

YourStudio

London Design Festival

Discoveries from this year's festival,
plus our highlights on future design
opportunities for brands & retailers.

Sep 2024

"We have always worked to contribute to the myth of London, to showcase it. Ours is the work of storytellers: the London Design Festival was born to develop stories through the lens of design and bring them to significant audiences".

- Ben Evans, Co-Founder

What is LDW?

An annual event that celebrates and promotes London as the design capital of the world. Launched in 2003, it brings together designers, artists, architects, and creatives from various fields to showcase innovative work across disciplines including product design, architecture, fashion, technology, and interiors.

Who's invited?

Designers, architects, brands and emerging talents showcase their work and explore design innovations. Many art institutions and galleries host exhibitions, drawing curators and cultural institutions. Business leaders, media, and the general public attend to engage with cutting-edge design trends.

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01

Experiential

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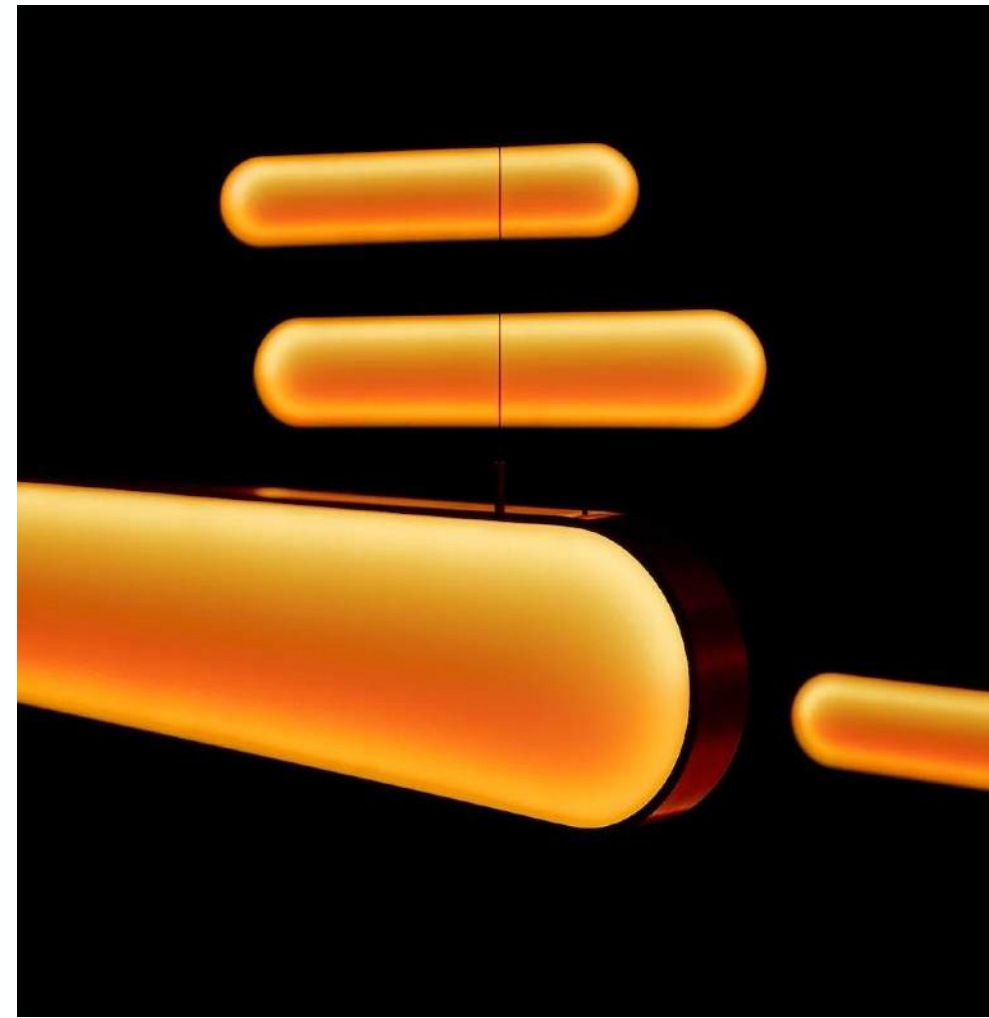
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Light Reflections



The Sun My Heart by Marjan van Aubel



“The lights were inspired by my Sunne solar lighting designs, which were specially modified to create a profound sensory and emotional connection to this celestial

Marjan Van Aubel

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77 suspended, pill-shaped “Sunne” lights set to hypnotic sound of NASA's solar recordings mimic the sun's diurnal rhythms, and lure visitors into a state of deep relaxation by triggering the brain's theta waves.

Amid gentle sunrise hues to the warm glow of sunset, visitors are challenged to reconsider solar lighting design through an altogether more aesthetic lens.



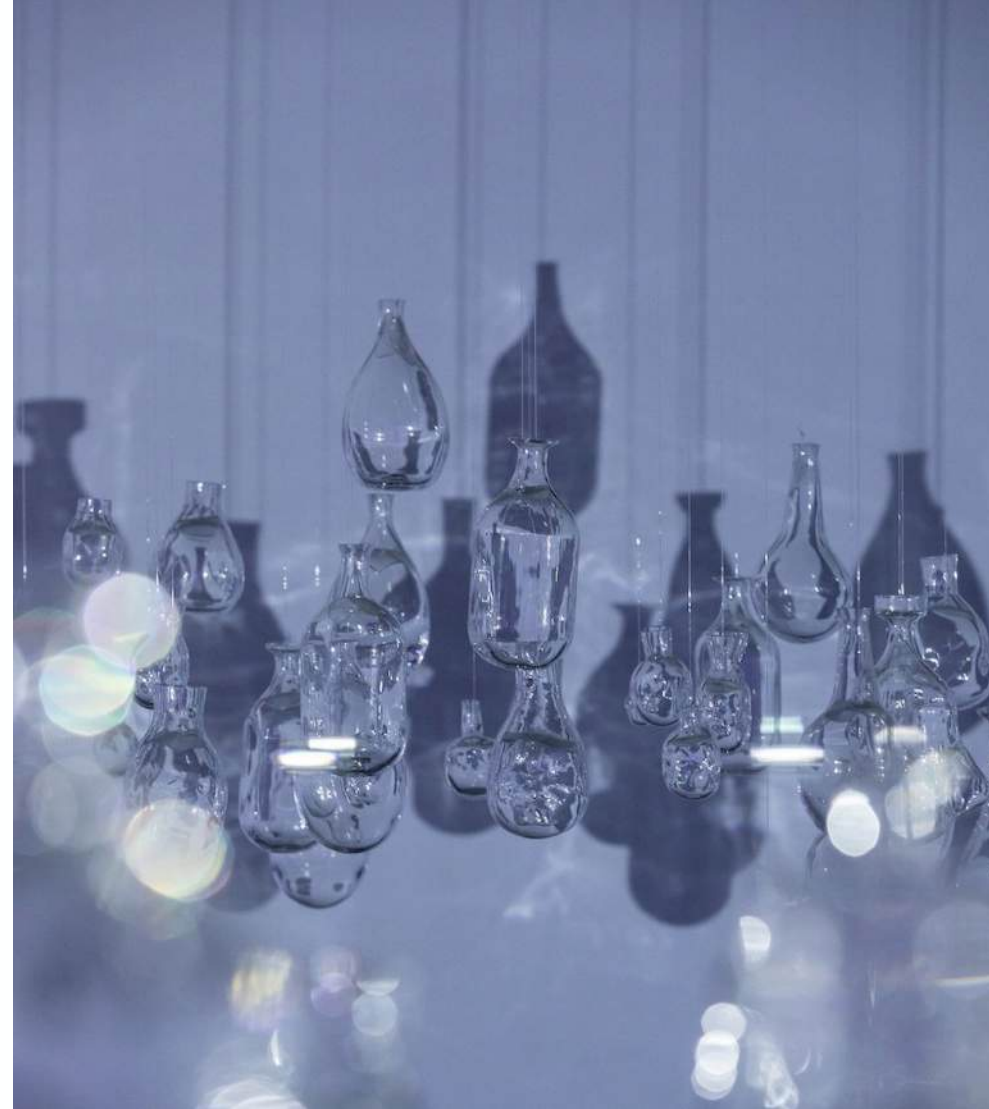
YS Loves

Sunne lighting offers sustainability, functionality and aesthetics at once.

Environmentally responsive lighting can be leveraged to create immersive atmospheres that transform the retail space into a sanctuary-like experience.

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Liquid Light by Marshmallow Laser Feast



“Our aim was to create an experience that embodies the delicate balance of strength and fragility, while immersing audiences in the rich heritage of design—a story told through glass.”

Barnaby Steel - Creative Director, Marshmallow Laser Feast

Hundreds of finely crafted glass droplets hang in the air, each one reflecting and refracting light in a mesmerising dance of shadows.

The installation, though stationary, comes alive as light and shadow weave together to a haunting musical score, transforming Johnny Walker’s new bottle design into a dynamic, breathing work of art.



YS Loves

Brands keen to enhance product storytelling can showcase products floating in dynamic, evolving displays. Blending artistry with lighting technology can elevate the in-store experience and strengthen brand immersion for consumers.

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Ephemeral Spaces

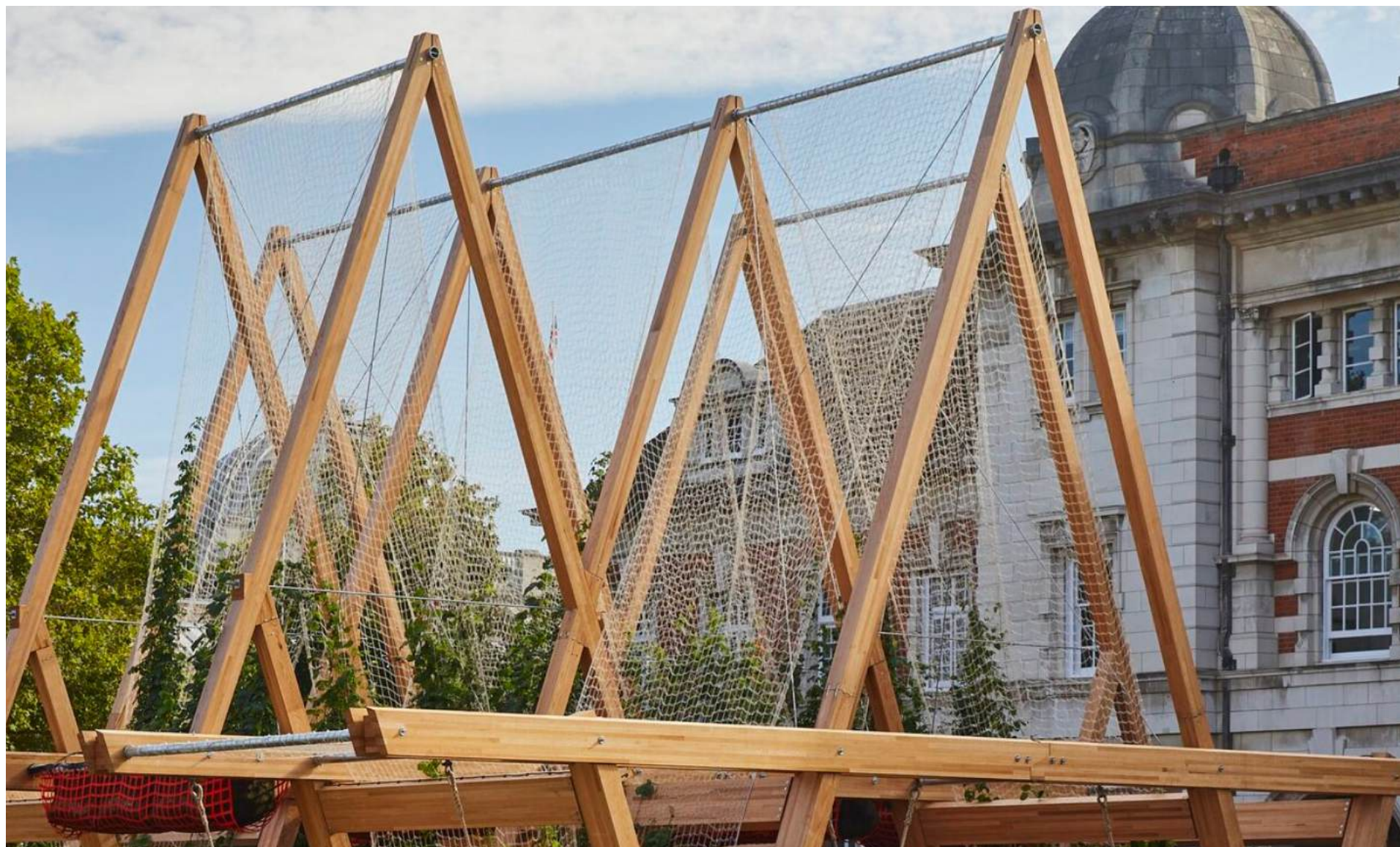


Vert Pavillon By Diez Office



“The structure performs as a ‘Greening Machine’, while also making urban spaces more harmonious and pleasant to live in from an aesthetic point of view.”

Stefan Diez - Founder Diez Office



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Vert reimagines urban development, creating an architectural shaded structure adorned with climbing plants, offering aesthetics and practical environmental benefits.

The activation highlights the need for cooler, more sustainable cities and serves as a model for integrating nature into urban settings.

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YS Loves

The oakwood, modular greening structure, responds to the growing challenges of rising temperatures, heat waves, and declining urban biodiversity by bringing nature back to design.

The clever use of fast growing plants means the plants quickly adapt to the structure when compared with the time it takes to grow trees.

Pavillions of Wonder by Studiomama

Y Inspired by the modernist architecture and landscapes of Palm Springs, Studiomama created three mid-century pavilions encapsulating the charm of Barbie's Dream House.

The dismantle-able pavilions with playful facades and undulating geometric forms spark the imagination and immerse visitors in the aesthetic world of Barbie.



“This pavilion is snake-shaped and has a mirrored roof, in there we have peephole openings, windows into the Barbie world where you can look in and discover.”

Nina Tolstrup - Studiomama



YS Loves

Blending cultural icons with architectural heritage, designers can create retail environments celebrating the nostalgia of a bygone era.

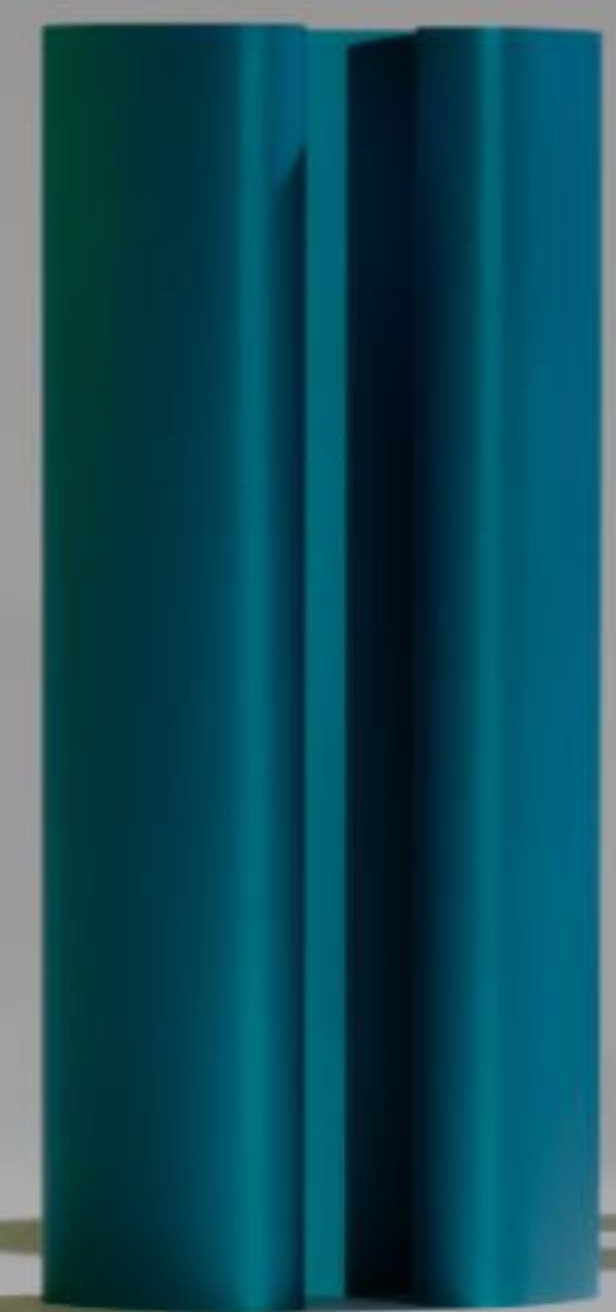
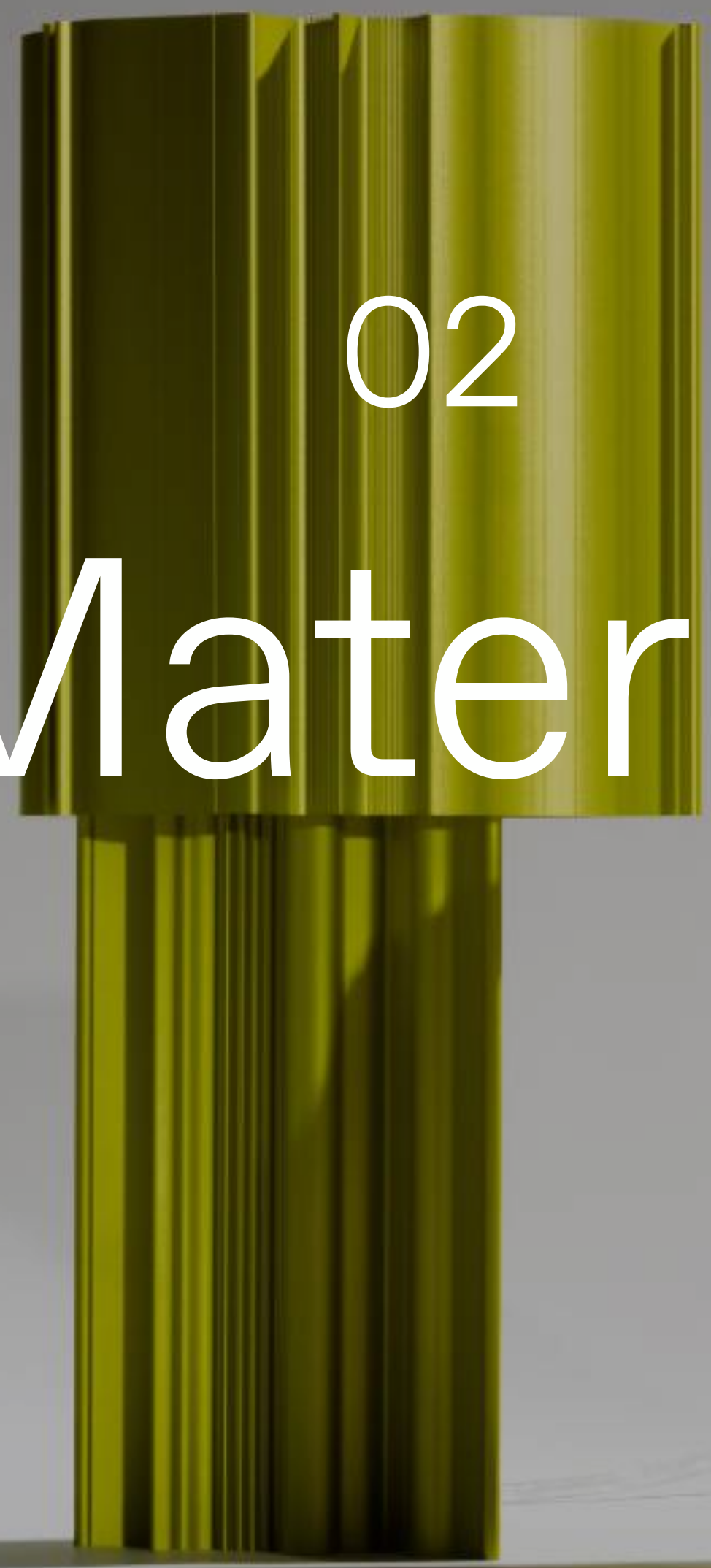
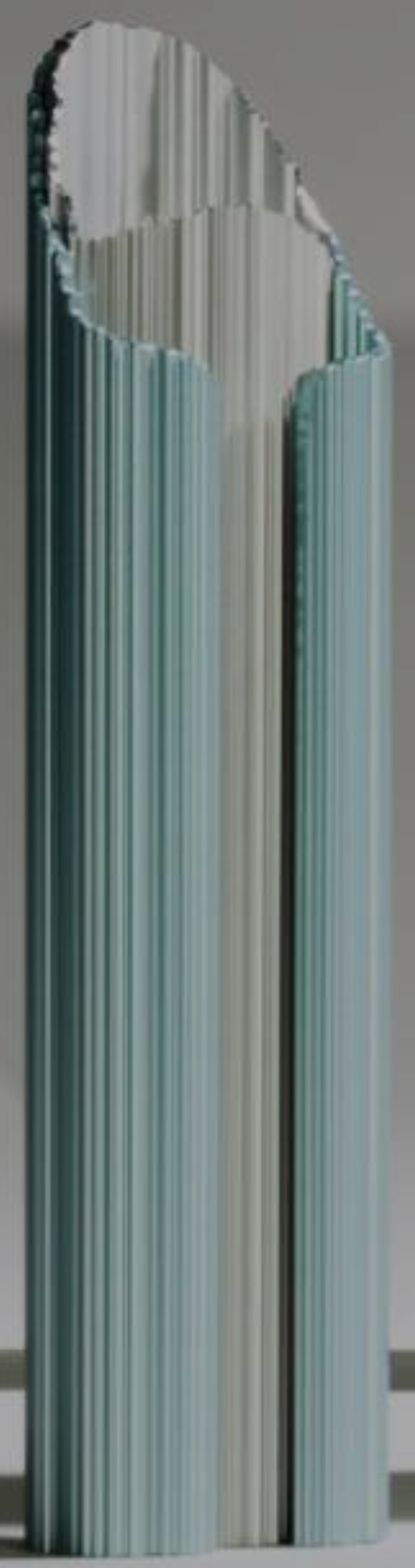
Imaginative, playful aesthetics have the power to tap into the deeper emotional connections that design can evoke.

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02

Material



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Industrial Revival



Studio Tip



“We aim to make positive, tangible and pragmatic material solutions that are equally accessible and inspiring for both local and global communities and wider industries.”

Studio Tip

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Studio TIP’s manifesto challenges the post-industrial disconnect between western society and the materials that shape modern life. They explore how to mend this broken relationship by reimagining industrial waste material.

In finding local circular solutions for waste, Studio TIP is dedicated to elevating undervalued resources, creating collective benefits for industries, communities, and the environment.



YS Loves

Studio TIP’s demonstrates that with creativity, time, and care, materials can live again.

The repurposed design artefacts in this installation were offered free to visitors interested in giving them a second life, encouraging participation from visitors and enhancing the value of the items on show.

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Re-Made in Park Royal

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Dedicated to creating a circular economy Re-Made in Park Royal is a material exchange hub connecting London's artists, designers, and makers with waste and surplus materials from local industries.

Collaborating with local businesses, Re-made collect and store leftover, unwanted materials, making it easy for artists and makers to source sustainably,



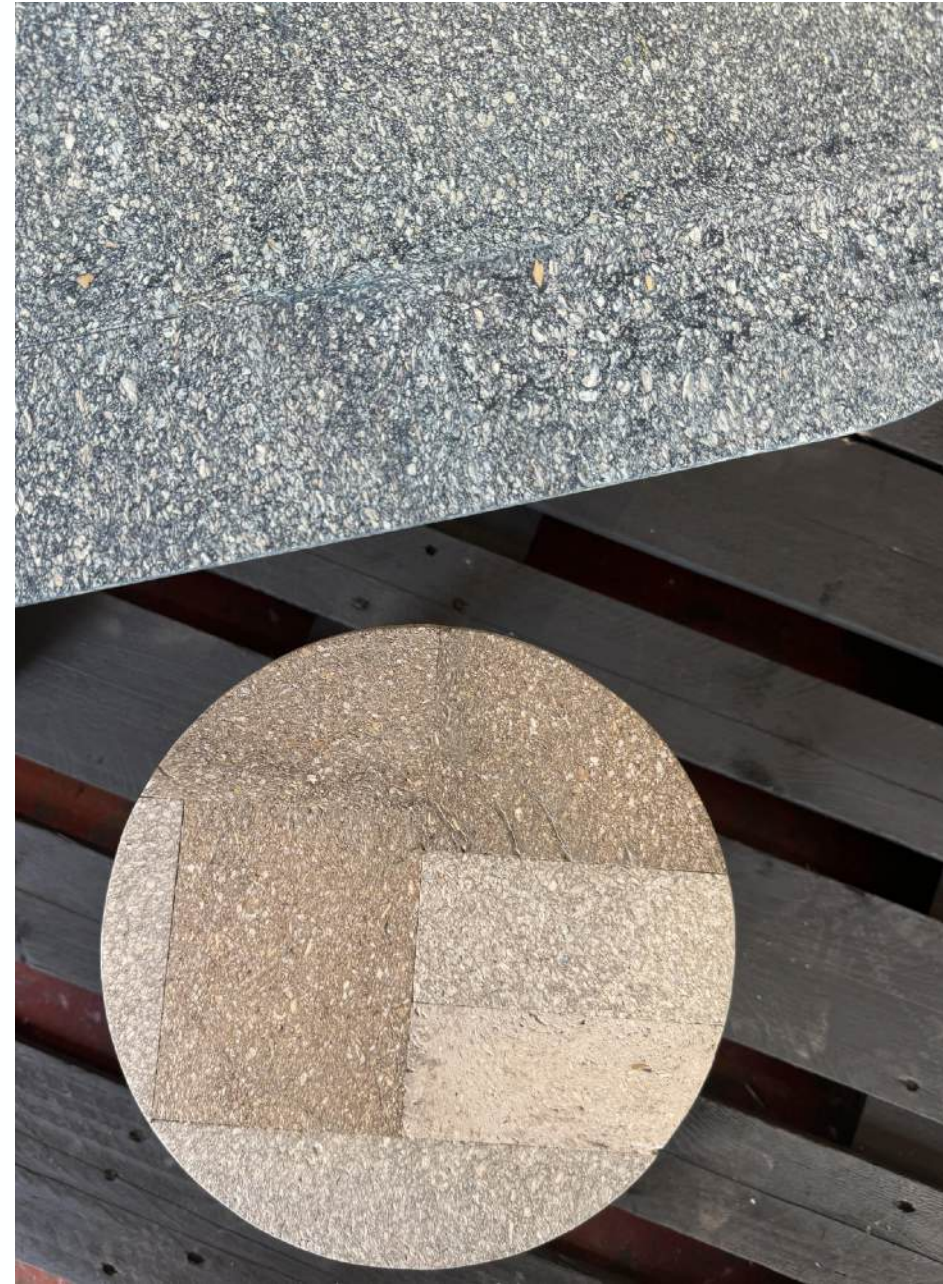
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YS Loves

Park Royal, London's largest industrial estate, is poised to lead in sustainable, circular design. With its mix of artists, designers, and diverse waste streams, it offers a unique opportunity to foster large-scale partnerships between the creative and industrial sectors.

The concept makes expensive and sometimes difficult to source materials accessible and affordable to all.

Blast Studio



“We dream of a city built from the waste it produces.”

Blast Studio



Blast Studio collects discarded coffee cup waste from West London cafes to create a unique bio-material 3D printed to create statement furniture and design objects.

For the London Design Festival, as part of their work at Park Royal, the team analyzed waste generated by a local joinery workshop. They discovered the optimal blend of wood waste and cardboard to create a durable composite board material.

YS Loves

The use of locally sourced waste materials by designers highlights a commitment to circular design, enhancing brand storytelling and deepening consumer engagement with sustainability initiatives.

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Hair Stories



Studio Sanne Visser



“It’s incredible to see how human hair can become part of an even broader ecosystem of materials, creating genuine local and innovative products.”

Artist, Sanne Visser



Hair is abundant, locally available and renewable, yet most ends up in landfill. Studio Sanne Visser works with human hair as a material resource to create yarns, ropes and textiles.

Studio Sanne Visser exhibited a Locally Grown Collaborative Collection, a range of design artefacts using human hair sourced in Milan as a key material.

YS Loves

Hair as a material offers myriad, mostly unexplored design opportunities.

Brands can showcase a tangible connection between people, place, and material through the use of hair, enhancing identity and tapping into the consumer desire for circularity and uniqueness.

Eso Extension by Funmi Olawuyi

“Pineapple leaves are commonly discarded in the harvesting process, so I’ve collaborated with pineapple farmers in Nigeria to reuse their waste streams.”

Designer, Funmi Olawuyi

Y Hair extensions are commonly used by women of colour and woven into protective styles such as braids. Most synthetic brands end up in landfills and pollute water systems due to their single-use non-biodegradable material.

Funmi Olawuyi explores an alternative with natural hair manufactured from pineapple fibres and plant based dyes.



YS Loves

A discarded by-product, pineapple fibre is highlighted as a legitimate material with huge design potential.

By integrating plant fibres into displays, product packaging, or interior design, brands can promote a strong environmental and cultural narrative.

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YourStudio

YourStudio creates environments and experiences that inspire human connection

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