TREND REPORT

CLERKENWELL DESIGN WEEK 2019

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CLERKENWELL DESIGN WEEK 2019

For the last 10 years Clerkenwell Design Week has been an engaging, industry leading and joyful highlight of my design calendar.

Within this report I hope that you enjoy a flavour of Clerkenwell Design Week's 10th event as well as an insight in to a selection of specific trends.

I have attended this sunny event since it's launch in 2009 as an exhibitor, showroom and visitor. Each year I am thrilled by the quality of design on show and the level of knowledge generously shared.

In the early years the Familoe building provided a vibrant hub for the event and set the tone for the event in the years when this building was no longer available. It would be wonderful to see an alternative venue become available which could draw the event back in to a tighter footprint.

There was a wonderful welcome from all exhibitors this year, although, there was a sense that the industry as a whole was perhaps less united than in the past.

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PARTICIPATE

EVERYONE IS WELCOME

Left page:
Deadgood bag making workshop.
Held in their showroom
46 Old Street, Clerkenwell

Right page:
UHS tool box making workshop
with Harriet Poppy Speed from
This Girl Makes.







JOIN IN!

The result of Clerkenwell Design Week's success throughout the last decade has been an increase in the number of showrooms signing up to participate. This brought with it one of the most important parts of CDW - the opportunity to participate.

Over the last 10 years Clerkenwell's showrooms have entertained and informed their guests with activities ranging from yoga, smoothy making with peddle power, leather work, wool spinning, drawing classes, colouring in - the list is endless. Taking part in these activities brings with it a feeling of not just being an outside visitor but of being an integral part of the event and in turn is certainly a key element to the positive vibe at CDW.

This year I took the opportunity to participate in two hands-on workshops. I began by booking a place on Deadgood's bag making workshop. Visitors were guided, in Deadgood's welcoming and informal manner, to join their designer Li-En Yeung in sewing a tote bag using Bute Fabrics' beautiful Alchemy fabric.

As part of an extensive program of events UHS welcomed guests to make a tool box in their temporary showroom. The participants were taught by Harriet Poppy Speed, founder of This Girl Makes. This Girl Makes strives to educate and inspire a new generation of makers as well as celebrate women in the craft and design industries.










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KNOWLEDGE SHARING

WELLBEING

Wellbeing has been a topic of discussion at Clerkenwell Design Week for many years, with many extremely knowledgeable speakers explaining the benefits of biophilic workspaces, fresh air, healthy eating and flexible working hours to name just a few. These concepts are increasingly a workplace standard.

This year I was drawn by three talks which each touched on wellbeing from refreshingly new viewpoints.

MARK Product hosted a wonderful talk by Alan Moore, author of Do/ Design - Why beauty is key to everything. Alan passionately explained the importance of imbuing design with great meaning in order to bring joy. He also touched on beauty in leadership and the positive impact working on yourself has on those you work with.

‘SOME SAY BEAUTY IS A LUXURY, BUT WHAT IF IT IS KEY TO CREATING A BETTER WORLD FOR US ALL?’

MARK Product also hosted a fascinating talk by Mike Coulter who inspired his audience with the positive life, and work, benefits of integrating Tiny Habits in to your day.

Established & Sons invited Dirty Furniture Editor Anna Bates, Principal Adam Strudwick at HLW London and designer Konstantin Grcic to discuss how design will shape the workspace of the future. Adam provided considerable insight in to the role HR will play on the design of these spaces, sighting the importance of employee wellbeing as being the driving force for HR to achieve recruitment and retainment.


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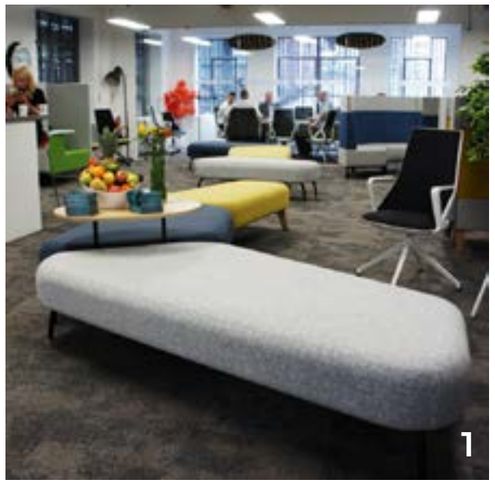

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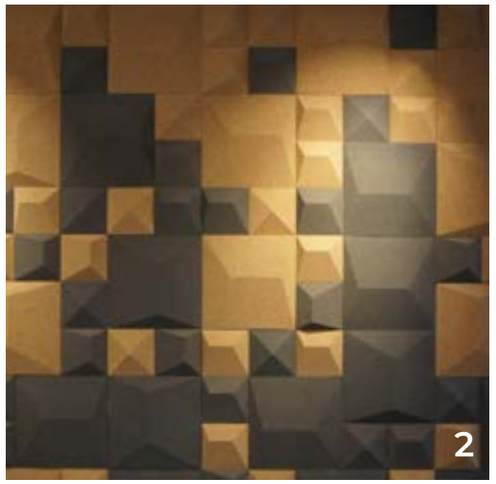

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1. *MARK Product - Mike Coulter: Tiny Habits*
2. *MARK Product - Alan Moore: Celebrating beauty in all we do*
3. *Established & Sons - Design Talk*
4. *Established & Sons - Design Talk*
5. *MARK Product - Alan Moore: Celebrating beauty in all we do*
6. *MARK Product - Alan Moore: Celebrating beauty in all we do*







NEW PRODUCT LAUNCHES

Clerkenwell Design Week is regularly used as a launch platform for new products and this year was no exception. New furniture designs showed a subtle undercurrent of organic forms and tactile profiles whilst wallcovering and textile designs, as well as artwork, brought us joyful patterns with vivid colour palettes.

At a time when the market is slower than ideal, attention to detail is paramount in order for one design to take the edge over another. This was evident across all new product launches in sewing detailing, timber profiling, colour selection and surface finish.

1. *Edge Design - Polka*
2. *Havwood - Vertical Collection: Giza, Modo & Reyes*
3. *Muraspec*
4. *Panaz - Patternistas Collection*
5. *Davison Highley - Chime Collection*
6. *Modus - VWork Desk by Simon Pengelly*
7. *Knightsbridge Furniture - Climb*
8. *Roger Lewis - Kyoto by Richard Jones*
9. *Vescom - Showroom Launch*
10. *Morgan - Rakino by Tim Rundle*

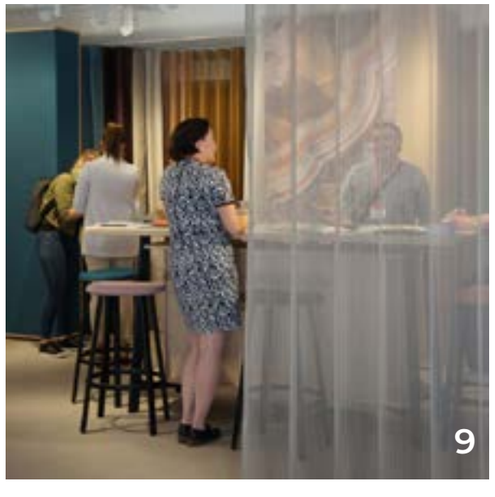














AERON HOCKEY JOIN IN!



Did you join an Aeron Hockey team?

To celebrate 25 years since the Aeron chair's launch Herman Miller treated visitors to Aeron Hockey, in their pop-up installation in Brewhouse Yard, where teams took part in fast-paced matches!

Aeron. Ergonomic excellence, in and out of the office.

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WORK CAFE





MONO SHELL

Seating for a workplace café is a brief which had not previously been rigorously addressed.

Boss Design explains that the work café space is 'a signature space that can define a company's culture, improve productivity and become a magnet that attracts employees to the workplace.'

'IT IS A COMPELLING NEW WAY TO GENERATE ENERGY - A HUB WHERE PEOPLE CHOOSE TO WORK.'



Boss Design previewed Saint during Clerkenwell Design Week, due to be launched this summer. Saint, a mono shell chair collection, is a beautifully contoured multipurpose chair available in ten vibrant seat shell colours, with five base options with an optional upholstered seat pad, the choices are endless.

Boss are not the only brand tackling the brief for work café seating. At Milan Design Week 2019 we saw Magis launch Vela designed by Gilli Kuchik & Ran Amitai, as well as Emeco launch On & On designed by Barber & Osgerby.

During CDW Allermuir launched Kin by Pearson Lloyd; a comprehensive collection which includes multiple mono shell and base options originating from a 'family' concept.

'KIN'S PURPOSE WAS TO BE ONE COHERENT AND HARMONIOUS COLLECTIVE. MEANING THERE ARE NO POOR COUSINS, JUST STRONG, COMPELLING CHARACTERS.'

Haworth worked with Patricia Urquiola to launch the Maari collection which intentionally bringing the physical and visual comfort of home in to the workplace.

Cappellini extended their Juli Collection with Juli Plastic in 2018.

One thing is for certain, the workplace café certainly has a colour of choice!

1. *Haworth - Maari designed by Patricia Urquiola*
2. *Boss Design - Saint*
3. *Allermuir - Kin designed by PearsonLloyd*
4. *Cappellini - Juli Plastic designed by Werner Aisslinger*
5. *Boss Design - Saint*





INSTALLATIONS



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1. Decade - Russell Bamber
2. Decade - Maggie's Barts collaboration with Sarah Boris
3. Bottlehouse - Small (Six Miles Across London Ltd) with support from WSP Design Studio
4. 'Be, Well' Pavilion - Sponsored by Haines Watts London in partnership with architects WR-AP
5. Clerkenwell Outrange - Natasha Lopez
6. 66 Martyrs - Alistair Ramage

10 years ago Clerkenwell Design Week was able to launch with the Farmiloe building at it's core. Since this building was set aside for development, now well under way, the organisers were forced to find alternative venues for the rapidly growing number of exhibitors. The result is now a diverse collection of buildings and temporary structures which span the whole area of Clerkenwell requiring plenty of time and comfortable shoes!

What the organisers have done brilliantly is build in a programme of installations, which married with their strong pink branding, creates a context for the event and wayfinding where visitors enjoy the routes between venues and navigate the event with ease.

DECADE

This year to celebrate their 10th birthday 10 candles were commissioned and dispersed across Clerkenwell, each beacon designed by a pioneer within the creative industry. I enjoyed discovering each design but the beautifully clever way in which Russell Bamber's candle appears to glow in the centre was my highlight.

ONCE UPON A TIME

Once Upon A Time interpreted rich and sometimes dark historical tales of Clerkenwell, from wife sales to prison bombings. UAL Chelsea College of Arts, BA Graphic Design Communication students brought stories to life with graphic installations in six locations, each using CDW's vibrant colour palette and creating perfect 'instagramable' visions.


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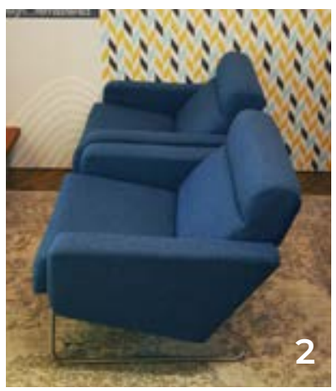
CONTEMPORARY HERITAGE



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1. *John & Sylvia Reid S-Range Furniture*
2. *John & Sylvia Reid S-Range Furniture*
3. *Race Furniture*
4. *Boss Design - DNA*
5. *Camira - Zap & Armadillo by Jens Risom*
6. *Camira - Zap & Armadillo by Jens Risom*


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WHY IS NOW THE RIGHT TIME FOR HERITAGE DESIGN TO THRIVE?

2019 has seen the re-launch of Race Furniture by Ocee International and John & Sylvia Reid's designs for S-Range Furniture. These two heritage brands are of differing scale but both recognise the expertise of the original designers.

Race Furniture was re-launched with a perfectly positioned collaboration with Jay Blades. The collection of re-imagined pieces were auctioned during CDW with funds raised will help Jay start the Jay & Co Academy where he plans to work with furniture manufacturers to get underprivileged young people into apprenticeships.

John & Sylvia Reid's designs were originally launched by Stag in the early 1950's and manufactured for the following decade. John and Sylvia's son Dominic Reid is overseeing the reissue, ensuring the furniture remains faithful to the original designs which are being manufactured by Nicholas Radford, son of the original manufacturers.

Camira has also launched a heritage collection, recreating Danish American designer Jens Risom's textiles over 40 years after they were originally released.

Boss Design took a different heritage approach, choosing to reference their own Delphi design in the upholstery detailing of their new DNA collection.

I don't have the answer to why these brands will flourish in today's market, please share your opinion with us by emailing alys@designinsiderlive.com



WORKPLACE OPEN STORAGE

As paper storage becomes increasingly redundant in the workplace the opportunity has arisen for display and to take inspiration from domestic and hospitality interiors.

During 2018 and 2019 we have seen a surge in open storage systems for the workplace. The dominant form for this is a grid system and it was exciting to see the varied approaches to this strong trend during Clerkenwell Design Week.

1. *Spacestor - Palisades Grid II*
2. *KI*
3. *Bisley - Bob*
4. *Rigg - Flex*







COMING SOON!

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