



**ROYAL DANISH  
EMBASSY**  
London



**design**  
LONDON

THE FUTURE OF 100%**design**<sup>®</sup>

Joint Danish export promotion event at design London trade show  
"Designing for Circularity"  
22-25 September 2021



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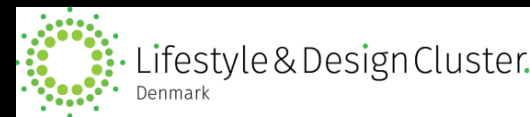
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## INTRODUCTION

25 years after 100% Design first brought the international design community together to celebrate creativity in London, the next chapter of the story is ready to be told...

Recognising the capital's profound influence over A+D specification globally, Design London is a new and enhanced event experience underpinned by the wealth of knowledge and data gained over the last quarter of a century.

Combining a state of the art event space with the capital's most eagerly anticipated design district, Design London brings together the world's most sought after brands and a host of emerging design talent to create an essential platform for those looking to source new products, meet new brands and make new contacts.



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## VENUE

Magazine London on the Greenwich Peninsular. The first ground up, purpose built event space to hit London in over a decade. Boasting state of the art facilities and a completely blank canvas, Magazine London enables a new era in design events where the product comes before the venue.

Situated on the banks of the iconic river Thames with uninterrupted views across Canary Wharf, Magazine London is directly accessible by tube, road, river, air and even cable car making it one of the best connected venues in the UK.

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Lifestyle & Design Cluster  
Denmark



## Visitors

### Architects

ARUP  
Atkins  
BDP  
Colman Architects  
CZWG Architects  
David Chipperfield  
David Money  
Foster + Partners  
Gensler  
Glenn Howells  
Grimshaw  
Hawkins\Brown  
Haworth Tompkins  
Heatherwick Studio  
Hogarh Architects  
IBI Group  
John Pawson  
Jonathan Tuckey Design  
Metropolitan Workshop  
Pascal+Watson  
Pilbrow & Partners  
Perkins+Will  
PLP Architecture  
Selencky///Parsons  
Sheppard Robson  
Squire & Partners  
Stanton Williams

Zaha Hadid Architects

### Interior Designers

ARA Design  
Areen Design  
ARRCC  
Assael Interiors  
Atkins Global  
Conran + Partners  
Drake and Morgan  
Emily Penrose Design  
Godrich Interiors  
Gordon-Duff & Linton  
Helen Green Design  
Hurst + Gillanders  
Jestico+Whiles  
Johnson Naylor  
Kelly Hoppen Interiors  
LuxDeco  
Martin Brudnizki Design  
MCM Architecture  
Richmond International  
Rigby and Rigby  
STUDIO Aida  
Studio Hopwood  
Turner Pocock  
YOO

### Retailers

Debenhams  
dwell  
Farrow & Ball  
Habitat  
Harrods  
Heal's  
IKEA  
John Lewis  
Made.com  
Marks & Spencer  
Selfridges  
Skandium  
River Island  
The Conran Shop  
The White Company  
Tom Dixon

### Developers/ Contractors

Balfour Beatty  
Barratt Homes  
Berkeley Homes  
Canary Wharf Group  
Crest Nicholson  
Gallard Homes  
Higgins

Kier

Redrow Developments  
Taylor Wimpey  
Unibail-Rodamco-Westfield

### Hospitality

AB Hotels  
Champneys  
Dorchester Collection  
Edwardian Group London  
Four Seasons Hotels  
H10 Hotels  
Hilton Hotels  
Hotel Du Vin  
Rocco Forte Hotels  
The Ned  
Thistle Hotels

### Other

Hyundai Motor Company  
Jaguar Land Rover  
Oxfam  
Penguin Random House  
Southbank Centre  
Transport for London  
Victoria & Albert Museum



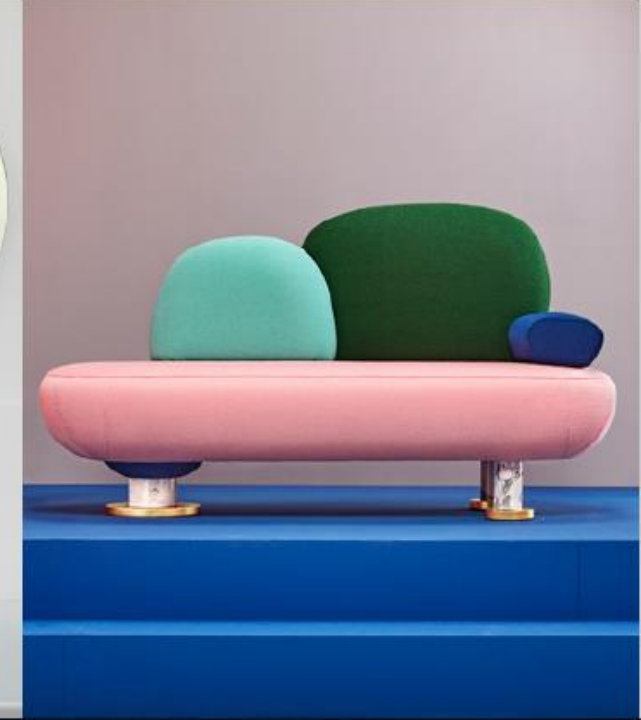
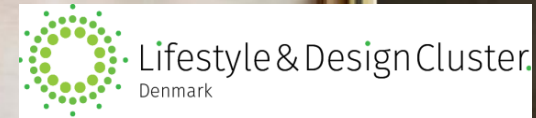
# DESIGNING FOR CIRCULARITY

- a joint Danish presence at Design London

"Designing for Circularity" will be a curated stand where selected Danish designers get to showcase their designs in their own space but in a curated context.

Lifestyle & Design Cluster will carefully select which designers will be represented at the show based on their engagement in circular economy and sustainability.

Designers can apply to be part of the presence with 3 different packages all depending of the number and size of pieces. Package availability will depend on a combination of designers.



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## PACKAGE COST

Small package: 7.450DKK (app. 5m<sup>2</sup>)

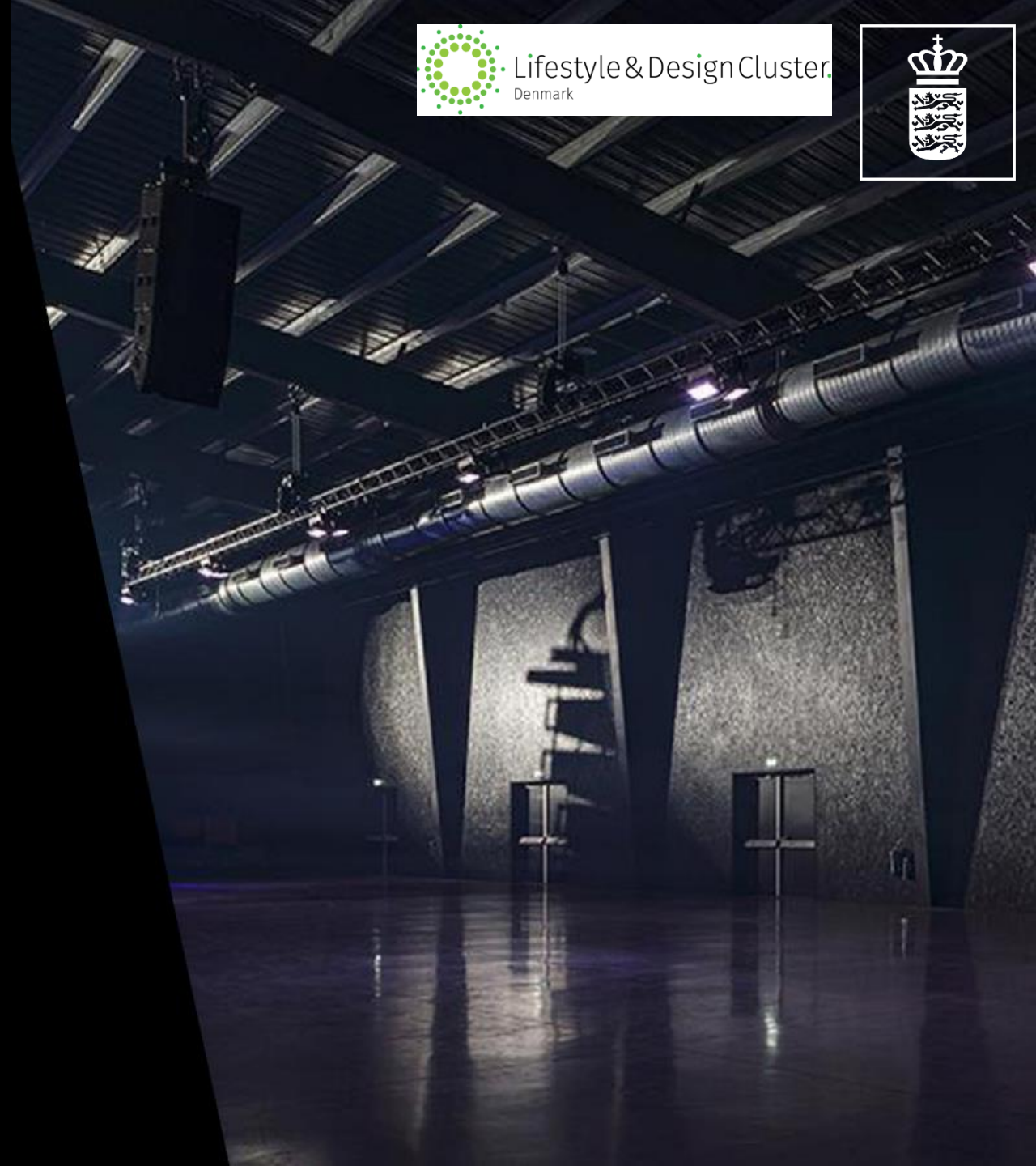
Medium package: 14.900DKK (app. 10m<sup>2</sup>)

Large package: 22.350DKK (app 15m<sup>2</sup>)

All packages includes:

- Registration fee
- Insurance
- Participation in the Danish area "Designing for Circularity" as well as in seminars on sustainable designs
- Exposure to relevant buyers, specifiers, interior designers, architects and other relevant industry figures

Not included: transport of furniture, flights, accommodation and meals





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