

The Tramshed

22nd-26th
September 2010

32 Rivington Street, London
EC2A 3LX

www.thetramshedevent.co.uk

The Tramshed - London Design Festival's premier destination.

A collaborative event by De La Espada, Deborah Spencer and Alice Breed.

Welcome to The Tramshed.

During the London Design Festival, where exhibitions, events and presentations abound, the Tramshed event promises to rise above the crowd by delivering a pulsating, vibrant and energetic experience.

The Tramshed will showcase 25 exclusive international brands, set against the stunning backdrop of a post-industrial venue, built as a power station for the Shoreditch tram system more than a century ago.

For the three event directors, Luis De Oliveira, Alice Breed and Deborah Spencer, The Tramshed provides the opportunity to turn a long-held dream into reality under the creative direction of Andrew Figueira.

"We believe London needs an exhibition that strikes a balance between imagination and careful curation – focusing on quality not quantity. We believe The Tramshed will capture the public's imagination," says Luis, founding director of De La Espada.

This major collaborative showcase will host the spectacular installation 'The Dwelling Lab' designed by Patricia Urquiola and Giulio Ridolfo featuring the new BMW 5 Series Gran Turismo – a collaboration between BMW and Kvadrat.

Benchmark, will transport their Kintbury workshop to the venue, where skilled craftsmen will produce furniture pieces onsite.

'Human Made', an exhibition of emotional design, will feature the international talents of Matthew Hilton, Studioilse, Autoban, Leif.designpark, Charlene Mullen and VanHoffontwerpen manufactured by De La Espada.



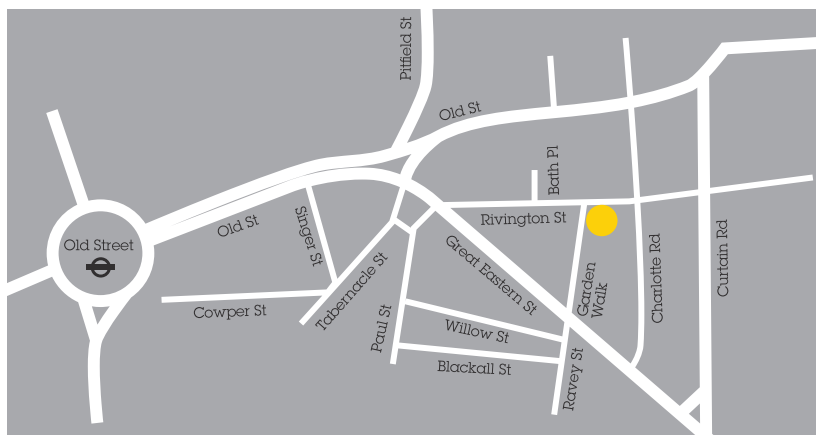
Another Country will launch their debut collection alongside other respected design industry names including Bolon, RVW, Them There, ercol, Innermost, and Michael Sodeau.

The event's programme of seminars, curated by design critic, writer and conference producer Aidan Walker, is designed to engage, provoke and excite visitors with a line up of leading creative thinkers.

The opening session sets out to explore what it means to 'design with humanity' and how cities, places and products can shape human behaviour. 'Augmented reality' promises to revolutionise the experience of online retailing. The amazing but controversial Dwelling Lab, a BMW/Kvadrat installation, leads to a discussion on the nature of luxury mid week. All the sessions propose new directions for design, designers and consumers.

Don't miss out on what promises to be London's most exciting design destination during the festival.

Enjoy!



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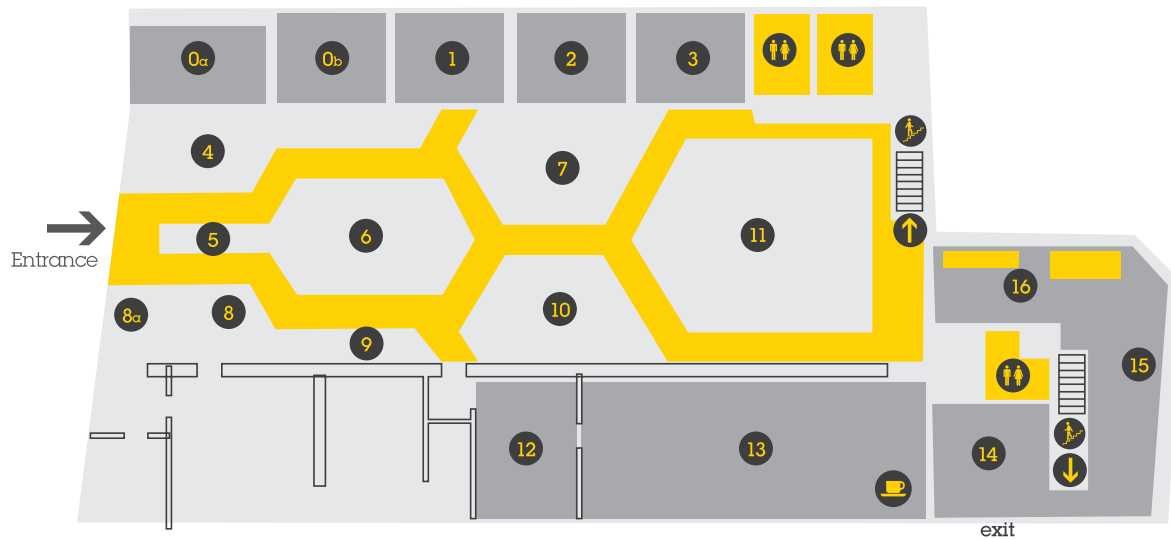
Basement



First Floor



Ground Floor



- | | | | |
|---|---|----------------------------|----------------------------------|
| 0_a Another Country | 6 Matthew Hilton | 12 rare | 19 Scott, Rich & Victoria |
| 0_b Miranda Watkins Design & Michèle Oberdieck | 7 Autoban | 13 SCIN | 20 James Design UK |
| 1 Innermost | 8 VanHoffontwerpen | 14 Stitch by Stitch | 21 Bolon |
| 2 + Stone & ANYTHING | 8_a Dezeen Watch Store | 15 RVW | WC |
| 3 Them There | 9 Charlene Mullen | 16 Shicon | Cafe |
| 4 Studioilse | 10 Leif.designpark | 17 Benchmark | Benchmark Bar |
| 5 Bocci | 11 Kvadrat & BMW | 18 Shoreditch Ball | |

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Innermost

Innermost's 2010 collection celebrates work from key international designers. The best of young America will showcase alongside the finest from China, with contributions from Europe as well. Pieces include Clinker, Beads and design classic Origami in a new finish. www.innermost.net



Decode

2

ANYTHING

ANYTHING is a collaboration between UK designer Michael Sodeau and Japanese company Suikoshia. Following the success of their debut award-winning collection of stationery products, they will launch their first pop-up shop at The Tramshed.

www.anything-design.com



ANYTHING

+ Stone

Michael Sodeau and Portuguese stone specialists Sienave, will showcase the progress of their +Stone brand and its diverse range of furniture and functional products. Combining natural materials with Sienave's trademark stone extracted exclusively in Portugal's Serra de Monchique. This first statement show will be a unique opportunity to view the brand's materials and first samples.

www.plusstone.com

0a

Another Country

Another Country launches their debut collection, calling on the unpretentious forms of British Country kitchen style, allied to traditional Scandinavian and Japanese woodwork. Recognisable forms of craft furniture pared back to their most basic have been made using the most efficient workshop techniques and quality wood.

www.anothercountry.com



Miranda Watkins Design

0b

Miranda Watkins Design

Interdisciplinary British designer Miranda Watkins creates innovative designs for interiors, from tabletop products to large-scale public space artworks. Precision engineered in a diverse range of materials and meticulously hand finished, the complete collection comprises dynamic mobiles, light installations, furniture and tabletop products.

www.mirandawatkins.com

3

Them There

A coterie of like-minded creative companies based in East London including Decode, Sam Wilkinson, VW+BS Architecture, Bravo Charlie Mike Hotel and Cristian Zuzunaga. They work together, sharing business ideas, skills and knowledge to make their individual and collective offerings more interesting to the client.

www.themthere.co.uk

4

Studiolse

Studiolse, fascinated by what drives us, brings us together and ultimately makes us feel alive, will preview the prototype of Together Table. Joining the family of Seating for Eating (settees, benches and stools), is Together Table, an extendable piece where there's always a place for unexpected guests. Made in solid chestnut with copper trim and feet.

www.studiolse.com



Studiolse

6

Matthew Hilton

One of Britain's most highly respected industrial designers, Matthew Hilton has a reputation for designing modern classics. For his eponymous brand, he will launch a modular sliding door cabinet which can be stacked to achieve the desired function and Hide, an innovative lounge chair consisting of a single hide folded around a carefully developed form with minimal stitching.

www.matthewhilton.com



Matthew Hilton

7

Autoban

Istanbul-based architecture, interior and product design studio, Autoban will launch Butterfly chair. Inspired by the wings of a Butterfly, this upholstered dining chair reflects the studio's playful approach to reinterpreting the familiar.

www.autoban212.com



Autoban

8

VanHoffontwerpen

VanHoffontwerpen, led by Dutch "industrial tailor" Dick Van Hoff, will introduce collaboration with De La Espada through the launch of Chair and Cabinet developed from the most basic building block of design: a beam. Inspired by the precise simplicity of functionalist design, the new products in solid chestnut have carefully considered proportions and angles.

www.vanhoffontwerpen.nl



Dezeen Watch Store

8a

Dezeen Watch Store

Internationally acclaimed online design and architecture magazine Dezeen (www.dezeen.com) will launch a new online store retailing the world's coolest watches, by some of the world's coolest designers. Dezeen Watch Store will preview the collection at the Tramshed with a temporary pop-up shop.

www.dezeenwatchstore.com

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Charlene Mullen

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Charlene Mullen

Textile designer, Charlene Mullen will introduce collaboration with De La Espada through the launch of two collections of cushions: Atoms and Patterns and Flock. Atoms and Patterns includes machine embroidered motifs while Flock includes figurative designs with an illustrative feel and humorous narrative enhanced by the inherent imperfections of hand embroidery.

www.charlenemullen.com

12

rare

rare will present their debut furniture ranges Twig and Edward alongside their digitally crafted panels. The Twig furniture range, in light oak, evokes the complex intertwining of branches. The Edward series of benches, armchairs and stools are a contemporary re-interpretation of Edwardian seating.

www.r-are.net

14

Stitch by Stitch

Stitch by Stitch, a new venture set up in 2010, by art director and design consultant Graham Hollick. Fusing ancient techniques with a modern sensibility, Stitch by Stitch brings craftsmanship and tradition into the 21st Century home.

www.stitchbystitch.eu

15

RVW

Johannes Herbertsson and Jonas Nordgren founded RVW in 2009 in Malmö, Sweden. RVW produces timeless furniture and interior objects for the contract and domestic markets, representing consistency in creation, denouncing trends and maintaining the integrity of the slow art form of furniture design.

www.rvwfurniture.se



RVW

19

Scott, Rich & Victoria

Scott, Rich & Victoria is a design partnership between New Zealand's Scott Fitzsimons and Richard Hartle, dating back to 2007. The pair have since combined their talents to establish international creative studios in both London and Auckland. Their unique collection features simple, refined pieces, each with their own creative and playful individuality.

www.scottrichandvictoria.com

16

Shicon

Shicon is an international network of designers working on online and creative projects for customers and brands. The network includes partnerships with universities across design and fashion, creative arts space, agencies, businesses and non-profit organisations operating in the UK and Europe. The Tramshed will preview a selection of these designers.

www.shicon.com



James Design UK

10

Leif.designpark

Young Japanese design studio, Leif.designpark will launch seven new products including Flower Cup Chair, Hug 2-seater sofa, Tone Chest, Len Lamp, and Lily family of tables. The art of craftsmanship connects the modern designs to traditional Japanese culture.

www.leif-designpark.com

13

SCIN

Material specialists SCIN, will showcase the latest additions to its extensive material library with an installation entitled 'Somewhere over the Rainbow'. The display will explore the relationship between colour and material, from digitally printed metal-coated polymers to beautiful acrylic, electro-reactive wallpaper.

www.scin.co.uk



SCIN

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Benchmark

Benchmark, the design-led manufacturer of bespoke furniture, will transport their Kintbury workshop to the Tramshed. Onsite craftsmen will make furniture ranging from domestic pieces to commercial projects, demonstrating their specialist skills in wood and metal-working.

www.benchmarkfurniture.com

20

James Design UK

Award-winning furniture brand James Design UK, will premiere their stunning new collection of interior products. Specialising in hand-made, high-spec furniture manufactured in Britain, James Design UK will expand on the hardwood and upholstery theme of its highly successful Wing chair, with a new upholstered collection.

www.jamesdesignuk.co.uk



Kvadrat & BMW



Kvadrat & BMW

11

Kvadrat & BMW

Blending creative and technological expertise, Kvadrat and BMW's collaboration "The Dwelling Lab" is a thought-provoking sculpture by Patricia Urquiola and Giulio Ridolfo. Together, they have created a design with daring elements, including huge cone-like structures, drawing the viewer inward to reveal the car's usually sealed interior.

www.kvadrat.dk



ercol

ercol

Pioneering British furniture brand ercol will sponsor the Tramshed Live seminar area, displaying products from its renowned ercol original collection including the 'Love Seat' and 'Butterfly Chair'. Founded in 1920 by Lucian Ercolani, ercol remains privately owned and managed by his family; operating from a new sustainable manufacturing environment.

www.ercol.com



Shoreditch Ball

18

Shoreditch Ball

Shoreditch Ball will preview 'Auction Lots' donated by world-famous artists, designers and fashion leaders, enabling potential bidders to view this remarkable range of desirable lots. Pieces from Gavin Turk, Jam, Martino Gamper, Sam Wilkinson will be unveiled.

www.shoreditchball.com

21

Bolon

Revolutionary Swedish floor company Bolon, will showcase their Botanic woven-vinyl flooring supplied by Flooring Concepts UK throughout. Cleverly intergrating the design and colour into the scheme of the exhibition.

From traditional manufacturing of woven flooring, the company has established its reputation internationally as the leading company for innovative flooring.

www.bolon.com



Bolon

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Human Made

Human Made, De La Espada's exhibition, focuses on all levels of human involvement in producing a piece of furniture. From the designer's initial idea through to handcrafting the piece and onto the end user's interaction with the product, this project is about how we as people communicate on an emotional level through design.

Located in the main hall of the Tramshed, Human Made features furniture, lighting and textiles from the international brands for which De La Espada manufactures. These include British-based Matthew Hilton, Studioilse, Istanbul design studio Autoban and Japanese firm Leif.designpark. Dutch design brand VanHoffontwerpen and textiles specialist Charlene Mullen are both newcomers to the De La Espada family for 2010. They will all exhibit on adjacent stands to give visitors a seamless product experience.

The exhibition espouses De La Espada's philosophy of achieving strength in numbers and economies of scale but without compromising each designer's human differences. With nearly two decades of experience as designer/retailer/ manufacturer of solid wood furniture, De La Espada produces to the highest standard and offers an extensive distribution network while each designer retains creative control over their brand. Luis De Oliveira founding director of De La Espada explains, "We decided that instead of preaching one gospel... this is the book according to De La Espada, we would deliver all these little gospels: the book according to these folks in Turkey, the book according to a man who's been at this for 30 years in the UK, the book according to some young designers from Japan... Each one of these little gospels reaches into the heart of someone."



Flower Cup Chair by Leif.designpark



The Dwelling Lab

The Dwelling Lab

German automotive giant BMW, Danish fabric specialist Kvadrat, and star designers Patricia Urquiola and Giulio Ridolfo have teamed up for the Dwelling Lab, a unique interpretation of the 5 Series Gran Turismo car.

The truly international project turns car design on its head, bringing the inside of the vehicle outside, and drawing the visitor in. There are four sculptural, cone-like elements at the 'entrance' to the piece that seem to grow out of the car's body. These are coated with 700 metres of Kvadrat's Max fabric.

Together with Urquiola, Kvadrat has also developed a special thermo welded pattern for the car's upholstery. Explains Anders Byriel, CEO of Kvadrat, "We wanted to show that with high quality textiles, you can create a warm, personal interior, more in line with what people have in their homes."

Urquiola said, "I tried to understand the evolution of the car as a softer, dwelling experience." Plus, being a mother herself, she has also has an eye on practicality, incorporating compartments for baby bottles on the backs of the two front seats. Ridolfo, meanwhile, was responsible for the installation's colourscheme, selecting nude shades that emphasise the scale of the project.

With the Dwelling Lab, both manufacturers and designers have tried to demonstrate that luxury and functionality can happily coexist in car making and product design in general.

Benchmark

Furniture maker Benchmark was established more than a quarter of a decade ago by Terence Conran and Sean Sutcliffe, in a stable on a disused farm in the grounds of Conran's country home.

For the London Design Festival, Sutcliffe and his team will bring the skills and expertise honed in this idyllic part of West Berkshire to the heart of London's East End.

They will be transporting their workshop in Kintbury to the Tramshed where skilful craftsmen will make a range of furniture on-site, from domestic pieces to commercial projects, demonstrating their skills in both wood and metal working to visitors first hand.

Sutcliffe explains, "We want to show people that we make furniture. We make it with our own hands and in our own workshop. We hope to recreate a little bit of that creative process in East London for everyone to share."

This project is no mere demonstration zone – the team of around half a dozen will be working on actual jobs, fulfilling orders on Benchmark's books.

Benchmark will also give away one of the pieces that they have made to one lucky visitor each day, in celebration of the event.

In addition, a collection designed by Danish-born American designer Jens Risom made by Benchmark and released by Rocket, will move from Rocket's gallery in Shoreditch to the Tramshed's press area for the duration of the event.



Benchmark Workshop

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Tramshed Live

A challenging, inspirational, entertaining and thought-provoking programme of presentations, discussions and events at The Tramshed designed to stimulate debate – and action – under the overall theme of 'New Directions for Design'.

Wednesday 22 September, 6pm

'Can design make us more human?'

Ilse Crawford, principal of Studiollse and a figurehead for design that puts the human being at the centre. 'Can design make us more human?' This panel discussion with Ilse Crawford and contributors from outside the design world, sets out to explore what it means to 'design with humanity', or make 'human-centred design'. Cities, places and products shape human behaviour. Designers and architects can create better places to live by focusing, right from the start, on the people who inhabit them, and addressing their needs - emotional and social as well as practical and functional. The session provides a keynote starting point for the discussion throughout the week; we all know that design needs to re-think its priorities, but where will we find the new order?

Speakers:

- Ilse Crawford, principal of Studiollse and distinguished practitioner of 'emotional design';
- Morgwn Rimel, Director, The School of Life;
- Steph McDonald, principal and partner, 6a Architects
- Dan Pearson, Dan Pearson Studio
- Tom Dyckhoff, Architecture critic, The Times

Thursday 23 September, 1.30pm

'Augmented reality' and the future of online retail

Shopping online has its advantages – speed and convenience – but it offers nothing to compare with the 'flesh and blood' experience of 'real life' shopping, which is crammed with the social and sensuous elements that make it (arguably) distinct, memorable and (sometimes) satisfying. We embark on a journey, with two renowned retail specialists and a state of the art technologist, through the possibilities that digital technology can offer to make online retail as real as it can be.

Speakers:

- Doug Barber, MD, Barber Design Consultancy
- Jon Tollit, Principal and Retail practice leader, Gensler
- Alex Wrottesley, founder and partner, Near Global London

Thursday 23 September, 4.30pm

Luxury, necessity, sustainability – and a very unusual car

The Tramshed Live is delighted to welcome the people that made the BMW / Kvadrat 'Dwelling Lab' installation, first seen in Milan this year, happen. Innovative thinkers such as BMW's Group Design Director Adriaan van Hooydonk, Milan-based designer Patricia Urquiola and colour and textile specialist Giulio Ridolfo have created a piece which is almost impossible to define in anything other than its own terms, but which, you may be sure, begs a myriad of questions. About the nature of personal transport, the social future of the automobile, the humanity of an automotive interior, the divide between the 'haves' and the 'have nots', and the implications for a sustainable future. This is one definitely not to miss.

Speakers:

- Adriaan van Hooydonk, group design director, BMW
- Patricia Urquiola, Studio Urquiola
- Lucia van der Post, distinguished style writer and Times columnist, founding editor of the Financial Times magazine 'How to Spend It'
- Giulio Ridolfo

Friday 24 September, 1.30pm

Redesigning design, remaking making

Well, maybe it isn't all made in China any more. Or soon won't be. A powerful international group of designers, manufacturers and the creative director of Britain's best known design-led retailer introduce and explore the new context in which things are designed and made. The possibilities of rapid manufacturing, consumer engagement in the process, the significance of craft and the designer's perennial quest for control of a process he or she may not well understand are all thrown wide open.

Speakers:

- Matthew Hilton, distinguished furniture designer
- Luis de Oliveira, principal, De La Espada
- Theo Williams, creative director, Habitat
- Assa Ashuach, Assa Ashuach Studio and Ucodo

Friday 24 September, 6pm

Colour magic

How do people decide what will be the favourite colours for the next season, or the season after that? In a world where design pays a good deal more than lip service to fashion, it pays to unwrap the power and pull of colour in interiors and materials, and to match it with the mystery of the 'touchy feely' in texture and how and why we humans respond in the way we do. Plus some fascinating insights into the materials technologies that can make colour without pigment.

Speakers:

- Annabelle Filer, principal, SCIN Materials Library
- Justine Fox, editor, Mix magazine from Global Colour Research
- Charlene Mullen, textile designer

Saturday 25 September, 1.30pm

The Tramshed Bicycle Extravaganza

A disparate but humorous collection of individuals who are passionate about bicycles contribute to the Tramshed Live's Grand Finale, at which, to steal the time honoured Murray Walker's time honoured cliché, anything can happen – and probably will. The time is right for the bicycle to achieve greater social significance than ever before; it ticks all the environmental, fitness, urban design and wellbeing boxes; it is a design that cannot be improved upon. Or can it? We have bicycle designers, designers with and without bicycles, a designer creating bicycles out of wood for a famous furniture manufacturer, even an engineering innovation that will revolutionise downhill mountain biking. Bring your own bike and be prepared to be amazed!

Speakers:

- Ben Wilson, designer not only of bicycles but a great many things besides;
- Mark Sanders, MAS Design Products, designer of the Strida;
- Jamie Anley, principal, JAM Design;
- Luke Pearson, principal, Pearson Lloyd;
- Chris Holloway, MESS Design

All sessions chaired by Aidan Walker, The Tramshed Live programme curator.

Free to attend.

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