100% Design 2015 Commissions Design Features

Wednesday 26 August, 2015

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100% Design 2015 Commissions Design Features 100% Design From dramatic colour inspired environments to a Fabrica-designed tea café at new home Olympia London (23-26 September 2015)

London, United Kingdom, 2015-08-19 - 100% Design (23-26 September 2015), the UK's largest design trade show, will move to its new home Olympia London this September, celebrating its 21stedition. The show will return with a series of specially commissioned installations which are designed to push the creative boundaries, from concepts to processes and material capabilities. Staged across the two levels in the Grand and West Halls, the leading features at 100% Design 2015 explore the central theme, Design in Colour, with creative development in association with *Studio Design UK*.

Half-Three Café

The concept for this year's feature café, Half-Three Café, is a contemporary take on an English tradition – a multi-sensory experience of taste, aroma and colour, celebrating a broad selection of tea. Incorporating an installation of hand-blown glass vessels, the café offers visitors a break from the bustle of the show to relax with a cup of freshly brewed tea.

The feature is designed by *Daniel Rous* of *Fabrica* and situated in the Kitchens & Bathrooms section, with key sponsors including tea by *Twinings*, materials by*Formica Group* and Italian furniture maker *Piaval*which has produced a custom-designed chair for the space.

The Half-Three Café will see a chandelier-inspired installation hung above the bar and arranged at different heights. Each hand-blown vessel contains a different shade of tea, and the fluid nature of the blown glass creates a liquid-like visual landscape as though the glass is in motion. When the pieces are illuminated, light shines through the glass, enhancing the natural colour found in the teas and casting a colour spectrum through the space. Each glass piece was hand-blown by master glass blower Massimo Lunardon in his workshop local to *Fabrica*.

Mattergarden

Mattergarden has been conceived as an interactive environment to inspire conversation and engagement amongst visitors. Situated within the Design & Buildsection, its stratum-inspired structure is intended as a tactile platform for the exploration of contemporary and future materials, as well as treatments and applications for use in design and architecture.

The cliff face 'hide' forms an organic juice bar, filled with fresh ingredients bursting through its crevices, peeking out on a rock formation on which visitors will find a place to perch, roost or congregate. Visitors will have the opportunity to enjoy a variety of fresh juices, blended from organic ingredients and developed by juice brand *My Detox Diet*, that are also used in architecture, interiors and construction, in order to quite literally get a taste of raw design and building materials.

Interiors' Feature

The overall show theme, Design in Colour resonates strongly in the Interiors section of 100% Design 2015. Within this section, the specially commissoned feature highlights the Spring/Summer 2016 colours identified by trend forecasters *WGSN*. By applying the key colours to a concept space dominated by a series of columns, the carefully selected pieces of furniture bring to life the look and feel of latest and future interiors.

Created by *Studio Design UK*, the striking feature provides a simple concept of colour matching both products and tones. It celebrates the unexpected in design, inviting people to look differently at the traditional room set. Working with a range of suppliers and partners including *Paint by Conran*, the feature creates a series of spaces that visitors can enter from different locations and discover a different experience each time.

Show Entrance

Working with the large open space at Olympia London, *Studio Design UK* has again partnered with leading contemporary crystal manufacturer *Lasvit* and UK materials company *Camira Fabrics* to create a suspended entrance feature that is set to inspire show visitors. Also look out for the bespoke installation

by*Rug Designer* when entering the hall and from the gallery level above.

Central Bar

Working in collaboration with material sponsors*Perspex® Acrylic Brand*, *Studio Design UK* has created a colour-inspired pavilion in the central bar at 100% Design 2015.

The studio presents a dynamic structure which offers an aesthetically pleasing interpretation of the show's theme, Design in Colour. Set against the magnificent architecture of Olympia London, the central bar acts as a meeting and networking space as well as an area to relax and absorb the show.

Auditorium

The auditorium at 100% Design 2015 is a stand-out commission, providing a dramatic, open space for visitors to be part of the Talks with 100% Designprogramme without having to enter or sit within the space. This year's auditorium is designed by textile artist and designer, *Anne Kyyrö Quinn* – a creation of textured wall coverings and artwork, all tailor made within the designer's London studio.

Kyyrö Quinn's design beautifully responds to the show's theme, using the studio's signature bold colours, rich textures and striking 100% wool felt motifs. Supported by *Camira Fabrics*, the auditorium is designed to be an effective space for channelling the acoustic qualities of the material, with seating supplied by *LINA*.

Restaurant

The show restaurant at 100% Design is always worth taking in. Specially designed by *Studio Design UK*, this year's restaurant is situated within the Design & Buildsection, on the upper floor of the show.

Working with specialist catering company *Levy Restaurants*, the menu, environment and service have been brought together to create an exceptional offer for visitors and exhibitors to meet, eat and enjoy. Operating a reservation system as well as a walk in policy, the restaurant is the perfect place to entertain, or grab a quick bite on a busy day at the show.

For more information on 100% Design, please visitwww.100percentdesign.co.uk.

ENDS

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Notes to Editors

Dates for 100% Design 2015

Wednesday 23 September - Saturday 26 September 2015

Olympia London

www.100percentdesign.co.uk

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Media 10

100% Design London is owned and staged by Media 10 Ltd, owners of the world's most influential design magazines and events. Media 10 has fast become one of the leading players in the global events industry as a result of the hugely successful Grand Designs Live, Clerkenwell Design Week and The Ideal Home Show.

www.media-ten.com

Fabrica

Fabrica is a communication research centre. It is based in Treviso, Italy, and is an integral part of the Benetton Group. Established in 1994 from a vision of Luciano Benetton, Fabrica offers young people from around the world a one-year scholarship, accommodation and a round-trip ticket to Italy, enabling a highly diverse group of researchers. The range of disciplines is equally diverse, including design, visual communication, photography, interaction, video, music and journalism. Fabrica is based in a campus centered on a 17th-century villa, restored and significantly augmented by renowned Japanese architect Tadao Ando.

www.fabrica.it

Daniel Rous

Daniel Rous is a product designer from the UK, a 2013 graduate from Bath Spa University. Since graduating he has worked in various practices between London and his hometown of Oxford, gaining experience in product design studios, architecture and interior design practices. In November 2014, Daniel joined Fabrica as a resident product designer. Since joining he has worked with Fabrica on projects for Airbnb, Diakin, the Italian Makers Village, and EXPO Milano 2015.

www.daniel-rous.com

Studio Design UK

Started by Kirsteen Martin and Christopher Spiteri, Studio Design UK is a creative consultancy creating unique, dramatic and inspired designs, installations and events. It offers full production services and creative direction.

The studio produces functioning solutions for semi-permanent and permanent installations across the events, exhibition, fashion, arts and design industry. The technical know-how and experience allows Studio Design UK to provide a unique service, utilising a wealth of trusted suppliers whilst understanding budget and spatial limitations.

Studio Design UK regularly creates immersive environments, site specific installations and events for clients such as 100% Design, London Design Festival and DesignEX.

www.studiodesignuk.com

Anne Kyyrö Quinn

Resembling artworks more than conventional fabrics, the contemporary creations produced by the Anne Kyyrö Quinn studio are not textiles as you once knew them. Cut, sewn and finished by hand, its unique choice of luxury natural fabrics are crafted into interior textiles designed to harmonise timelessly with any setting. Each product is conceived as a gesture of simplicity, yet, the studio makes space for bold colours, rich textures and striking motifs.

Anne Kyyrö Quinn's sculptural approach has pioneered a new genre of interior textiles based on three-dimensional structure rather than smooth surface ornamentation. Its products are based on a portfolio of designs inspired by organic shapes and expressed with bold simplicity. Whether crafted into acoustic wall textiles, curtains or low seating pieces, each design has a tactile feel that appeals to the eye as well as to the hand.

As the studio merges twenty-first century design with textures inspired by the natural world, its products bridge the gulf between the urban interior and the natural landscape, and bring an elegant, unassuming beauty into everyday life. Its commitment to design excellence makes Anne Kyyrö Quinn one of Britain's leading manufacturers of handcrafted interior textiles. Since the studio was established in 1999, its products and bespoke textile installations have been distributed internationally.

From its base in London, the studio provides a consultancy service for special residential or contract

projects, working with architects, contractors and interior designers to create tailor-made pieces for a wide range of interior settings. As Anne Kyyrö Quinn's products continue to gain acclaim in leading interiors around the world, its commitment to quality, innovation and design excellence travels with them.

www.annekyyroquinn.com

For more information:
www.100percentdesign.co.uk/

Company Contact:

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