

The only #LDF17 guide broken down into 24-hour and 48-hour itineraries so you can relax and enjoy the festival, however long you've got.

Sat 16 September to Sun 24 September

designmilk

The London Design Festival 2017

The Design Milk Guide

Design journalist and trade-show veteran Katie Treggiden's

Top 10 Tips For Surviving The London Design Festival

Take it from an expert: these are must-follow tips if you're going to make it through this nine-day week in one piece.

- 1/ Pre-register or buy tickets for all the events you want to attend in advance. Some require pre-registration even if they're free – and you'll get the best prices and avoid queues.
- 2/ If you haven't already got one, buy a pre-pay Oyster card and make sure you've got plenty of credit – that way you can hop on and off buses and Tubes to your heart's content. (Allow an hour to get from one part of London to another.) And don't be afraid to hop in a black cab if you're starting to flag – they're often quicker and cheaper than you might expect.
- 3/ Book accommodation as centrally as you can afford – and consider staying in town even if you live within commuting distance. Time spent on trains is all time that could be spent looking at design!
- 4/ Carry water and your default pick-me-up snack on you at all times – with so much to see, it's too easy to forget to eat.
- 5/ That said, do try to stop and sit down for breakfast, lunch and dinner no matter how much you've got on your agenda – it'll give you the energy to get through the day.
- 6/ Wear flat comfortable shoes, ideally running shoes with lots of support – they'll protect your feet and your back. And clothes you feel comfortable and confident in – you never know whom you might run into at LDF!
- 7/ Pack a portable phone charger – if you're doing it right, you'll be using more maps and social media apps than any battery can handle.
- 8/ Stretch out at the beginning and end of each day. A yoga app will help – or if you're not a yoga bunny, at the very least lie on the floor with your legs up a wall for a few minutes, and massage your feet with a tennis ball.
- 9/ Leave some gaps in your schedule to allow for the unexpected. It's a good idea to have a plan, but don't be afraid to react to last-minute suggestions.
- 10/ And finally, make sure you enjoy it! You can't see everything – there are more than 200 events – so it's a question of managing your FOMO (fear of missing out) and having a good time.



We have scoured the official guides, trawled thousands of emails, sorted through invitations and tapped up friends in the know to pull together this condensed guide to the London Design Festival. Sorted into handy 24- and 48-hour itineraries, it contains everything you need to get out there and enjoy it.

An online magazine dedicated to modern design, Design Milk offers what's new in art, architecture, interior design, furniture and decor, fashion and technology. Editor-At-Large Katie Treggiden has been covering trade shows for Design Milk for almost a decade, visiting at least 10 every year. In this handy guide, she has shared her insider info and years of experience to help you navigate the 200+ events taking place across the capital.

"Use this guide as a starting point and then keep your eyes peeled for the red #LDF17 flags, get off the beaten track and explore," she says. "Often the best part of any festival is the unexpected."

Use the hashtag #DesignMilkLDF17 to let us know what you're up to.



Celebrating Yuh designed by GamFratesi 16-24 September 2017

louis poulsen

The Skandium Townhouse
31 Thurloe Place
London SW7 2HQ

The Big Four

- 14/ **100% Design** 20–23 September 2017, Olympia London, Hammersmith Road W14 8UX.
100percentdesign.co.uk. Register in advance for free trade entry / £15 on the door. Open to the public Saturday 23.
- 24/ **Decorex** 17–20 September 2017, Syon Park, Brentford, Middlesex TW8 8JF.
decorex.com. Trade £15 / Public £30. Open to the public on Tuesday 19.
- 19/ **designjunction** 21–24 September 2017, 1 Granary Square N1C 4AA.
thedesignjunction.co.uk. Register in advance for free trade entry / £15 on the door. Open to the public.
- 2/ **London Design Fair** 21–24 September 2017, Old Truman Brewery, 26 Hanbury Street E1 6QR.
londondesignfair.co.uk. Register in advance for free trade entry or discounted public entry / £15 on the door. Open to the public Saturday 23 & Sunday 24.

Design Districts

- | | |
|--|--|
| 25/ Bankside Design District
banksidedesigndistrict.co.uk
Late night Wednesday 20 | 30/ Islington Design District
islingtondesigndistrict.com
Late night Tuesday 19 |
| 26/ Brixton Design Trail
brixtondesigntrail.com | 31/ Shoreditch Design Triangle
shoreditchdesigntriangle.com
Late night Tuesday 19 |
| 27/ Brompton Design District
bromptondesigndistrict.com
Late night Thursday 21 | 32/ Mayfair Design District
mayfairdesigndistrict.com
Late night Monday 18 |
| 28/ Chelsea Design Quarter
chelseadesignquarter.co.uk | 33/ Pimlico Design District
pimlicoroaddesigndistrict.com
Late night Monday |
| 29/ Clerkenwell Design Quarter
clerkenwelldesignquarter.com
Late night Tuesday 19 | |

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#LDF17 in 24 hours

If you've only got a day to spend at the festival, we suggest coming from Thursday 21 onwards when most things are open and combining one of the key shows with its surrounding design district. We've chosen the London Design Fair and surrounding Shoreditch Design Triangle.

09:00 – Start with breakfast at Nude Espresso – they have an amazing selection of pastries and the flat whites are to die for.

1 **26 Hanbury Street**
E1 6QR

10:00 – London Design Fair is one of the 'big four' London Design Festival shows and the best place to spot new talent and emerging trends. Look out for the British Craft Pavilion curated by Hole & Corner; Dutch Stuff curated by Form & Seek, Vij5 and Dutch Invertuals; and the Material of the Year Gallery highlighting Jesmonite.

2 **Old Truman Brewery,**
26 Hanbury Street
E1 6QR

13:00 – Grab lunch at the café in T1, the main hall at the London Design Fair, which this year is being run by Tel Aviv-inspired restaurant Bala, and take the opportunity to people-watch and chat to fellow festival-goers.

14:00 – Spend the afternoon exploring the Shoreditch Design Triangle – a cultural event that celebrates the creativity of London's East End. Look out for both 70 x 40 x 50 and Ready Made Go in collaboration with Modern Design Review at the Ace Hotel – one is a celebration of graduate design talent and the other a showcase of newly commissioned objects by local designers for the hotel.

3 **100 Shoreditch High Street**
E1 6JQ

Use the hashtag **#DesignMilkLDF17** to let us know what you're up to.

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Just up the road is Restoration Station x Yinka Ilori – a collaboration between a social enterprise that runs furniture workshops for people in recovery and the upcycling artist, resulting in one-off pieces that are not to be missed.

4 **118 Shoreditch High Street**
E1 6JN

Get involved with making a collaborative installation of repeating elements and "get into a free-flowing mindset" with Universal Design Studio and The Office Group

5 **74 Rivington Street**
EC2A 3AY

18:00 – Grab an early bite to eat at Pizza East. Located in the TEA Building, a former tea warehouse, this East London institution offers wood-fired pizzas, fresh antipasti and daily specials.

6 **56 Shoreditch High Street**
E1 6JJ

19:00 – Head back to the Ace Hotel Gallery Bar or their Rooftop Bar and Terrace where you'll probably find the 'who's who' of the design industry winding down after a long day.

23:00 – Lay your head down at citizenM London Shoreditch – just around the corner. It's reasonably priced and so full of Vitra-curated design classics that you'll take in the design-vibe while you sleep.

7 **6 Holywell Lane**
EC2A 3ET

#LDF17 in 48 hours

If you've got two days you can travel a bit further afield and fit more in. We recommend a day exploring the LDF 'hub' – the Victoria and Albert Museum along with nearby 100% Design (20-23 September) and Brompton Design District, and then a day in King's Cross and Clerkenwell, taking in designjunction (21-24 September) and surrounding activities.

Day 1

09:00 – Start with breakfast at Fernandez and Wells – choose from a mouthwatering selection of cakes and pastries, or something more substantial, all washed down with excellent coffee.

8 **8a Exhibition Road**
SW7 2HF

10:00 – Arrive at the Victoria and Albert Museum in time to explore Plywood – Material of the Modern World. This free exhibition charts the wonder material from its development in the late 19th century through to the present day.

9 **Cromwell Road**
SW7 2RL

11:00 – Join a free tour of the V&A's LDF-specific installations by turning up at the meeting point a few minutes

before 11am on Saturday 16 / Sunday 17 / Friday 22. Free tours also run at 1pm and 4pm on those days or there is a more in-depth bookable tour for £15 including refreshments at 11.30am on Tuesday 19.

13:00 – Grab lunch at nearby deli, grocery shop and café, Brompton Food Market – the poached eggs on smashed avocado is particularly good.

10 **33 Thurloe Place**
SW7 2HQ

14:00 – Spend your afternoon exploring Brompton Design District. Don't miss the final week of Breathing Colour by Hella Jongerius at the new Design Museum.

11 **224-238 Kensington High Street**
W8 6AG

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The Design Museum London
224-238 Kensington High Street, W8 6AG
enewsletter.laufen.com/ldf

Check out Faye Toogood's Trade Show for which the designer presented 50 leading creatives with one of her signature Spade chairs and asked for a piece of their work in return.

12 **The Garage, 1 North Terrace**
SW3 2BA

And buy affordable design from the Poundshop cart which will be stocking jewellery, stationery, homewares and gifts from 20 independent designers for just £1, £3 or £5.

13 **15a Cromwell Place Mews,**
SW7 2LA

16:00 – If you're in town from Wednesday 20 onwards, don't miss 100% Design. Seek out Grace & Thorn on Stand EB370, Ahuana on Stand EB293 and Alki on Stand W365 – and if you're here on Thursday, stick around for the late opening.

14 **Olympia London,**
Hammersmith Road
W14 8UX

20:00 – Head up to King's Cross (walk 10 minutes to Baron's Court and hop on the Piccadilly Line) so you're in the right spot for tomorrow's itinerary and step into Caravan for dinner. Housed in a Grade II-listed Victorian grain store, they have an open kitchen, on-site

coffee roaster and outside seating that overlooks the fountains of Granary Square. It gets busy so you might need to book.

15 **1 Granary Square**
N1C 4AA

22:00 – Bag a bargain at the Kings Cross Inn Hotel

16 **9-11 Euston Road**
NW1 2SA

or treat yourself to a night at the St Pancras Renaissance Hotel

17 **Euston Road**
NW1 2AR

Either will give you a good night's sleep ahead of another day of design tomorrow.

Day 2

09:00 – Head to Granger & Co for breakfast. The 'Fresh Aussie' – jasmine-tea hot-smoked salmon, poached eggs, greens, avocado and cherry tomatoes – will set you up for the day.

18 **1 Stanley Building,**
7 Pancras Square
N1C 4AG

10:00 – If you're in town after Thursday 21, make your way to designjunction. Check out Cubitt House and Cubitt Park for furniture, accessories and lighting; the Canopy for retail brands selling accessories, ceramics and textiles;

and The Crossing, an installation space featuring work by Corian, Kirkby Design and Blackbody. And don't miss the chance to capture the perfect Instagram moment with HAM's trademark black bunnies larger than life in a one-off mural on the wall of the Canopy.

19 **1 Granary Square**
N1C 4AA

13:00 – Head over to Clerkenwell (get the Circle, Hammersmith and City or Metropolitan Line to Farringdon) and pop into the Slaughtered Lamb for lunch – their fish-finger sandwiches are the stuff of legend.

20 **34-35 Great Sutton Street**
EC1V 0DX

14:00 – Pop into Milliken to see the exhibition celebrating the launch of our very own Katie Treggiden's new book Urban Potters: Makers in the City. Buy work by ceramicists featured in the book, meet artist-in-residence Matthew Raw and

join a demonstration or workshop, and watch the exclusive preview of Design Milk's Made in London film featuring potter Chris Keenan.

21 **5 Berry Street**
EC1V 0AA

16:00 – Don't miss stationery haven Present & Correct with Cliptomaniac – a typology of 150 new and vintage clips, which they describe as a "gripping celebration of form and function."

22 **23 Arlington Way,**
EC1R 1UY.

And pop into magCulture to stock up on weird and wonderful design magazines for the journey home.

23 **270 St John Street**
EC1V 4PE

