



# London Design Festival 2023

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“London and Design go hand in hand... a platform for hundreds of design stories to be told. Each of them talks to an expanding audience hungry for design ideas and enjoying the quality and diversity of what’s on offer.”

Ben Evans, CBE

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### What is LDF?

London Design Festival was launched by Sir John Sorrell CBE and Ben Evans CBE in 2003. Serving as a platform for both emerging and established designers to present their work and ideas to a global audience. The festival attracts designers, artists, industry professionals, and design enthusiasts from around the world and contributing to London's reputation as a hub for creative and innovative design.

### Who's invited?

Expanding upon London's design scene, their vision was to establish a yearly occasion dedicated to showcasing the city's creative spirit. This event attracts thought leaders, professionals, retailers, and educators, uniting them to present a celebration of the nuanced world of design

### Purpose of this report?

Highlighting cutting-edge trends, groundbreaking experiences, innovative materials, and designers, our aim is to foster continuous evolution, benefiting both us and the brands we partner with.

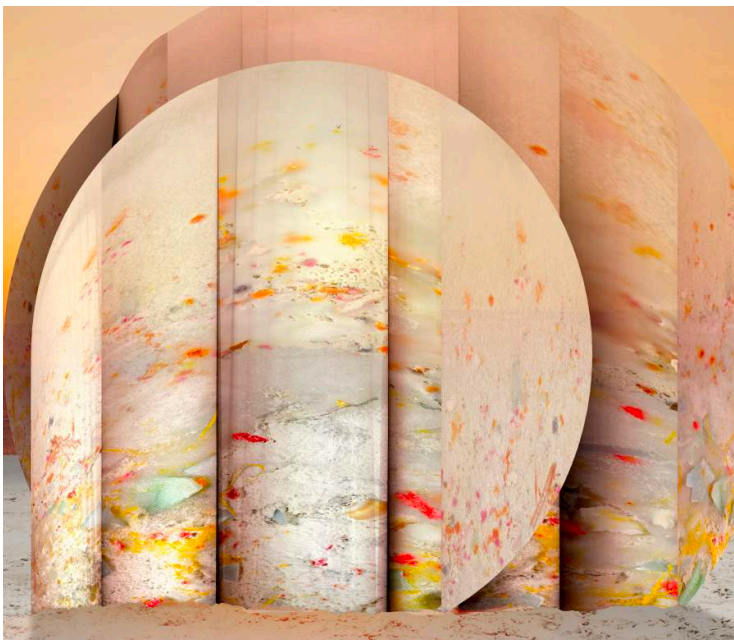
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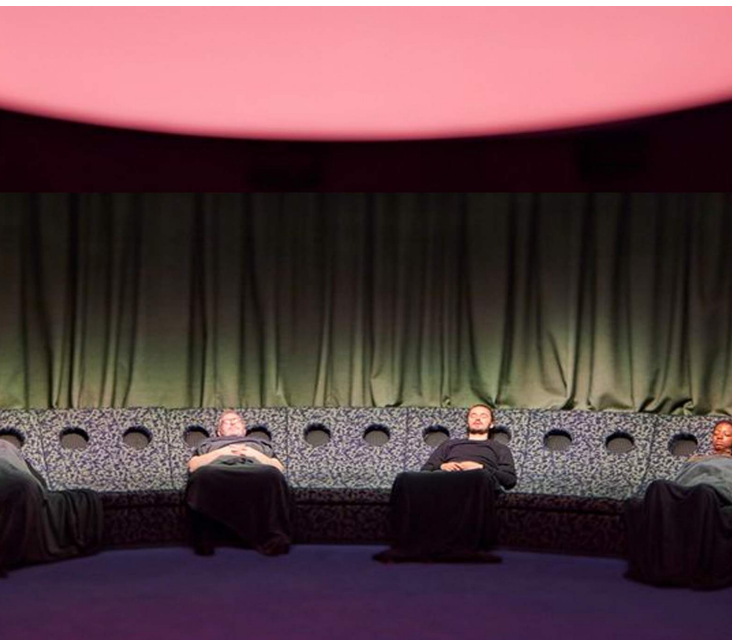
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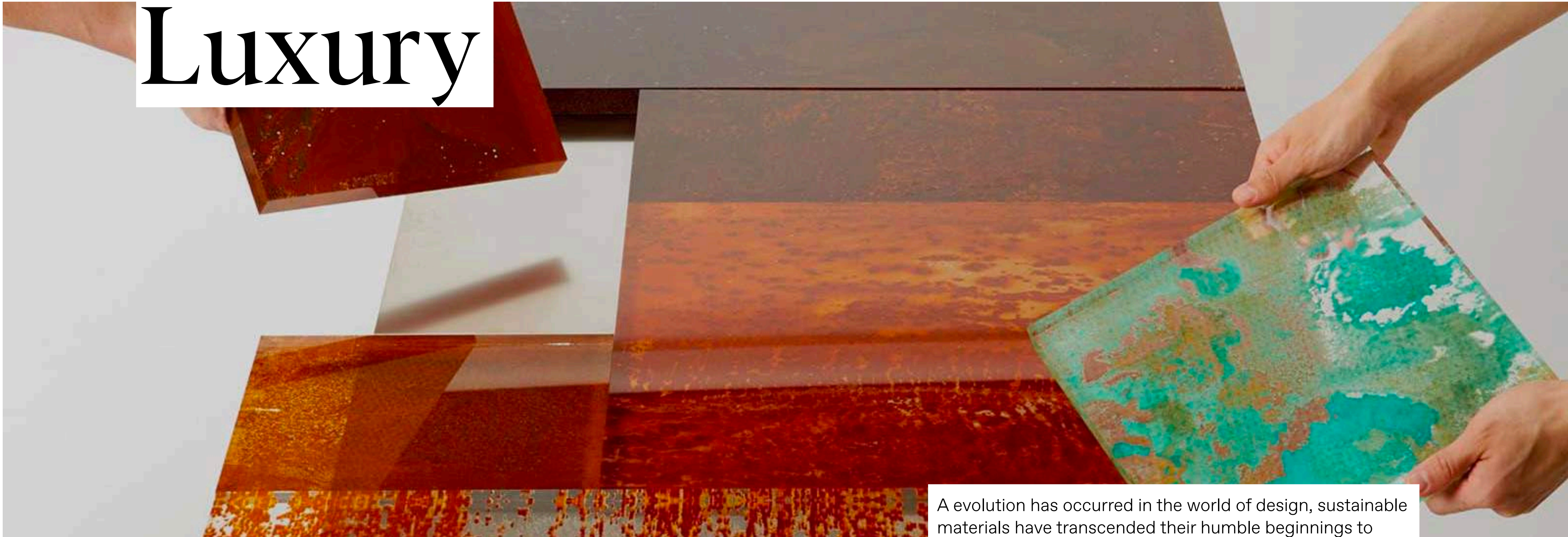


A collection of various sneakers is displayed on a curved, blue, textured wall that resembles a large, curved glass or plastic panel. The sneakers are arranged in a grid-like pattern, with some shoes mounted on the wall and others placed on the floor. The sneakers feature different colors and designs, including black, white, blue, green, and orange. The word "Material" is written in a large, white, serif font across the center of the image.

# Material



# Sustainable Luxury



A evolution has occurred in the world of design, sustainable materials have transcended their humble beginnings to take on increasingly luxurious characteristics. More than ever the consumer values eco-conscious choices and recognises that true luxury lies in the harmonious fusion of aesthetics and ethics.



With the ability to process large volumes of contaminated, unwanted plastic otherwise destined for landfill or incineration, Plasticiet transforms it into a material ready for a second life.

Mother of Pearl sees skilfully stretched plastic made from industrial waste polycarbonate twisted and pulled into a shimmering, smooth and hardwearing finish. The material is limited edition and is available in silver, graphite or bespoke tints.



“A luxurious, stand-out material, crafted into surfaces that allow it to shine like it should”

Mixology23 Product of the Year: Surfaces



# Plasticiet – Mother of Pearl

## Future Opportunities

Mother of Pearl challenges our perception of recycled plastics, taking us to new luxury territories and posing questions on how and where sustainable plastic materials can be used.

As consumers increasingly care about sustainability and transparency within retail, luxury retailers will have the opportunity to invest in premium quality materials for cladding, fixtures and furniture.



Soho based Are You Mad bends the possibilities of plastic waste crafting a luxurious material from upcycled optical waste. Reflective and hardwearing with a mosaic effect that casts iridescent patterns and cascades with light and colour.

The product is created bespoke meaning endless possibilities for brands to insert themselves into the materials story.



“It’s about acting like a human, not a machine and the ideas should follow suit.”

Are You Mad



**Future Opportunities**

Outdated technology is transformed into a contemporary design material.

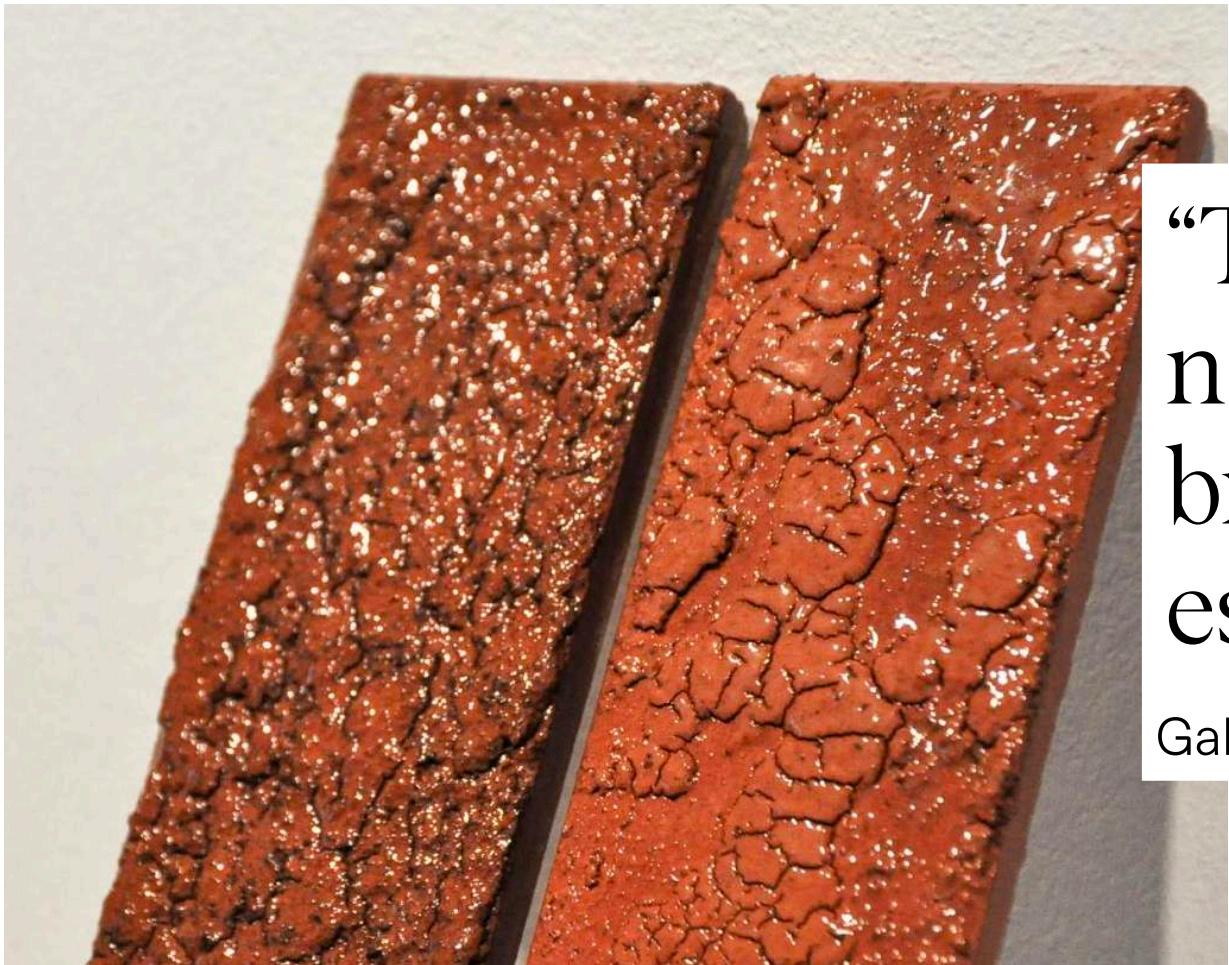
With finesse and polish far removed from its dusty origins, the material offers brands a premium and sustainable choice with a robustness that can lend itself to a permanent residency in-store.

Are You Mad –  
AYMCD1



Soily is an earth-like, textured tile. Created from dead-stock terracotta tiles from Soviet era Lithuania combined with locally sourced soil, applied to create a cracked organic texture.

The shade and tactility of each tile surface differs depending on the soils origin, lending each tile a unique character.



“This project aims to rewrite the narrative of these tiles by humbly bringing it down to its materialistic essence – earth.”

Gabriele Daminaityte



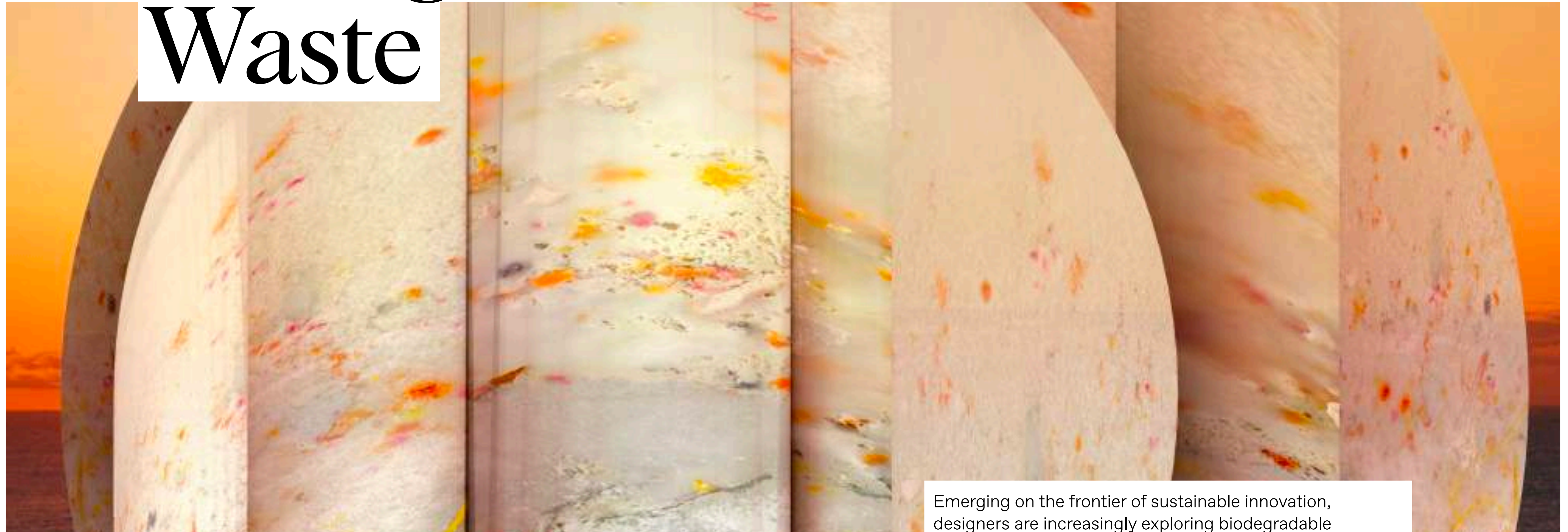
### Future Opportunities

**Soily** prolongs the life of a beautiful and historic origin material. The humble terracotta tile is elevated with a distinct tactile, and glossy finish creating a contemporary new look with a myriad of possible applications.

# Soily Tile – Gabriele Daminaityte



# Biodegradable Waste



Emerging on the frontier of sustainable innovation, designers are increasingly exploring biodegradable materials derived from organic waste. Through advanced processes, these materials are transformed into durable, materials that not only reduce landfill but also minimise the environmental footprint.



Kava is an organic architectural material formed from reconstituted coffee waste and transformed into affordable, biodegradable interior design solutions.

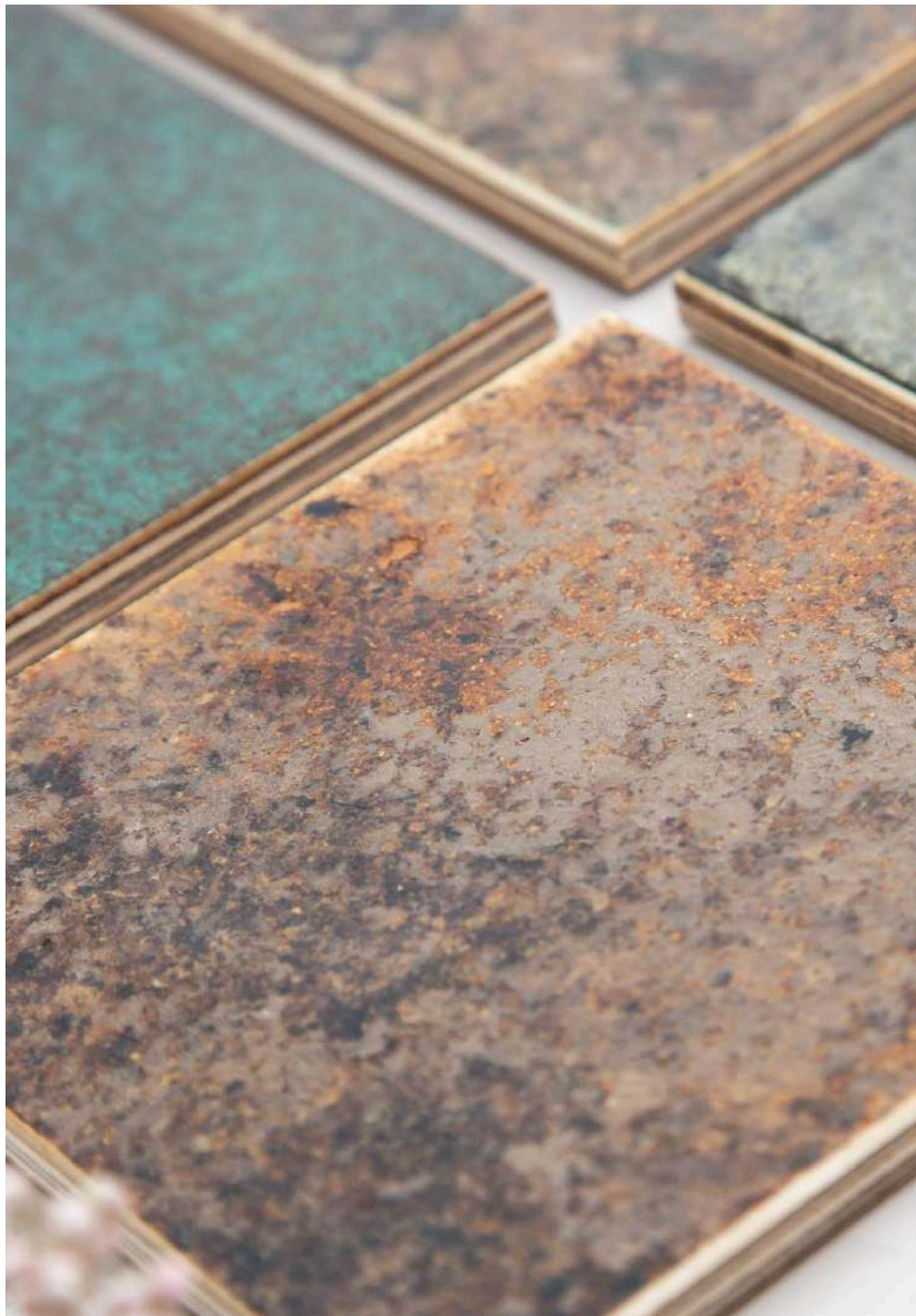
Coffee waste and organic fibres are pressed onto chipboard with biodegradable binders. Colours and textures are created with the addition of organic byproducts such as ground metals and natural pigments. The result is a wood substitute in a soft, luxurious patina echoing oxidised metals.



# Kava Surfaces – Tomas & Jani

"We source coffee from local independents, use unwanted building materials from skips, and take pallets from nearby industrial estates."

Thomas & Jani



## Future Opportunities

Waste materials are sometimes used in composites but often contain plastics. Kava surfaces decompose like wood. The source material is collected at a grassroots level from local partner coffee brands, reducing the carbon footprint.

Kava offers a biodegradable alternative to metal and wooden interior applications.



Alternative, natural binders like magnesium and potato starch combine with hemp fibres to make a range of aesthetically wonky furniture artefacts.

Natural fibres like hemp are often used as reinforcement with synthetic binding materials, making the fusion material non-circular. Designer & Minerva researcher Jack Brandsma has created a range of samples and prototypes of entirely natural binding materials.



# Material Magic- Jack Brandsma

## Future Opportunities

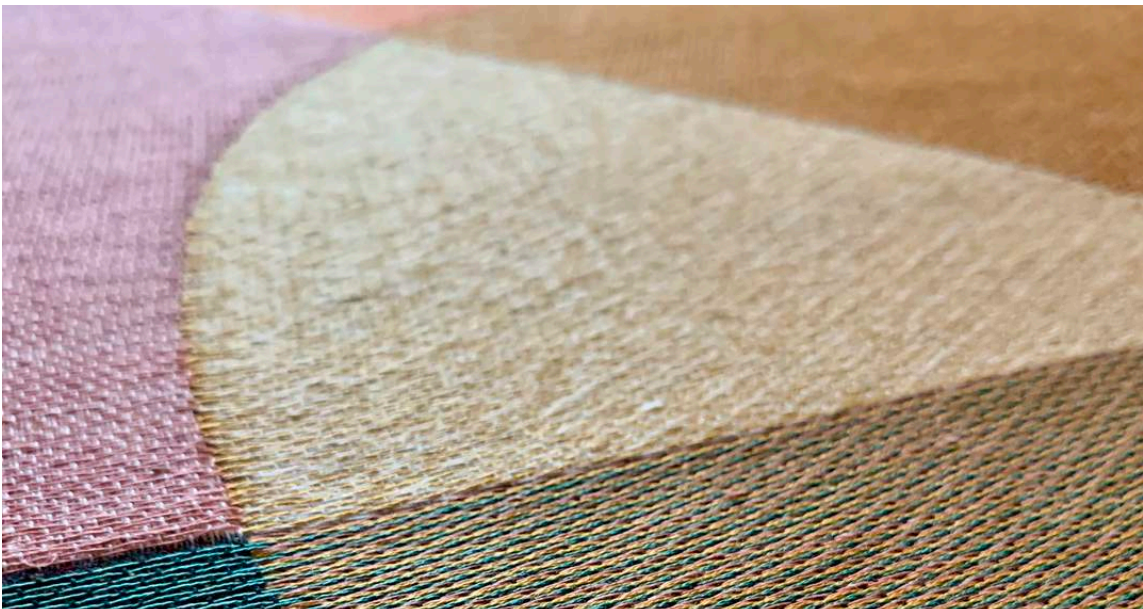
The unique combination of organic ingredients and biodegradable binder means the prototypes are entirely compostable, contributing to a more sustainable and eco-friendly approach to furniture production.

Decompostable furniture contributes to a more environmentally conscious and versatile approach to retail businesses looking to reduce their ecological footprint.



Copenhagen-based designer Tanja Kirsts textiles are crafted from hemp, citrus and seaweed yarn. Each thread consists of 50 thin threads spun together and dyed in organic colours.

Hemp stands out as an environmentally-friendly choice in textile production due to its minimal water requirements, ability to thrive without fertilizers, soil-enhancing qualities, and nutrient contributions as it grows.



“I think is really interesting to mix hemp which is a very matt and dry quality together with citrus yarn, which is a lot like silk, so you can get some really interesting textures when you weave them together”

Tanja Kirst, the WGSN podcast



# Planted – Tanja Kirst

## Future Opportunities

Kirsts takes hemp to new heights, challenging its traditional image and presenting it as a vital component in the quest for sustainable textile manufacturing.

These innovative textile explorations not only showcase hemp's potential but also represent a promising future for vegan textiles.



The image shows a contemporary interior space, likely a lounge or waiting area. In the foreground, a curved, modular sofa made of brown leather-like material sits on a light-colored carpet. To the left, a glass railing with a metal handrail runs along a ledge. The background features two large, square abstract art panels with vibrant, textured patterns in shades of orange, yellow, and purple. The walls are dark and reflective, and the ceiling has a grid of recessed lighting. The overall atmosphere is sophisticated and modern.

# Experiential

Amina Muaddi, Harrods, 2023



# Playful Co-creation



In an era where consumer engagement goes beyond products and services, consumer brands are exploring cross-industry pollination with artists and co-collaborators. In creating immersive experiences inviting customers to play and co-create, brands foster a deeper connection with their audiences, building communities and enhancing brand loyalty.



LEGO, in collaboration with It's Nice That, invited visitors for some mindful respite from the world with **The LEGO Piece Garden** pop-up. The space allowed the community to co-create in an immersive, moss filled garden celebrating the brands LEGO Botanicals range.

Visitors added their creations to the living walls which blossomed into a community garden, and shared their designs on Instagram to chance winning LEGO art, by one of two artists-in-residence.



# The LEGO® Piece Garden

“A place to step inside, slow down, and really engage in the creative and building activities on offer ”

Illustrator, Charlotte Mei



## Future Opportunities

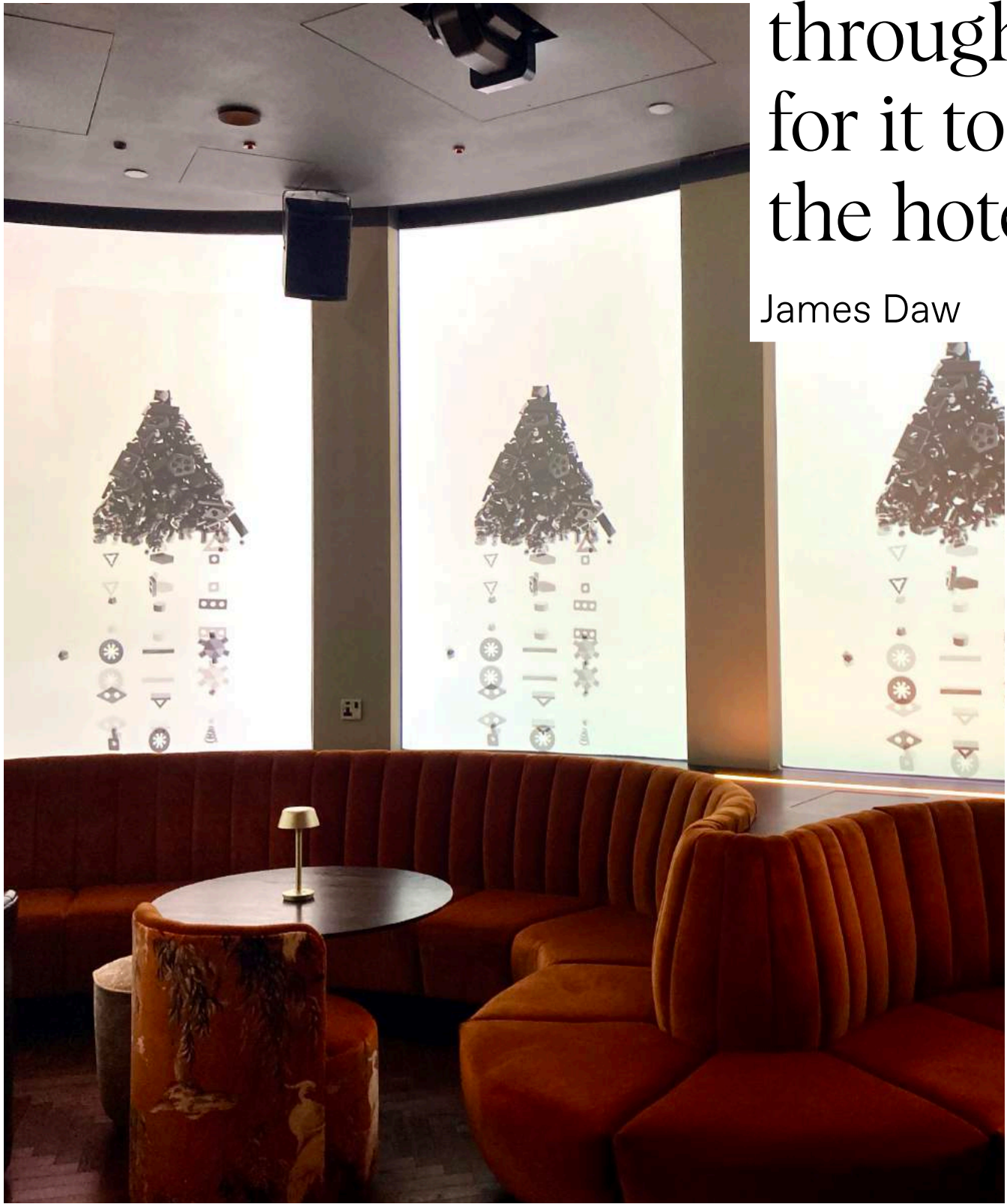
Consumers watched the space evolve and grow as they added their botanical contributions and a shoppable art gallery ensured further brand resonance with engaged visitors.

Community co-creation and artistic collaborations drive brand engagement, building loyalty with audiences through opportunities for self expression and environments that adapt to the consumer.



Artist James Daw collaborated with Hart Hotel, deconstructing the hotel's contemporary aesthetic into basic shapes and forms.

Daw created an immersive installation leading visitors on a multi-sensory journey encompassing scent, object, and digital animation activations, symbiotically showcasing the artists vision and the historic locale.



“The hotel will exhibit itself through the installation, I was keen for it to be a conversation between the hotel and the viewer.”

James Daw

**Future Opportunities**

Collaborating with artists who align with their values allows brands to tap into likeminded communities and engage new legions of followers, as well as fostering an aura of genuine 'if you know you know' authenticity with existing brand advocates.

Art, design, entertainment, fashion and culture will continue to collide, reshaping and redefining how consumers experience brands.

# Fundamentals of Caring – James Daw X Hart Hotel



Daisuke Motogi's has reimagined Alvar Alto's classic stool. Motogi engaged members of the community in exploring the potential of the piece, allowing them to modify and personalise the stools to suit their needs.

By introducing interchangeable and stackable components, Motogi's project turns the stool into a versatile platform for self-expression and functional adaptation.



"In the beginning, they focused on functionality and form... Later ideas were centered around the subject, who the stool would be used by"

Daisuke Motogi

### Future Opportunities

By offering product customisation and co-creation to consumers, brands empower them to take an active role in the design process, allowing the product to adapt to ever changing consumer needs.

Brands will embrace design elements with increased flexibility, offering circular and sustainable solutions and extending the end of life of project builds.

# ‘Hackability of the Stool’ – Daisuke Motogi



# Tech-Enabled Personalisation



The world of olfactory exploration has advanced with the integration of AI and technology. These tools now facilitate the discovery of scents based on consumer emotions, word associations, and moods, offering a bespoke, deeply personal and immersive fragrance experience.



KAORIUM invites the consumer to explore their personal association with the world of scent through a combination of scents and word associations.

With scent being innately personal and word associations arbitrary, KAORIUM leads consumers on a guided olfactory journey to discover their perfect scent.



"Imagine the possibilities that could emerge from bridging the gap between scent and language."

Scentmatic



Future Opportunities

The tech tool guides users to explore phrases, decoding the enigmatic world of scent and discovering new fragrances intuitively through language.

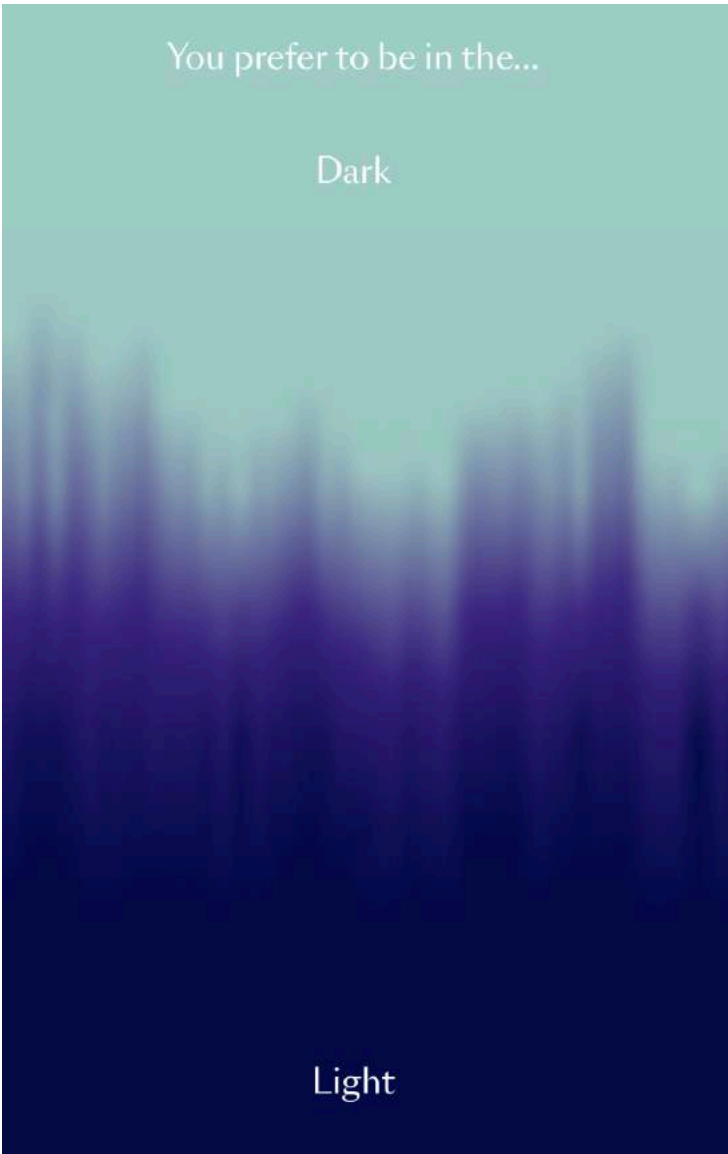
The interactive word tree allows users to discover pre-existing scent in a way that is both interactive and engaging.

KAORIUM, Read Scents, Smell Words – Scentmatic



Mooodi collaborated with EveryHuman offering consumers the opportunity to create a fragrance starting with a mood-and-feeling based questionnaire.

Answers are combined with the power of AI, to create a room fragrance formula that's perfectly tailored to the consumers mood and personality. The result is a room fragrance that's bespoke and deeply personal.



# Mooodi x EveryHuman

"We are able to tap into unexplored areas of personalisation and create products that truly reflect our audience's unique tastes and lifestyles."

Every Human



## Future Opportunities

By allowing individuals to craft scents that resonate with their unique preferences and memories, brands can tap into the profound emotional power of scent.

This personalised experience fosters a sense of ownership and identity, forging a lasting bond between consumers and the brand.



# Unapologetically Inclusive



Creativity met social responsibility at this year's design festival; the topic of inclusivity was prominent throughout. Design showcasing innovation, prioritising accessibility and diversity, highlighted the importance of spaces, products, and experiences catering to a broader range of needs and identities.



2LG Studio's exhibition was designed as a dining experience, highlighting a long table encircled by chairs, each uniquely crafted by different designers. The inspiration for this concept stemmed from Whitehead and Cluroe's personal encounters while attempting to establish themselves in the design sector, where they often felt like imposters.



# You Can Sit With Us – 2LG Studio

"We wanted this to be a safe space that actively welcomed new perspectives"

Russell Whitehead, 2LG Studio



## Future Opportunities

The installation serves as a lesson in inclusive design, highlighting the importance of diversity and representation within the industry.

Inclusive retail design can draw from this by acknowledging that a variety of perspectives and backgrounds should be considered in creating spaces and products that cater to a broad range of designers, brands and consumers.



'BIAS-UNBIAS' delves into the deconstruction of gender-related power dynamics through playful, tongue-in-cheek objects, shedding light on the daily struggles faced by women. It addresses the pervasive gender data gap, highlighting the skewed societal default towards men.

The collection aims to shatter gender roles, calling for women to assert themselves, occupy space, and authentically express their identity and power.



### Future Opportunities

By emphasising gender disparity in our daily lives, Bortolozzo highlights the need to challenge and redesign spaces and experiences to be more inclusive and gender-neutral.

As 'BIAS-UNBIAS' tackles the limitations and biases associated with gender, future retail spaces should be designed with a keen awareness of the diverse needs of all consumers.

For more on inclusive retail explore our research at [www.inclusivespaces.xyz](http://www.inclusivespaces.xyz)

# BIAS-UNBIAS – Federica Breedveld Bortolozzo, Central Saint Martins





# YourStudio

YourStudio creates environments and  
experiences that inspire human connection

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