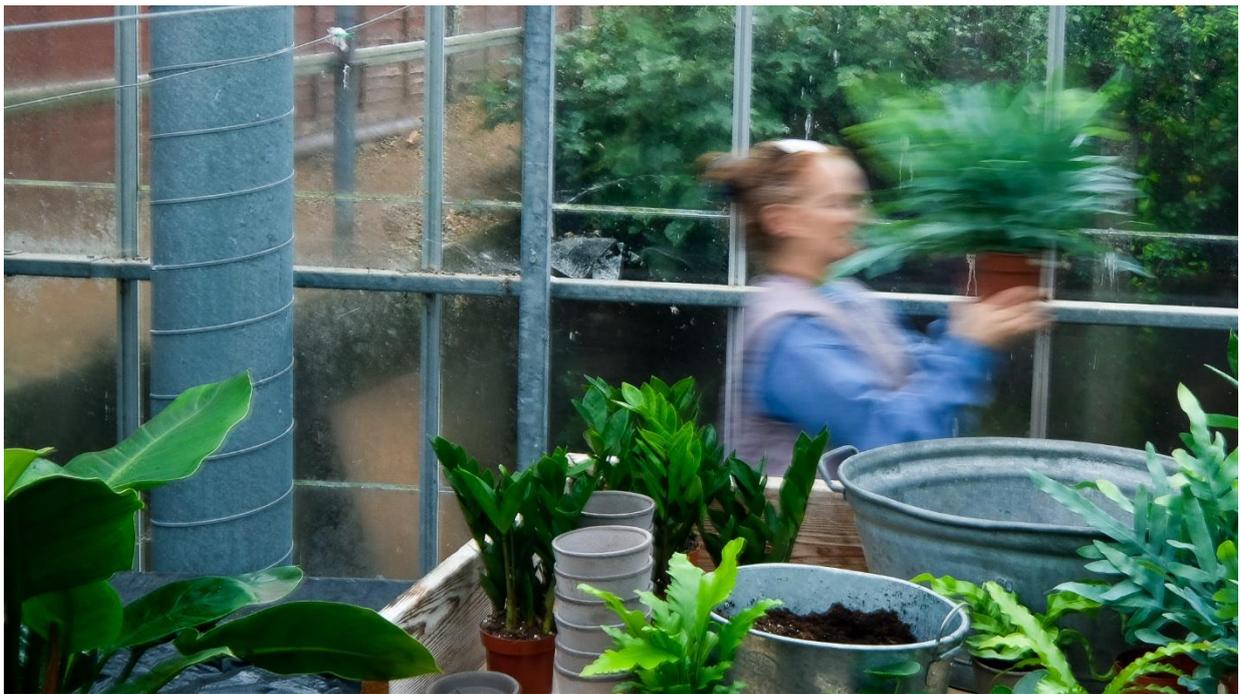
A field-to-fork seasonal pop-up restaurant run by River Cottage will also sit alongside the Natural Living area.



Ovo chairs by Fosters & Partners for Benchmark (pictured above)

“At Benchmark, ever since we were founded nearly 40 years ago, we have always considered the materials we use and ensured that our furniture is not only beautifully crafted but also sustainable and working in harmony with the environment. When we first started talking about sustainability all those years ago, very few people took us seriously but people are seeing with their own eyes what we predicted might happen. In our position as a leader in sustainable enterprise, we are hugely supportive of Planted who are aiming to set a new standard for the events industry. Planted is a hugely worthy cause and we are delighted to be part of their flagship show launch,” said Benchmark founder Sean Sutcliffe, who will be one of the high-calibre speakers at the Planted Unearthed talks programme.

A botanical market selling seasonal and locally sourced food, run in-conjunction with the Real Food Festival, as well as beauty and health products and a plant market curated by the Green Rooms will form the third section of this year's Planted event. The Glasshouse, a social enterprise working with ex-offenders, will have their own display of indoor plants grown in disused glasshouses at UK prisons.



The Glasshouse (pictured above)

An exhibition entitled the Green Grads curated by design critic Barbara Chandler will be shown in Coal Drops Yard, presenting 30 designers from the lost classes of 20/21 whose work focuses on nature, sustainability, and greener designs for the future. BA, MA and post graduate design courses from across the UK will be represented.

The event will be centred around a six-part talks programme exploring greening cities in a post pandemic world, scheduled across two days, and will focus on the most important issues facing humankind today including the future of waste, can food save the world and how to rewild our cities to halt the catastrophic loss of biodiversity and reverse the effects of climate change.

The talks led by biophilic design expert Oliver Heath will draw on a diverse group of speakers with expertise ranging from manufacturing to rewilding as Planted brings together some of the most progressive thinkers from the worlds of design, sustainability, architecture, food production and nature.



Planted Unearthed outdoor studio (pictured above)

“Partly as a result of the Covid 19 pandemic but also due to the accelerating and undeniable changes to our climate which we are now witness to, there is an urgent need for our society to unite around environmental issues in order to reverse the damaging effects of excessive consumption and restore the natural systems we have destroyed. Planted’s platform will enable those of us in the design industry and beyond, who understand the delicate balance we are putting at risk, to effect change and identify solutions to an enormous problem,” said Oliver Heath, Planted’s biophilic design advisor

“We hope that everyone who attends Planted will go away feeling educated, inspired and optimistic that we can still make a difference but we need action on all levels of society.”

With a stated commitment to publish all its data regarding its carbon footprint, waste generation and energy usage, and an application underway to secure B-Corp certification, Planted aims to set a new standard for sustainable event delivery

Visit www.planted-cities.co.uk for more information.

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Notes to editor

About Planted:

Planted was founded in 2019 by the former owner of designjunction Deborah Spencer, former Sunday Times journalist Sam Peters, River Cottage chief exec Stewart Dodd and commercial design agent, Alice Breed.

With the stated aim of being the first zero-waste design-event, all brands showcasing at Planted must demonstrate they place sustainability and the environment at the heart of their business while passing a strict vetting panel of respected industry experts led by Dodds & Shute.

Planted is currently working towards B-Corp certification.

www.planted-cities.co.uk
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#reconnectingwithnature

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