

.. PRESS RELEASE ..

On the Road Photographic Exhibition

A collective of young design talent - 'On the Road' is an exhibition showcasing work by rising design stars of 2010.

The photographs will be on display as part of London Design Festival, 20th - 26th September 2010 in the windows of the prolific Advertising agency Saatchi & Saatchi, 80 Charlotte Street W1A 1AQ.

'On the road' is a photographic exhibition featuring six young furniture/product designers. Based on the idea of an advertising campaign - these creatives are literally ... on the road to success...

The design collective was established to create a platform for young design talent and help to bridge the transition between graduation and launching successful careers. The products were selected for the photographic exhibition because of innovative use of materials and appealing aesthetics. Each of the designers has their product featured within a set using geometric shaped mirrors which reflect the surroundings and give a view of the road symbolic of their current journey. The photographs are clean and graphic in style and display the pieces in a complementary fashion.

Armed with an impressive list of awards and achievements including winner of New Designers 2010 Tortie Hoare, these budding talents should be pinpointed on the creative map.

Designers include: Adi Chambers, Design Kug(Sungkug Kim), Ellen Thomas, Jack Wilesmith, Matt Autton and Tortie Hoare.

www.londondesignfestival.com/events/road

The photography is by renowned still life photographer Luke Kirwan,
www.lukekirwan.co.uk

Concept by Brigit Hegarty www.brigithegarty.com

For further information of participating designers and products please refer to the designer profiles at www.ontheroaddesigncollective.blogspot.com or email info@brigithegarty.com

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