

TREND REPORT

LONDON DESIGN FESTIVAL 2022

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WE BRING YOU THE VOICES OF THE VISITORS AND PARTICIPANTS OF LONDON DESIGN FESTIVAL 2022!

Now in its 20th year, the London Design Festival returned to its regular slot between 17th - 25th September with a series of live and in-person events across the city.

With an array of thought-provoking exhibitions, installations and talks, the festival is an opportunity for the international design community to discover the latest work from designers and brands from across London and the UK. The renowned Victoria and Albert Museum once again acts as the central hub for the entire show and plays host to a number of leading installations and interventions found scattered amongst the permanent collection.

The surrounding area, Brompton, forms one of 12 Design Districts that also include the Bankside Design District, Islington Design District and Greenwich Peninsula; all of which are intended to showcase the unique design-led character of all regions within the city. The latter is also home to the returning Design London, a fair in its own right that boasts big-name interior brands as well as emerging studios. Visitors are enticed to explore further by a series of special commissions that are placed in public spaces such as Swivel by Sabine Marcelis at St Giles Square, although Sony's INTO SIGHT installation drawings the longest queues.

Pentagram once again designs the graphic identity of the show, which this year explores the idea the festival is the sum of its parts.







WHAT MAKES LONDON AMAZING IS THE NEW IDEAS AND DESIGN TRENDS THAT SHAPES THE WORLD'S DESIGN SCENE. LDF IS VERY GOOD AT BRINGING THE BEST OF THE DESIGN TOGETHER FROM ACROSS THE WORLD TO CONTRIBUTE TO THIS.

LDW is always full of surprises. It connects people to the city and gives artists and designers a chance to tell their otherwise untold stories. What makes London amazing is the new ideas and design trends that shapes the world's design scene and LDF is very good at bringing the best of the design together from across the world to contribute to this. This year the event felt much more focused on the environment, and this highlights the increased awareness within the sector. Sustainability plays a major part in all stages of our design including specifications and I am sure we are not the only one interested in this aspect. This year LDF provided a great scene for some of the most creative sustainable ideas, and this is a great contribution to the world of design.

As someone who spent the lockdown in Earl's Court myself, I found Sam Jacob's curious look at the area very interesting. Earl's Court is one of the most culturally diverse parts of London, with a rich history but most current residents or commuting crowd are either unaware of the beautiful stories of this area or have not had the chance to share them with the world. Sam did a great job, spotting some the most iconic corners of this area, and re-telling us the story. It reminds of

the famous quote by Edgar Degas: "Art is not what you see, but what you make others see".

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