



## London Design Festival, September 18-26, 2010 Fitzrovia Village launches with its first event, Fitzrovia CREATIVE

Fitzrovia Village is a new loosely grouped organization of design-led retail venues, galleries, hotels and eateries. It will launch with its first ever event – Fitzrovia CREATIVE – during this year's London Design Festival.

Named Fitzrovia Village to take into account the diversity of companies based in the area of Fitzrovia and nearby Wigmore Street, the cooperative has been set up to position Fitzrovia as London's 'hidden jewel'. The group recognizes the unique character of the area and wants to encourage Londoners and visitors to London to discover it too.

During London Design Festival, the companies that form 'Fitzrovia Village' will all stage events – on Wednesday September 22<sup>nd</sup> – for Fitzrovia CREATIVE, a showcase of the area's creative output and will remain open throughout the Festival dates (18<sup>th</sup>-26<sup>th</sup>).

Central to September's activities will be a two-sided map detailing all partners involved which will be distributed throughout Fitzrovia and at other central points during the London Design Festival.

The Fitzrovia Village initiative is spearheaded by EDC (European Design Centre) London who have produced the artwork and website. *"We believe that Fitzrovia is an exceptional area with an extraordinary mix of stylish businesses: from excellent bars, restaurants and hotels to the fashion, design, retail and wholesale industry. You can also find architects, interior designers, art galleries, alongside furniture, kitchen and lighting showrooms.*

*This combination of industries is a key part of Fitzrovia's creative and cosmopolitan character and it is this 'melting pot' which presents us with a golden opportunity to position our district as one of London's premier districts for style and design,"* says John Summerhill, Managing Director of EDC London.

Fitzrovia is an historic, peaceful neighbourhood with an unusual blend of residential and commercial properties, nestled between bustling Tottenham Court Road and Oxford Street, in the heart of the West End. From its early days it has been a centre of creativity; initially the home of tradesmen and craft workshops it is now a centre of the fashion industry, design, media and advertising. It still maintains some of its bohemian and avant-garde atmosphere.

### Highlights of this event will include:

#### **bulthaup, 37 Wigmore Street:**

bulthaup Mayfair welcomes visitors to experience bulthaup in one of the world's flagship showrooms, whilst enjoying a glass of wine and talking to world class designers.

*On the 22<sup>nd</sup>: bulthaup Mayfair will be holding drinks between 6pm and 8pm.*



#### **Contemporary Applied Arts, 2 Percy Street:**

##### **'A Living Space' curated by Kit Kemp**



Tastemaker, designer and Design Director of Firmdale Hotels, Kit Kemp has commissioned totally one-off work from dozens of *the* top British craftspeople working today as part of a show to illustrate the vast possibilities of working with craft in a domestic environment, and how it can transform a room. A major feature is the bespoke plate wall installation, where Kemp has ambitiously asked 100 makers to create one plate each in the material of their choice: wood, ceramics, metal, textiles or glass.

*On the 22<sup>nd</sup>: Hotelier and designer Kit Kemp of Firmdale Hotels will be giving an hour's and Q&A talk in the CAA gallery at 2.30pm. An invitation-only party will follow between 6.30pm and 9.30pm.*

**Diemar/Noble Photography, 66-67 Wells Street:**

**'Quetzalcoatl: Photographs by Manuel Alvarez Bravo'**

On 15 September, to coincide with the 200th anniversary of Mexican Independence, Diemar/Noble Photography will present a unique range of photographs by Manuel Alvarez Bravo (1902-2002), renowned photographic pioneer of Mexico and celebrated master of the medium.

*On the 22<sup>nd</sup>, Diemar/Noble will be holding drinks between 6:30pm and 9:30pm.*



**EDC London, 20 Margaret Street: Ørgreen Playground: Skyline Edition**

World-renowned eyewear design firm Ørgreen has joined forces with exclusive furniture brand Republic of Fritz Hansen™ to produce a series of Arne Jacobsen Swan™ chairs that feature the same Copenhagen skyline design as a special edition collection of eyewear by Ørgreen. Special edition København frames and Swan chairs will be available to purchase during the Festival and will continue to be stocked exclusively at EDC London.

*On the 22<sup>nd</sup>, EDC London will host a live design workshop where upholster Hans Mannerhagen of Fritz Hansen and Tobias Wandrup and Henrik Ørgreen will uncover the creative process behind the chairs and frames from 1pm to 9pm, with drinks from 6pm.*

**Forza, 143-149 Great Portland Street:**

**The world's first 100% recyclable kitchen, Invitrum range from Valcucine of Italy**

For the Festival, Forza is hosting a presentation of Invitrum, a kitchen range constructed entirely of glass and aluminium and designed so that the materials can be easily separated and recycled. This is the first kitchen that is 100% recyclable and, with its glass carcasses, fronts and worktops, is without doubt one of the most beautiful kitchen designs ever produced.

*On the 22<sup>nd</sup>, Forza will host open evening until 9:30pm.*



**Gaggenau Showroom, 40 Wigmore Street:**



*On the 22<sup>nd</sup>, Gaggenau will be open until 8pm to welcome Festival goers for a tour of the newly refurbished showroom, combined with demonstrations of our ovens and combination-steam ovens with tasters and a glass of wine.*

**Getty Images Gallery, 46 Eastcastle Street:**

*On the 22<sup>nd</sup> September, Getty Images Gallery will host a drinks reception and offer an exclusive 25% discount to all visitors (a voucher upon entering that is valid until the end of the year).*



### **Ligne Roset Westend, 23-25 Mortimer Street: 'Let's Talk About Colour'**



Celebrating its 150<sup>th</sup> anniversary during 2010-2011, Ligne Roset continues to be at the forefront of design and style innovation. Ligne Roset Westend showroom will be hosting an installation entitled *Let's Talk About Colour*, that looks at the unexpected chemistry when acid hue colours are combined with different materials on their dynamic and youthful new collection. Taking centre stage are some of the key new pieces, such as Eric Jourdan's contemporary

seating range Harry, coupled with Inga Sempé's distinctive Ruché sofa, all set within a showroom injected with colour.

*On the 22<sup>nd</sup>, Ligne Roset Westend will be host a launch party between 6pm and 9:30pm, Invite only.*

### **Minotti London, 77 Margaret Street:**

This year during the London Design Festival, Minotti London will showcase the new Minotti 2010 collection: 'Senza Tempo' - in other words 'Timeless' design. The 2010 collection, fully coordinated by Rodolfo Dordoni, relies on a sophisticated, structured design lay out connected with unprecedented versatility, a widespread sense of comfort and countless forms and solutions perfectly suited to each other. 'Senza Tempo' is based on hallmarks as durability - both in aesthetic and value terms, quality and comfort that lasts forever. The collection is a combination of ingredients: memory of the past, outcome of the present and boost for the future.



*On the 22<sup>nd</sup>, Minotti will host a drinks reception between 6pm and 9pm.*

### **Roundhouse, 11 Wigmore Street: 'Made in Britain Built to Last'**



In their Wigmore Street showroom, Roundhouse will be exhibiting exciting new work by four ceramic artists working in Britain today - Karen Bunting, Heather Deedman, Claudia Lis and Derek Wilson. Like Roundhouse, these artists make original, exquisite, and very contemporary work using traditional skills and materials, reflecting parallel concerns for form, space and materials.

*On the 22<sup>nd</sup>, Roundhouse will host a private view between 6pm and 8pm.*

### **SantambrogioMilano, 90-92 Great Portland Street:**

SANTAMBROGIOMILANO's highly conceptual work transcends the boundaries of the interior space and includes furniture, interior and exterior structures, elevating glass into a limitless architectural material. The scope for the use of glass is constantly developing and at the forefront of this progression is SANTAMBROGIOMILANO. Innovations in a transparent landscape; a multi-sensorial showcase, demonstrating the possibilities of glass as a limitless architectural material. Turning its new London showroom into an interactive space, SantambrogioMilano will display Ennio Arosio's 'Simplicity' collection of bespoke glass furnishings. Material samples, renderings, sketches and scale models of current and new projects will provide a visualization of the unique philosophy and ideals behind the company's internationally renowned work.



*On 22<sup>nd</sup>, SantambrogioMilano will be open for drinks between 6:30pm and 9:30pm.*

## **Sven Christiansen, 151-153 Great Portland Street:**

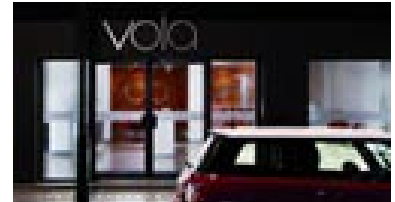


Office Furniture manufacturers Sven Christiansen launches nine new ranges of reception and breakout seating and two new ranges of executive and conference seating. Six of the ranges have been designed by Hilary Birkbeck – one of the UK's most successful seating designers – and the balance by the in-house Sven design studio. With this major expansion of their seating portfolio Sven can now offer a comprehensive single-source solution for complete office environments – all manufactured in Sven's factory in Britain's industrial heartland, the West Midlands.

*On 22<sup>nd</sup>, Sven Christiansen will be open until 8pm.*

## **VOLA, 32-36 Great Portland Street: 'In Technicolor'**

The now Iconic Arne Jacobsen designed VOLA taps were originally manufactured in colour and VOLA continue to offer 18 finishes and will showcase all colour options during the London Design Festival.



## **Wesley-Barrell, 15 Wigmore Street**



Join Wesley-Barrell's team of Interior Design Consultants at 15 Wigmore Street, W1H 9LB for an informal evening of design advice and inspiration whilst viewing Wesley-Barrell's latest sofa designs and furniture collection. Maurizio Grassi and Verity Adie, two of Wesley-Barrell's experienced Interior Design Consultants will be on hand to offer advice on making the right sofa and fabric choices. Alternatively you will be able to make a complimentary appointment for Maurizio or Verity to visit you at home to work with you to create schemes by drawing up room plans and colour boards – a service that would usually be charged at £150 per room.

*On 22<sup>nd</sup>, Wesley-Barrell will be open until 9pm.*

[www.fitzroviavillage.com](http://www.fitzroviavillage.com)

### **Other companies involved:**

Charlotte Street Hotel, 15-17 Charlotte Street

Kaffeine, 66 Great Titchfield Street

Ligne Roset West End, 23-25 Mortimer Street

Material Lab, 10 Great Titchfield Street

PoggenPohl, 118 Wigmore Street

Rebecca Hossack, 28 Charlotte Street

Reiss, 14-17 Market Place

Scandinavian Kitchen, 61 Great Titchfield Street

The Langham Hotel, 1c Portland Place

Viabizzuno, 122 Great Titchfield Street

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