

Fringe shows take limelight at London Design Festival

By Sarah Harris

Though 100% Design is still expected to be one of the key attractions at this year's sixth London Design Festival, top names within the industry have created a raft of alternative events, installations and exhibitions across the capital.

Building on the success of last year's installations by architects and product designers Zaha Hadid and Amanda Levete, David Adjaye's undulating tulipwood pavilion Sclera, for Size & Matter, is set to take centre stage on the South Bank, while Fredrikson Stallard's Portrait commission for Veuve

Cicquot – a single piece of wood that has been magnified and transformed to recreate the grain structure of wood – will light up the waterfront outside Somerset House.

Away from the South Bank hub of the festival, Designers-block will this week transform Covent Garden Piazza, with a series of installations, showcasing the work of 60 UK and international designers, the first time the group has shown outside of the East End (www.designweek.co.uk, 18 August).

The London Transport Museum, also in Covent Garden, will be celebrating 100 years of its

iconic roundel logo, as well as showcasing its new range of retro furniture and home accessories, based on original upholstery designs used on buses and Tubes during the 1930s and 1970s (see page 6).

Across the city, Tent London, at the Old Truman Brewery in Brick Lane, will be showing the cream of emerging design talent, with a line-up that includes product designer Jake Dyson and De Tank TV Studio, presented by Max Fraser and Hidden Art.

The Brompton Design District will showcase rising stars of new design alongside more established figures, including Frank Gehry's 2008 Serpentine Gallery Pavilion, and the experimental Double Dutch: A Floral Fantasy, by the Flower Council of Holland, which will explore the sensuality of floral design (pictured).

On Fulham Road, the Conran Shop is celebrating 21 years at Michelin House by showcasing a collection of 21 products, exclusively designed by 21



suppliers.

Pop-up shops will make a major appearance during this year's festival, with Foundry's first-ever design shop appearing in the heart of Clerkenwell, showing products from Mooi, Flos, Thorsten van Elten and many more. In South Kensington, Piet Hein Eek's shop for architect and design studio Rabih Hage is a first for the acclaimed Dutch designer-producer.

Design curator Libby Sellers, who debuted as Gallery Libby Sellers last year, will take up residence for a month at Regent Street department store Liberty, with her latest show, Beau Sauvage. The exhibition will explore the complexities and contrasts of contemporary design, through a fusion of high-end commissioned furniture, new media and lighting.

The London Design Festival runs until 23 September. For more information, visit www.londondesignfestival.com.

IN BRIEF

Caulder Moore has created a new visual identity for laser vision correction surgery **Centre for Sight**.



The Brand Union has appointed **Stéphane Ricou** chief executive of its Paris studio, replacing managing director Ismael Ibouloufi, who is to become chief executive for East Asia.

Motif Creative has designed the brand name and visual identity for a range of premium organic knitting yarn, **Ethical Twist**, for **Spectrum Yarns**.



ethical twist

FESTIVAL FIGURES

- This year Martino Gamper has worked with Royal College of Art students to develop new signage for the festival, to be placed outside each venue
- Last year, an estimated 350 000 visitors attended festival events
- A 2006 survey showed that 65 per cent of festival visitors were based in London, 23 per cent from across the UK and 12 per cent from around the world
- The Arts Council of England announced earlier this month that the London Design Festival will be one of its regularly funded organisations, as part of its outdoor development plan

Sleep Event marks new direction for Priestman Goode

Priestman Goode is making its first concerted foray into exhibition design since 2003, having designed a stand for a host of Danish brands at the Sleep Event conference to be held in London in November.

The experimental stand will emulate the different spaces of a hotel, and feature audiovisual equipment from Bang & Olufsen, furniture manufacturer Fritz Hansen's famous Egg and Swan chairs, and new fabrics from textile company Kvadrat.

Priestman Goode founding director Paul Priestman says the stand follows a modular concept that 'creates the atmosphere of a hotel, without actually designing one'.

Exhibition design marks a departure for the consultancy.

'Being product designers, we approached [the brief] in a slightly different way,' says Priestman.

'The beauty of our design is that it is produced in a factory, slotted together on site, and can be taken apart

to be used somewhere else.'

Priestman Goode was invited to design the stand earlier this year, following its work with Norwegian Cruise Lines, and Yotel and Motel Fix hotels.

The group has already received interest from the hotel sector, and Priestman hopes this latest project will push it further in that direction.

The Sleep Event takes place at London's Business Design Centre, Upper Street, London N1, from 4-5 November.

Rockstar bridges reality gap with Midnight Club: LA game

A new computer racing game by the makers of Grand Theft Auto, Rockstar Games, is aiming to bridge the gap between real and simulated car design when it launches next month.

Midnight Club: LA, a game based around street racing and customising cars, aims to replicate the work of car modification specialists, such as US company Saleen. Players will be able to manipulate aesthetic details, including paint type and colour, interior detailing, mater-

ials and finish, as well as engineering details and panelling.

Car manufacturers including Lamborghini, Audi and Aston Martin have licensed the use of their cars in the game, which uses the same graphics engine as Grand Theft Auto 4.

The breadth of the design options in the game, launching on 10 October, is said to be a 'response to gamers' demand for accuracy and marks car designers' willingness to act as consultants in the virtual world.

Gin brand Brockmans Gin, which is intended to be drunk neat with ice, launches in the UK in November. Design consultancy Us claims that it was involved in its development, from concept creation and naming to branding, packaging and communications. It worked with brand development agency Ten 10 to develop the brand positioning and strategy for the product. The drink is primarily aimed at young bar or club drinkers.



International product and furniture designer **Sebastian Bergne** joins the **Royal College of Art** as visiting professor from this autumn.

Architect and design group **Future Systems** has been appointed by global media giant **News Corporation** to transform its London headquarters into a 'dynamic and inspiring 21st-century