



Galula's Pendura Coat-Stand

Tent London & Super Brands

Whether you're an architect, an interior designer, or a journalist, design festivals are where you go to find something new, something different, something you can't find from the comfort of your desk – and more often than not those things come from independent designers

Tent London and Super Brands London takes place over the 24th – 27th September at the Old Truman Brewery, during the London Design Festival. Tent London has been championing independent designers, both well-known and emerging, since it was founded in 2007.

Showing for the first time at Tent this year is Dome Studio, tipped as this year's 'one

to watch.' Dome designers, Tom Whiteway and Jonathan Blayne, will be sharing their fresh take on furniture, presenting their EDIT Interior Wall Tile range. They will be joined by the ever colourful Primary Grey and self-confessed 'wood nerd' Ted Jefferis of TedWood.

Inspired by interactive sensory design is newcomer Emily Skinner with her interior products and wall coverings brand, Evan ▼

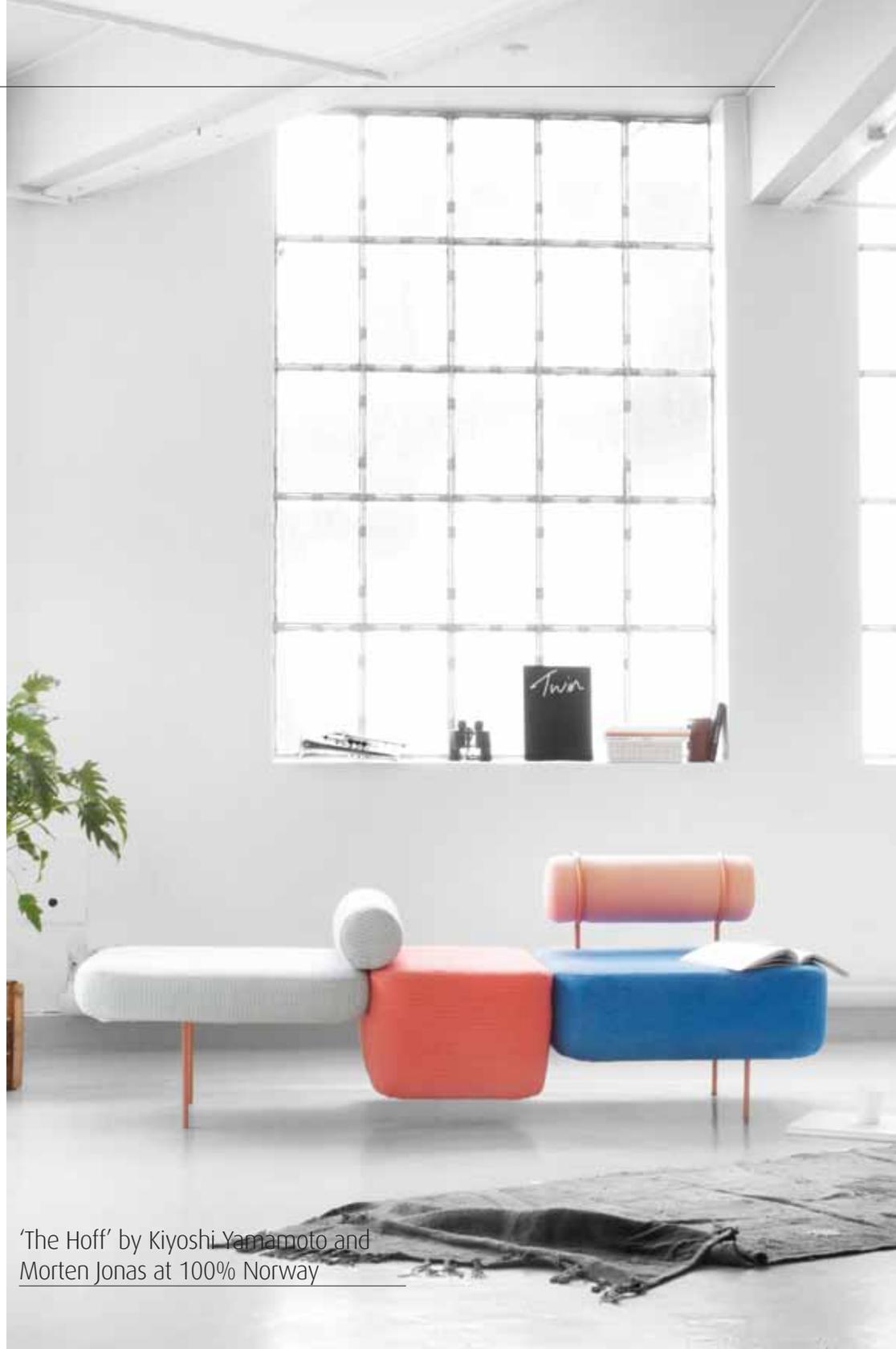
▲ James Design. Other designers joining Tent with a collection of surface pattern designs will be Emma Richmond and her brand HJEM with a series of nature-inspired home accessories and paper goods, as will New York-based Flavor Paper with a range of hand-printed wallpaper.

Daniel Schofield will be at Tent for his first solo show. His intuitive use of materials has resulted in a tactile range of stools, accessories and lighting. Indian-inspired soft furnishings brand Safomasi will be debuting at Tent London, as will Danzo Studio, Mestiz and Mark McClure, all with fresh new ideas to share.

Alongside 250 independent designers are a slew of national pavilions from countries including Ireland, Korea, Poland, Australia, Italy, Norway, Denmark, and Czech Republic, plus many more. In preparing for Tent London 2015, a great deal of time has been spent meeting with the embassies, trade ministries and institutes of various countries.

Tent country regular, 100% Norway, will enjoy its 12th exhibition in London with a brand new format produced by Fuglen, responsible for Norwegian Presence, Milan 2015. Moreover, there has not been a proper Swedish event at the London Design Festival for a number of years. Remediating this, Tent London is working with furniture designers Nelson Ruiz-Acal and Cate Högdahl, of Cate&Nelson, to present the Swedish Pavilion & Design Café. It will be a relaxing and refreshing space with cosy lighting, beautiful furniture and fantastic coffee.

The exhibition's director and co-founder Jimmy MacDonald believes the impact of these tightly curated installations is a ▼



'The Hoff' by Kiyoshi Yamamoto and Morten Jonas at 100% Norway

▲ vital component of Tent's offer.

"It's like capturing a moment in time," Jimmy said. "Visitors can see precisely what is happening in any given country right now, and national identity is often projected through craft."

As an antidote to mass production and conscience buying, one of the overarching focuses in design in recent years has been a renewed interest in craft. And perhaps more than any other exhibition at this year's London Design Festival, Tent & Super Brands London brings together masterful contemporary craft under one roof at the Old Truman Brewery.

The Design & Crafts Council of Ireland will present Ó (meaning 'from' in Gaelic), an exhibition of the processes of craft heritage that has laid the foundation for contemporary craft. Its vast, 300m² space will showcase work from designers such as furniture maker Snug and stone mason Hennessy & Byrne as well as live workshops where visitors will be able to see demonstrations of stone cutting, furniture making and glass cutting. Companies to look out for include Aodh Furniture and live



weaving by Mourné Textiles.

However, craft isn't confined to the national pavilions. Around the aisles of Tent, visitors will also have the chance to preview work from ceramic design studio The Ceramicists, textile work from weaver Karin Carlander, and making a debut in the UK is Julian Watts, a young woodcarver from San Francisco.

The sister show to Tent London, Super Brands London is back for its fifth year with a dynamic selection of new names. An interiors trade fair exclusively for established global brands, Super Brands London is the place to see a selection of the world's most progressive furniture, lighting and interiors brands at the Old Truman Brewery.

Designer Sebastian Scherer introduces his first collection of furniture, lighting and products with his brand Neo/Craft, whilst Caesarstone, leaders in engineered quartz stone flooring and surfaces, come to Super Brands London for the first time with a stunning showcase of beautiful products. Other brands to see will include Portuguese brand Byedition, Finnish furniture design from Poiat, British-Finnish brand &New furniture, Impreffecto Lab from Italy and Solid Floor, plus many more.

