



THE FUTURE OF  
100%**design**<sup>®</sup>

## **Design London announces its LDF debut at Magazine London, North Greenwich, 16-19 September 2020**



*Magazine London, Gareth Gardner*

25 years since the inception of the UK's first dedicated design trade exhibition, 100% Design moves into a new phase in 2020 and launches Design London at a brand new, state-of-the-art venue: Magazine London.

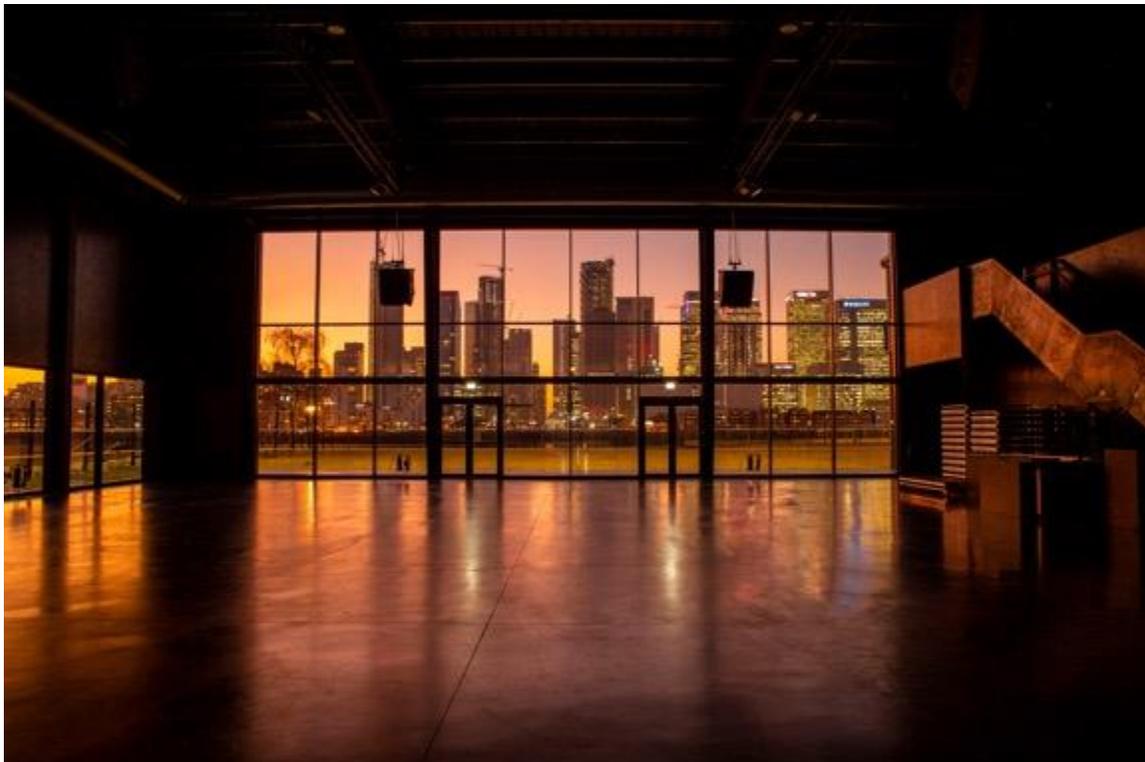
Situated in Greenwich Peninsula, alongside a dynamic new Design District, the show will offer visitors unrivalled transport links during London Design Festival with direct access via cable car, boat, plane, bus, car and tube. The renowned area is set to flourish, redefining itself as a new type of London with a burgeoning community of creatives. Brimming with festival-like content, the visitor experience will be enhanced and propel the area into the forefront as an unmissable destination on the global design

scene. The highly anticipated Design District fuelled by creativity and defined by a distinct community feel provides the perfect backdrop for Design London and what's set to be a stand out event.

Design London - the future of 100% Design, is a celebration and a direct reflection of the capital's profound influence over A&D specification globally and presents a new and enhanced proposition for the industry. The inaugural event will feature **unrivalled content** and a highly curated selection of **the most sought-after design brands** alongside a wealth of **emerging talent**, creating an essential platform for those looking to source new products and meet brands during London Design Festival.

*Jedd Barry, Marketing Manager, Design London commented: "This launch is a showcase of the creativity, diversity and innovation that the design industry has to offer and will celebrate the UK as one of the most important places for specification internationally."*

Defined by modern architectural form, Magazine London provides a striking blank canvas for showcasing the very best in contemporary design, while clean and functional spaces provide a means for large-scale creative expression. Situated on the banks of The River Thames, adjacent to the iconic O2, it offers **uninterrupted views** across Canary Wharf and is directly accessible by tube, road, river, air and cable car, making it one of the **best-connected venues** in the UK.



*Space 2 Magazine London*

Greenwich Peninsula is the subject of a monumental emerging community led by the developer Knight Dragon and is fast becoming one of London's most fascinating neighbourhoods. Home to NOW Gallery featuring public exhibitions dedicated to contemporary art, fashion, photography and design, plus The Line - London's first dedicated contemporary art walk, Greenwich Peninsula also features permanent installations by **Damien Hirst, Alex Chinneck, Antony Gormley** and more.



*Greenwich Peninsula*

In September 2020, to coincide with the launch of Design London, Greenwich Peninsula will welcome London's first purpose-built **Design District** which will bring 1,800 creatives together. A new type of London is being created specifically for the creative community. A mixture of architectural voices, open house workshops and design lovers will create an undeniable buzz of activity. The key to the Design District's success will lie in its ability to unite creative talent and inspire collaboration in order to drive the city forward.

*"Design District is a new affordable workspace designed for the creative industries. 16 buildings designed by eight architects sit next to North Greenwich tube station and will launch in September 2020. We are thrilled Design London will be next to us on Greenwich Peninsula at this important time for our creative community."*

*Helen Arvanitakis, Director, Design District.*



*Design District*

*“It is an incredibly exciting time for design in the capital and Greenwich Peninsula is the perfect place to launch an event of this kind. Alongside a brand-new purpose-built Design District, the area will become a thriving community that fosters creativity and will create an unmissable new destination for London Design Festival.*

*“Design London will showcase a highly curated selection of brands, each of which produces groundbreaking and original products. Magazine London provides the perfect backdrop for presenting contemporary design and I have no doubt that this will be a highlight of LDF 2020.”*

*Lee Newton, CEO, Media 10*

The content of the show will be thematic and brought together with input from renowned industry experts, while the talks programme will address the most pressing topics, opening up debates and discussion among industry influencers and thought leaders.

The full Design London programme and list of brands will be announced in due course. For more information visit [www.designlondon.co.uk](http://www.designlondon.co.uk)

**-ENDS-**

For press enquiries please contact Camron PR:

Rhiannon Johns  
Senior Account Manager

Camron PR

[designlondon@camronpr.com](mailto:designlondon@camronpr.com)

+44 (0) 207 420 1700

### **NOTES TO EDITORS**

Design London – the future of 100% Design

16 – 19 September 2020

Magazine London, North Greenwich

[www.designlondon.co.uk](http://www.designlondon.co.uk)

Instagram: [@design.london](https://www.instagram.com/design.london)

Twitter: [@designlondon](https://twitter.com/designlondon)

Facebook: [@designlondonshow](https://www.facebook.com/designlondonshow)

Download a selection of high res images [here](#)

<https://bit.ly/2OqKM7j>