

YourStudio

Clerkenwell Design Week

The most inspiring discoveries from this year's show,
plus our highlights on future design opportunities
for brands & retailers

June 2024

“In the 15 years since its inception, Clerkenwell Design Week has become one of the UK’s leading independent design festivals, animating the London district with launches and installations set within historical venues.”

ROSA BERTOLI - Wallpaper Magazine

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What is CDW?

London’s Clerkenwell is home to more creative businesses and architects per square mile than anywhere else on the planet.

Each year the three day festival brings together leading UK and international brands, offering a rich platform for industry professionals and design enthusiasts to immerse themselves in the latest trends and innovations.

Who's invited?

Expanding upon London's design scene, CDW has firmly established itself as the UK's leading design festival and annually attracts the international design community to this small area of London for three days of exciting exhibitions and events.

Let's dig in....

What's inside...

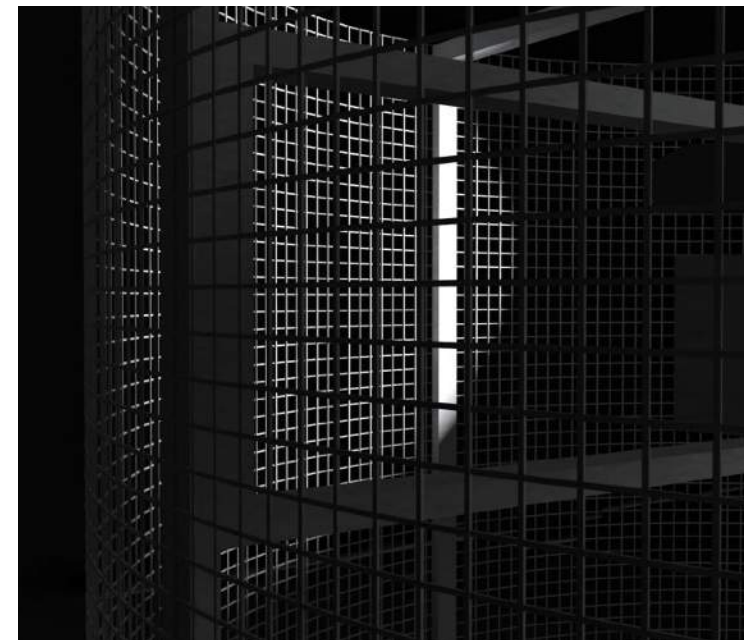
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Everyday
Reframed

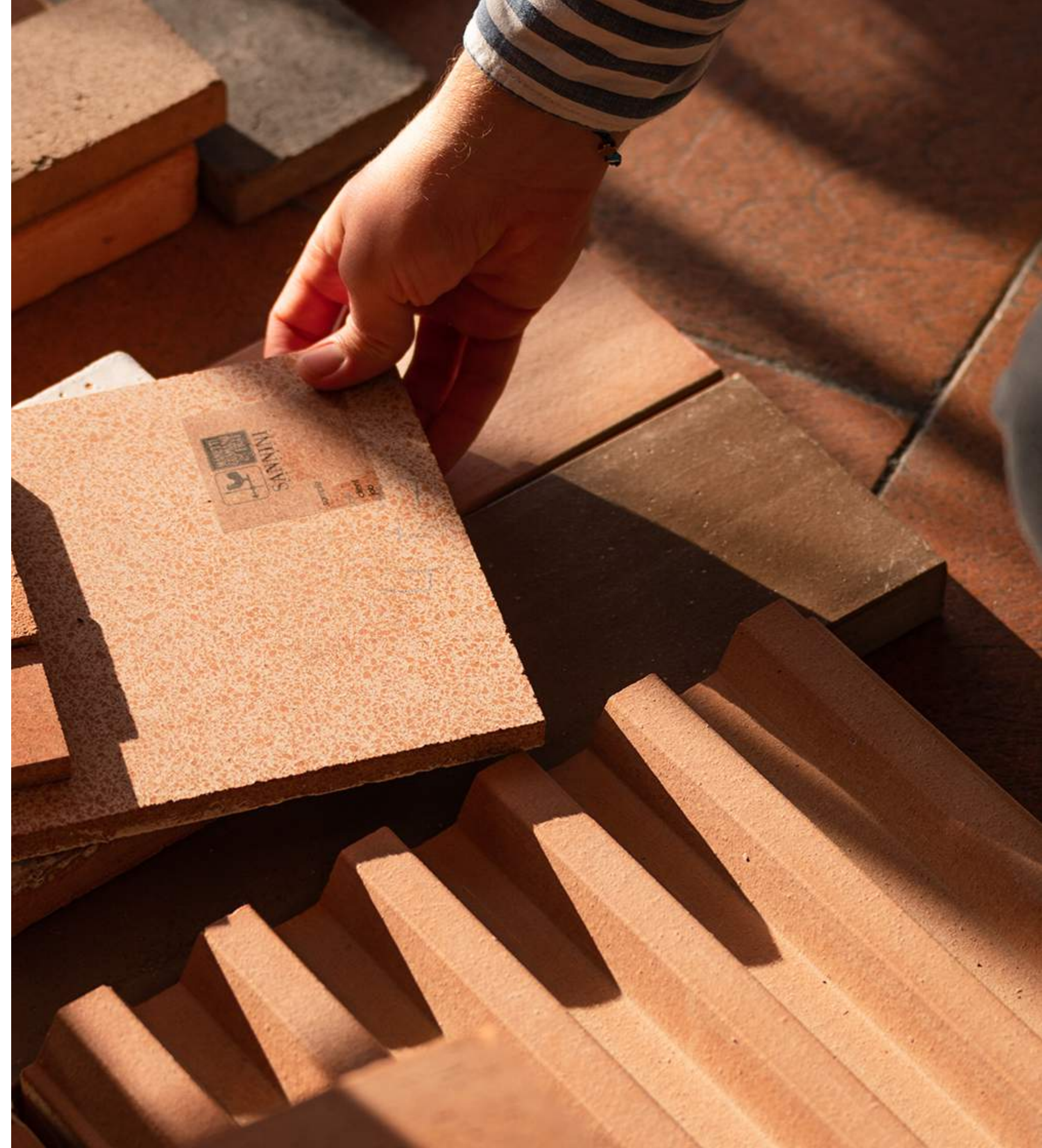
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Experiential

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y Covert Tiles



Laboratory Refin x Holloway Li



“Our laboratory is our artisan heart. It is the place where all our creations come to life”

Refin Ceramics



YS Loves

Through microscopes, cosmetics and skincare, jewellery, tech and F&B brands have the opportunity to connect consumers with the intricacies and quality of their products and ingredients.

By proudly exposing themselves to scrutiny, brands can build loyalty and trust with consumers.

Refin Ceramics and studio **Holloway Li** offered us the opportunity to explore the microcosms in the everyday and uncover the hidden worlds that surround us.

Everyday materials such as melted wax and clay were examined microscopically, which showcased Refin’s research methodology and revealed the infinite microcosms in everyday materials.

Artmorph Cecoceco



Cecoceco recognise that lighting and displays can transcend functionality and become a medium for artistic expression.

Their covert tiled LED screens are possible to create bespoke in a range of surfaces from wood to fabric and metal, and are entirely customisable. The easy to assemble magnetic panels transform what we imagine when we visualise LED technology.

"An insanely creative take on backlit wall designs, ArtMorph blends lighting and display technology into a feat of mesmerizing mimicry."

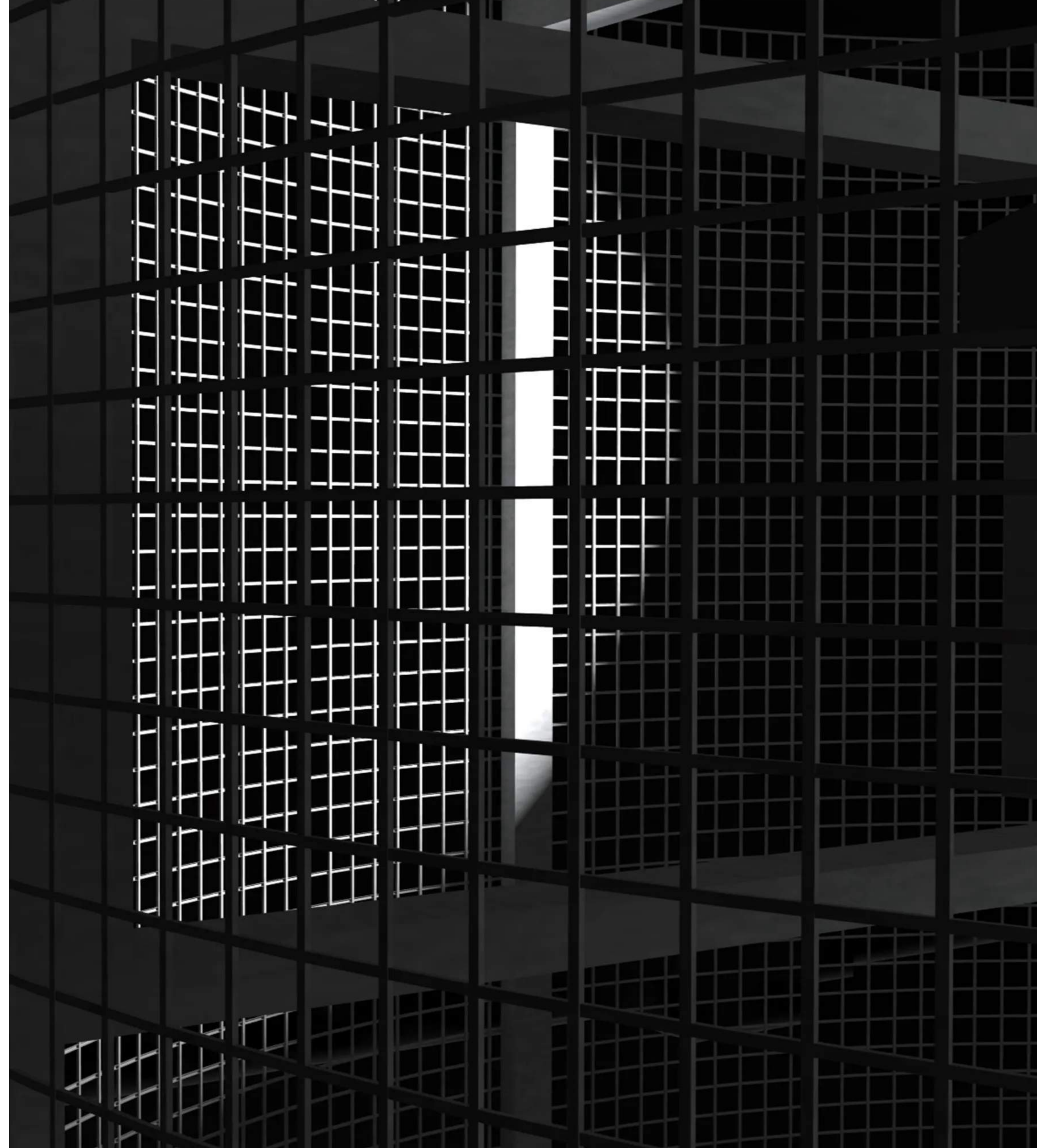
Nick Boever - CEPro

YS Loves

Cecoceco LED tiles offer the possibility of a future where every space, from concert halls to corporate offices, retail stores to public parks, could be transformed into a canvas for immersive, awe-inspiring visual storytelling.

The retail and brand application opportunities are endless.

Y Emotional Wavelengths



Stay Playful 2LG Studio

2LG Studio transformed a vintage Helter Skelter into a journey of nostalgia. A narrated soundtrack guided visitors through the sensory experience, while inside, vacuum-packed memories frozen in time echoed simpler times.

The interplay of sounds and storytelling elements crafts a multi-sensory adventure, inviting us to reminisce and reconnect with the joyful memories of the past.



“It was important to us to use an existing helter skelter as we wanted to harness the nostalgia and the history contained in the piece.”

2LG Studio

YS Loves

2LG Studio's installation acknowledges the power of the past to influence the present, emphasizing the potential for brands to engage with audiences and create deep, lasting emotional connections when harnessing the emotional resonance of nostalgia.

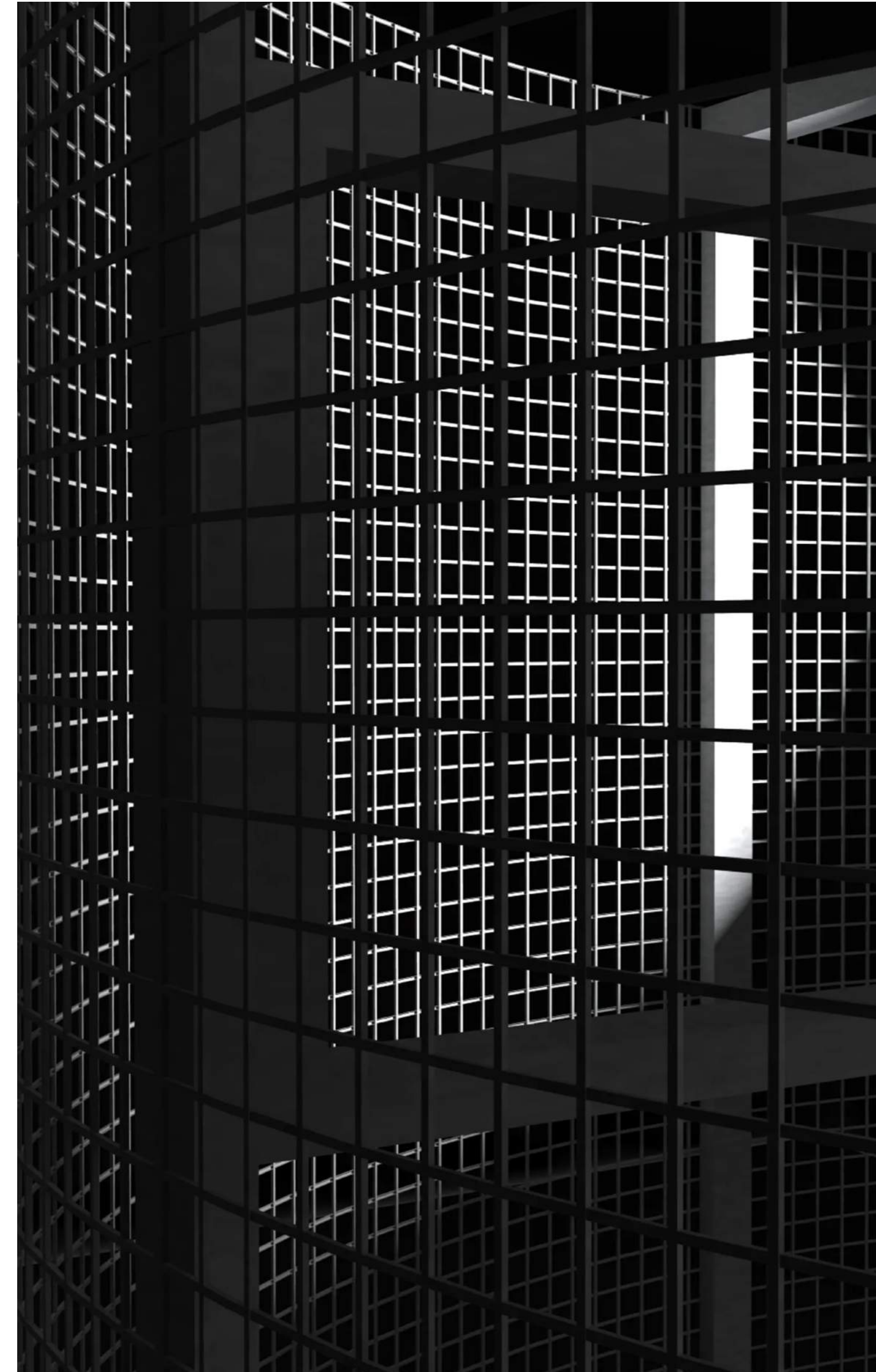
Grid System

Ben Cullen Williams



In the eerie setting of the House of Detention, artist **Ben Cullen Williams** presented an arresting audio-visual installation that delves into the pervasive influence of the grid on our daily lives.

Williams juxtaposes light with shadow, lines with curves, and movement with stillness, creating a thought-provoking exploration of the structured patterns that shape our world, the spectator becoming part of the art in the process.



Material

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Y Future Earth's Palette



Luminary – Anna Starmer

Y Anna, founder of visionary colour studio **Luminary**, asked us to ponder the future of colour. Luminary is a materials bank, colour creator and publication with a library of 12k colour swatches.

Anna highlighted that winter will likely not exist in 20 years and rejects seasonal colours in her practice, focusing instead on nature inspiring us as it is.



"It's not about working in our books,
it's about working in person."

Anna Starmer - Luminary

YS Loves

Luminary's colour library is created with materials harvested from natural sources.

The studio encourages us to consider the ethics behind how pigments are sourced and manufactured, asking us to rethink colour through the lens of what is offered up in the flora and fauna of the actual world we inhabit.

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Mythical Forest Salon – Schotten & Hansen

“Wooden finishes and pieces are key to all our projects – it's the element of nature, its rawness and warmth that really completes a space.”

Kit Kemp Design Studio

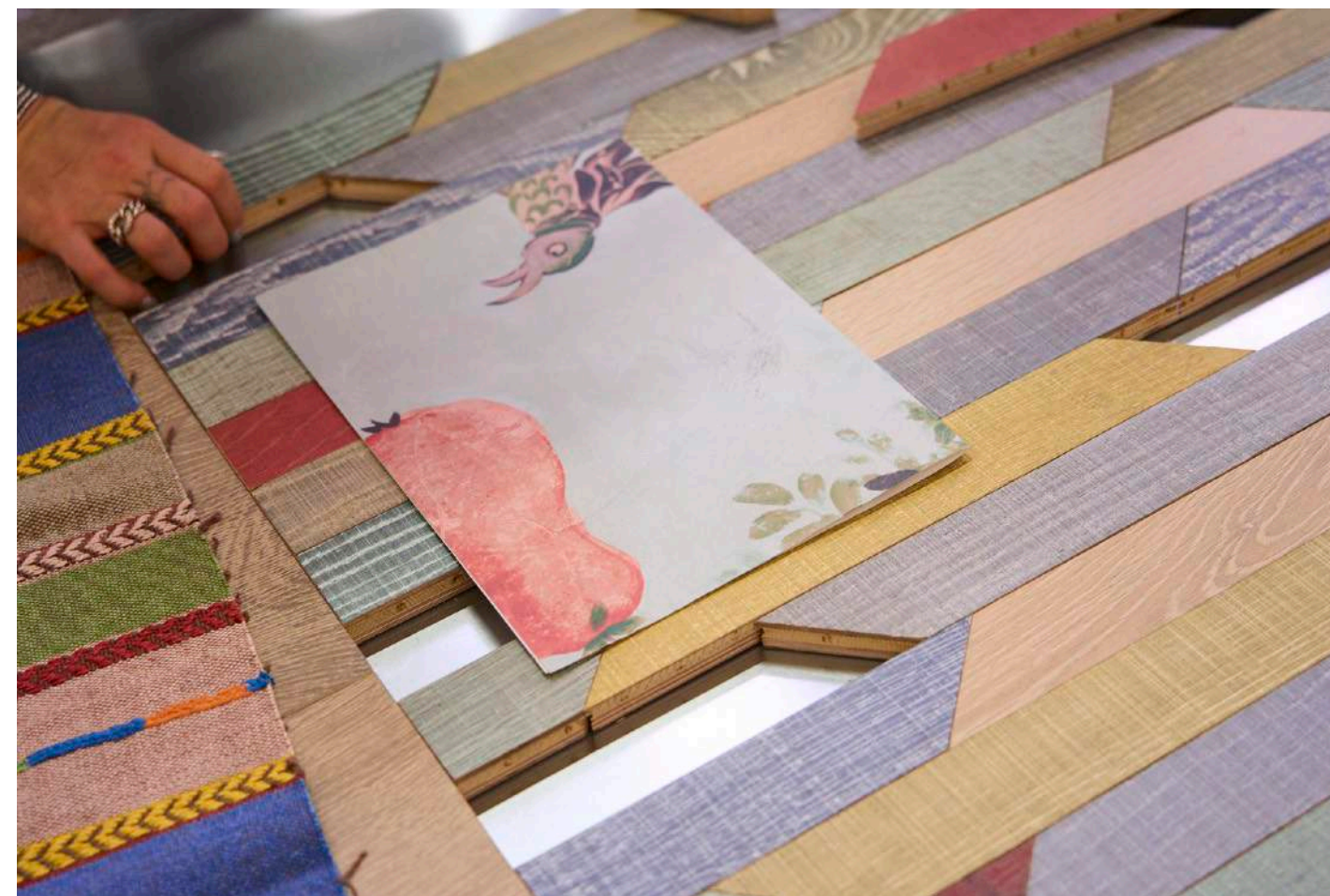


YS Loves

The playful, expressive palette of wooden veneers are both natural and ethically manufactured. The magnetic installation process means wooden floor and furniture panels are flexible, modular and easy to reassemble or disassemble, for longevity.

Regenerable wooden flooring and surfaces designers **Schotten & Hansen**, collaborated with **Kit Kemp Design Studio** to showcase new departures in wood. The brand introduced innovative magnetic flooring and tables and a range of natural veneers.

The palette is playful and the natural colours versatile and designed to make a bold statement.



y Stone Renaissance



Livia Spinolo x Wienerberger



"My goal is to create pieces that not only serve a functional purpose but also inspire awe and appreciation for art and nature.

Artist, Livia Spinolo

YS Loves

Artistic collaborations offer brands an opportunity to re-contextualise and re-imagine key products, introducing them to a captive, culturally engaged consumer.

Through reframing what is already known and loved, artistic partnerships further drive brand engagement and interest.

Artist **Livia Spinolo**, invites us to reconsider the humble brick. Her residency at building supplier **Wienerberger's** factory allowed her to transform raw clay into art pieces.

Working with the bricks original form, Livia preserves the recognisable structure whilst simultaneously introducing feminine curves and softer edges & reimagining the masculine building material through a feminist lens.

Brick From A Stone Albion Stone x Hutton Stone



Albion Stone and **Hutton Stone** showcased Heritage Portland Stone Bricks boasting almost 80% less carbon than typical clay fired bricks. Crafted from stone, the bricks are not subjected to high temperatures like traditional clay-fired bricks, resulting in a fraction of the embodied carbon and making the bricks one of the lowest carbon building materials globally.

“We’re turning our ever-growing surplus of so-called imperfect stone into a low-carbon construction material.”

Marcus Paine - Albion Stone

YS Loves

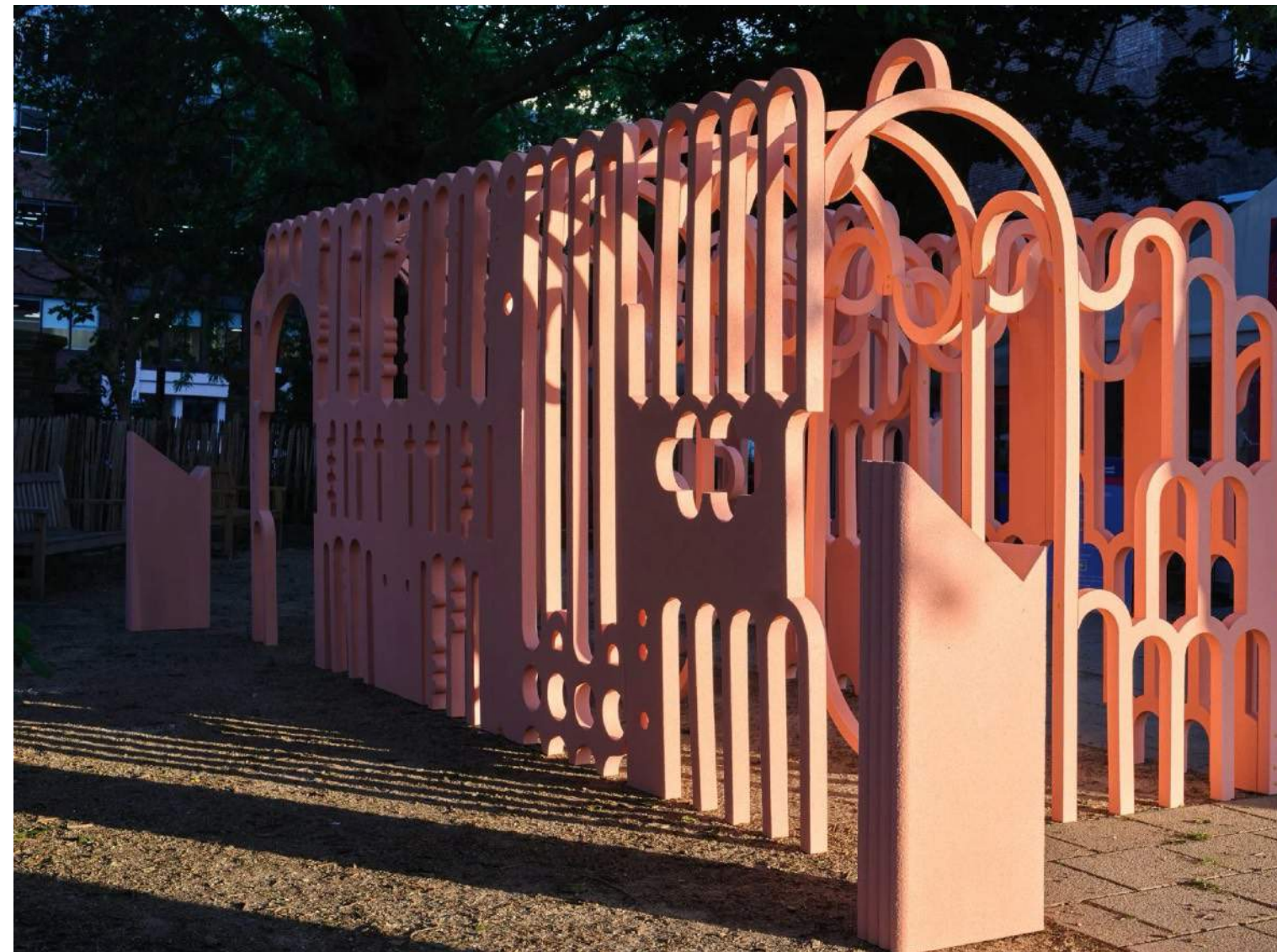
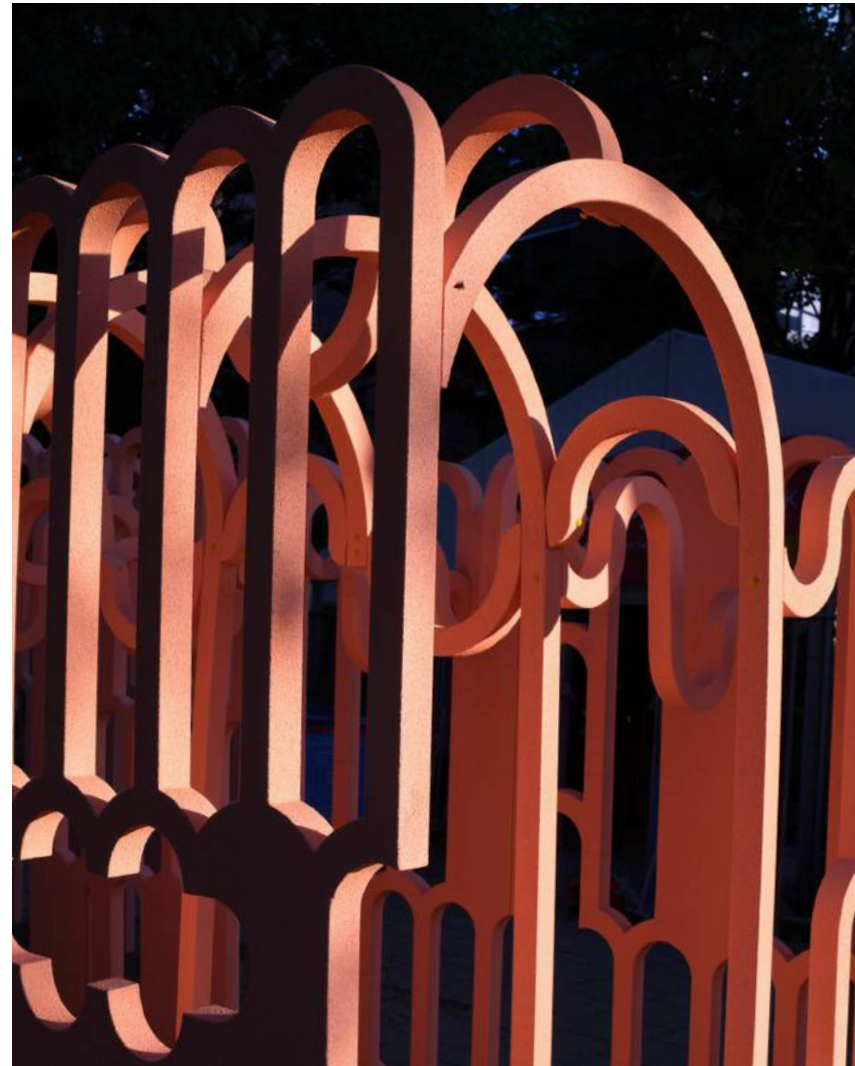
An everyday material, brick still offers the scope to be reimagined and reinvented through a more sustainable lens.

By incorporating a low carbon, luxury stone into retail design, brands can promote their commitment to sustainability and longevity in their designs.

Y Everyday Reframed



The Possible Impossible Pavilion - Peter Morris



Architect Peter Morris unveiled The Possible Impossible Pavilion. Multiple connected arches constructed from a recyclable, polystyrene-based imitation stone. This was a scaled version of Morris project The Cloud House, two three story homes with planning permission to be clad in a pink-arch-covered facade.

“...exploring the arch shape which appears both in the interiors and exteriors of St Martin's Church opposite, it made sense to modernise and simplify that shape and then use it unapologetically, absolutely everywhere.”

Architect - Peter Morris

YS Loves

The polystyrene, imitation-stone material offers a cost-effective solution for building the sculptural elements. The innovative material is affordable, malleable, flexible, and lightweight.

The innovative polystyrene material offers the opportunity to reinject new life into existing architecture or environments and to reimagine rather than rebuild.

Aldgate Gold

London Met Uni x Benchmark



London Metropolitan University students collaborated with **Benchmark** to breathe new life into found objects, transforming them into purposeful and aesthetically pleasing items.

Their creations, with beautiful and textural juxtaposition of materiality, showcase the potential for sustainability and artistry in everyday objects.



"The students identified some really innovative ways to add value to found objects that would otherwise have been waste."

Course Leader - Simon Hasan

YS Loves

The concept reminds us that everything has the potential to take on a new lease of life and be recontextualised.

Waste doesn't have to be perceived as such. Brands have the opportunity to signify their principles and ethics through collaborations with recycled material innovators.

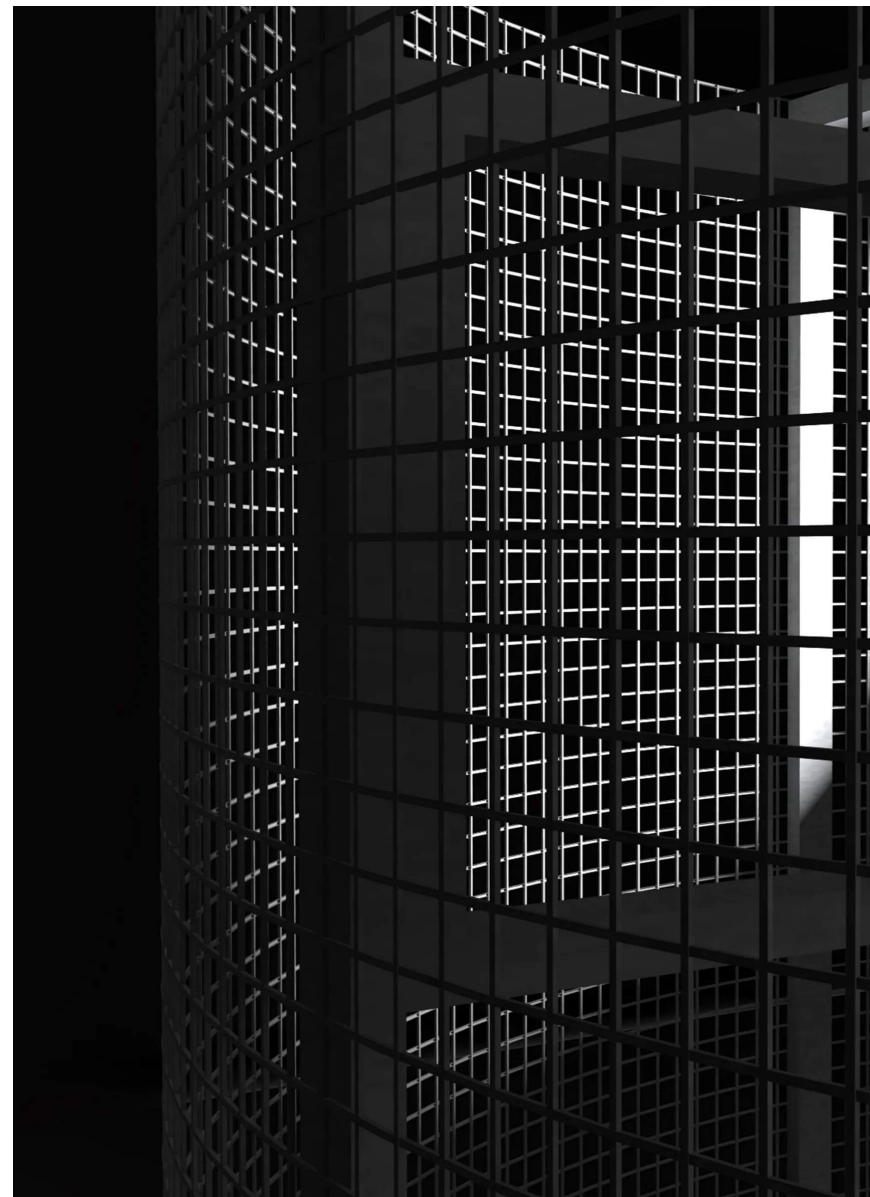
Key Takeaways

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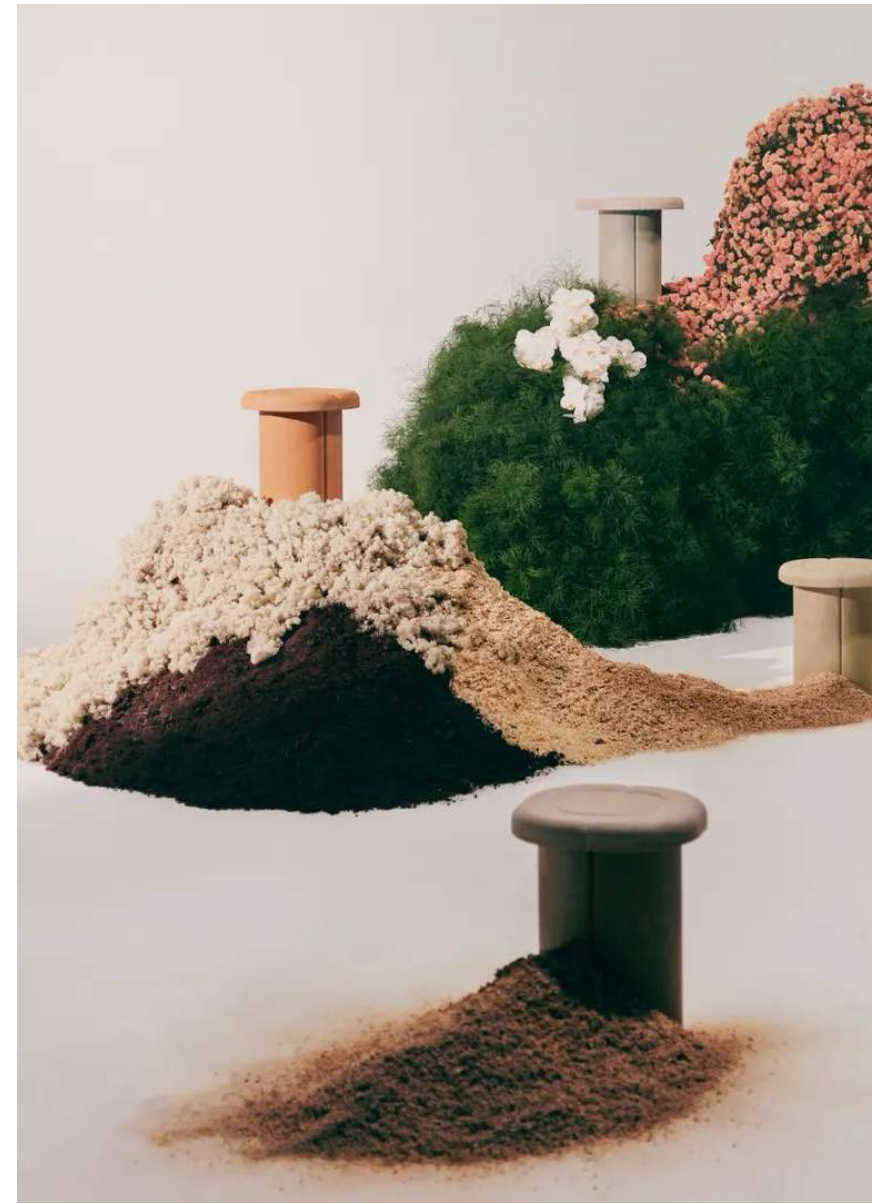
Covert Tiles

Tiles can sometimes offer new digital possibilities not apparent at first glance, such as hidden LED functionality.



Emotional Wavelengths

Nostalgia driven physical activations can tap into our emotions and resonate deeply with audiences.



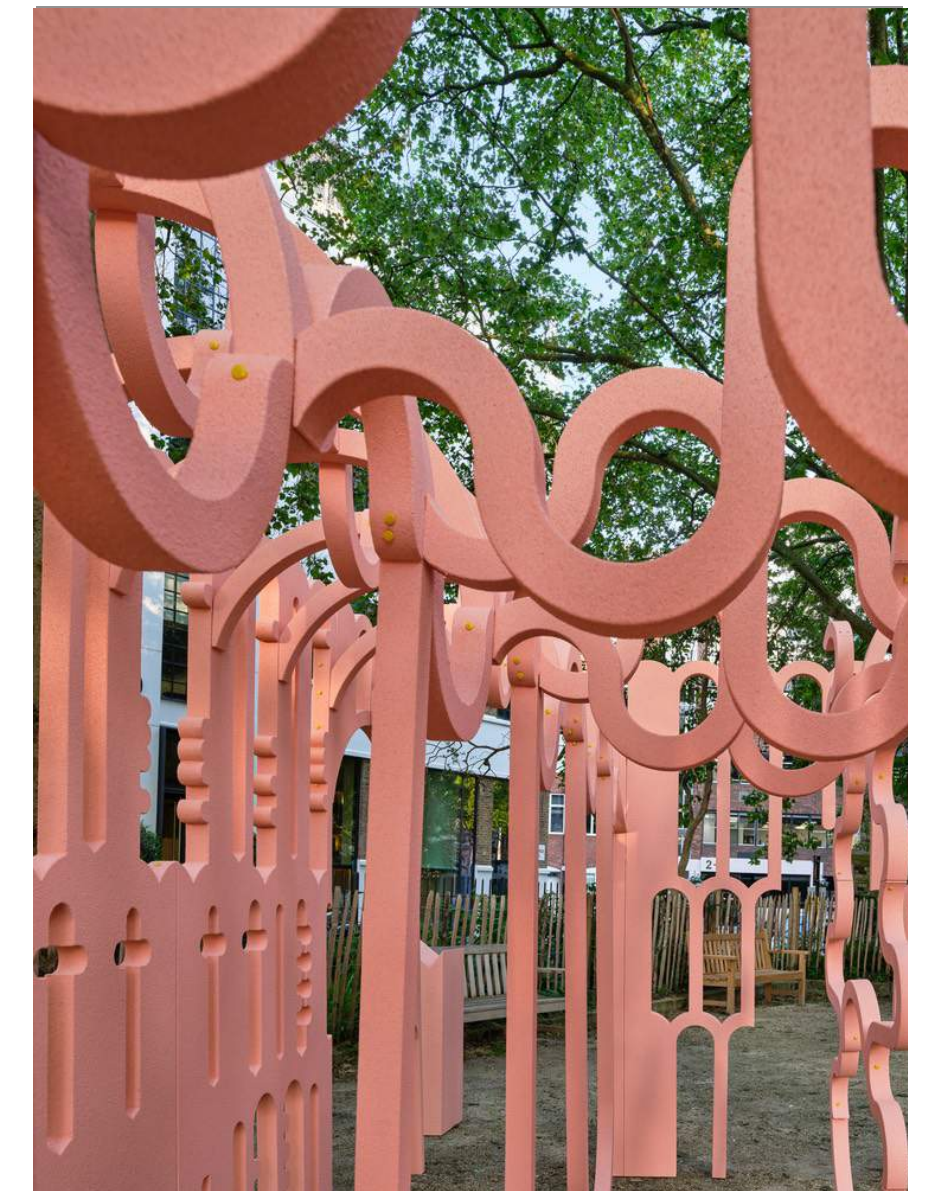
Future Earth's Palette

Weather seasons of our not so distant future will impact colour research and palettes.



Stone Renaissance

Stone is going through a revival. New production methods make it a possible low carbon solution.



Everyday Reframed

Recontextualising what we see everyday allows us to consider things from brand new perspectives.

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YourStudio

YourStudio creates environments and experiences that inspire human connection

Continue the conversation
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