




**design**  
LONDON

**22-25 September 2021**  
MAGAZINE LONDON - GREENWICH PENINSULA

 @design.london

 @designlondonshow

 @designlondon





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## Introducing Design London

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

Recognising the capital's profound influence over Architecture and Design 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.

Featuring a highly curated selection of 150 contemporary brands and unrivalled festival-like content, Design London provides a unique platform to meet with leading architects, interior designers, developers and retailers at what will be the must-attend event during London Design Festival.



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## Why Design London?

- The UK has the second largest design industry in the world and is the largest in Europe. Whilst London has seen design-led businesses more than double since 2010
- The UK architecture sector is worth £3.64bn with revenue up 13% in the last 12 months
- UK architecture practices employ more than 44,000 members of staff and work on more than 173,000 projects annually
- Estimates have put the number of new homes needed in England at up to 345,000 per year, accounting for new household formation and a backlog of existing need for suitable housing. Over 170,000 new homes were built for the year ending June 2019
- The Knight Frank Wealth Report labels London as the wealth capital of the world
- 375 hotels will bring 55,388 new rooms to the UK's hospitality industry in the next few years, with more than 200 hotels located in London
- UK architecture schools attract the best talent from around the world. The UK is home to three out of the top 10 universities for architecture in the world with London home to the top ranked university (UCL)
- London is one of Europe's fastest expanding cities and with spend predicted at topping £23bn in the next few decades is one of the world's leading for megaprojects
- Design London is the latest addition to Media 10's Design Division, following the successful launches of Design Shanghai, Design Beijing, Design Joburg and Clerkenwell Design Week







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## Design District

Situated alongside Design London, Greenwich Peninsula will welcome London's first purpose-built Design District – a collection of 16 buildings designed by eight architects that will house 1,800 creatives.

A new type of London is being developed specifically for the creative community. A mixture of architectural voices, open house workshops and design lovers will create an undeniable buzz of activity during London Design Festival, perfectly aligning with Design London's celebration of the capital's thriving design scene.





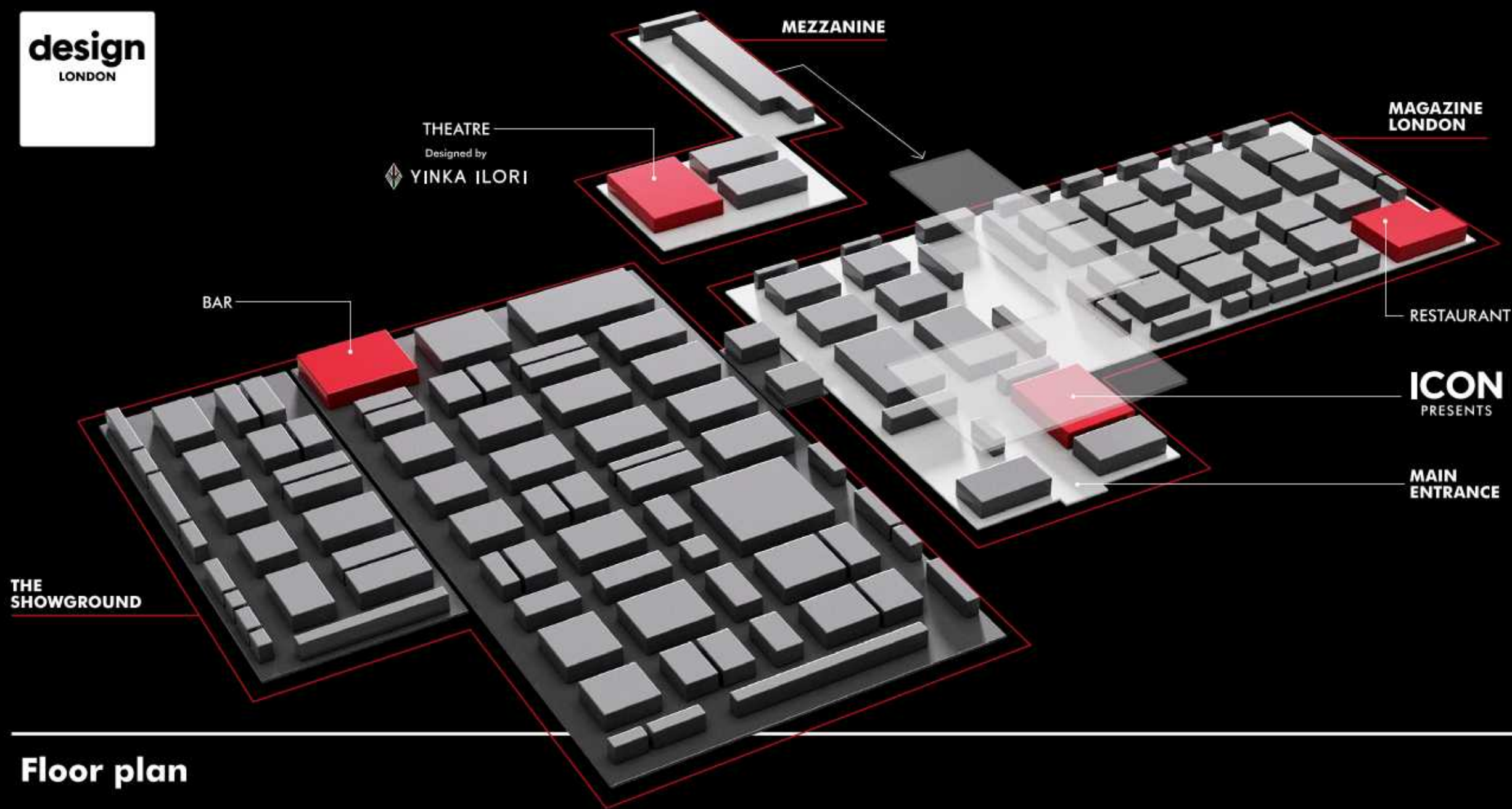
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## The venue

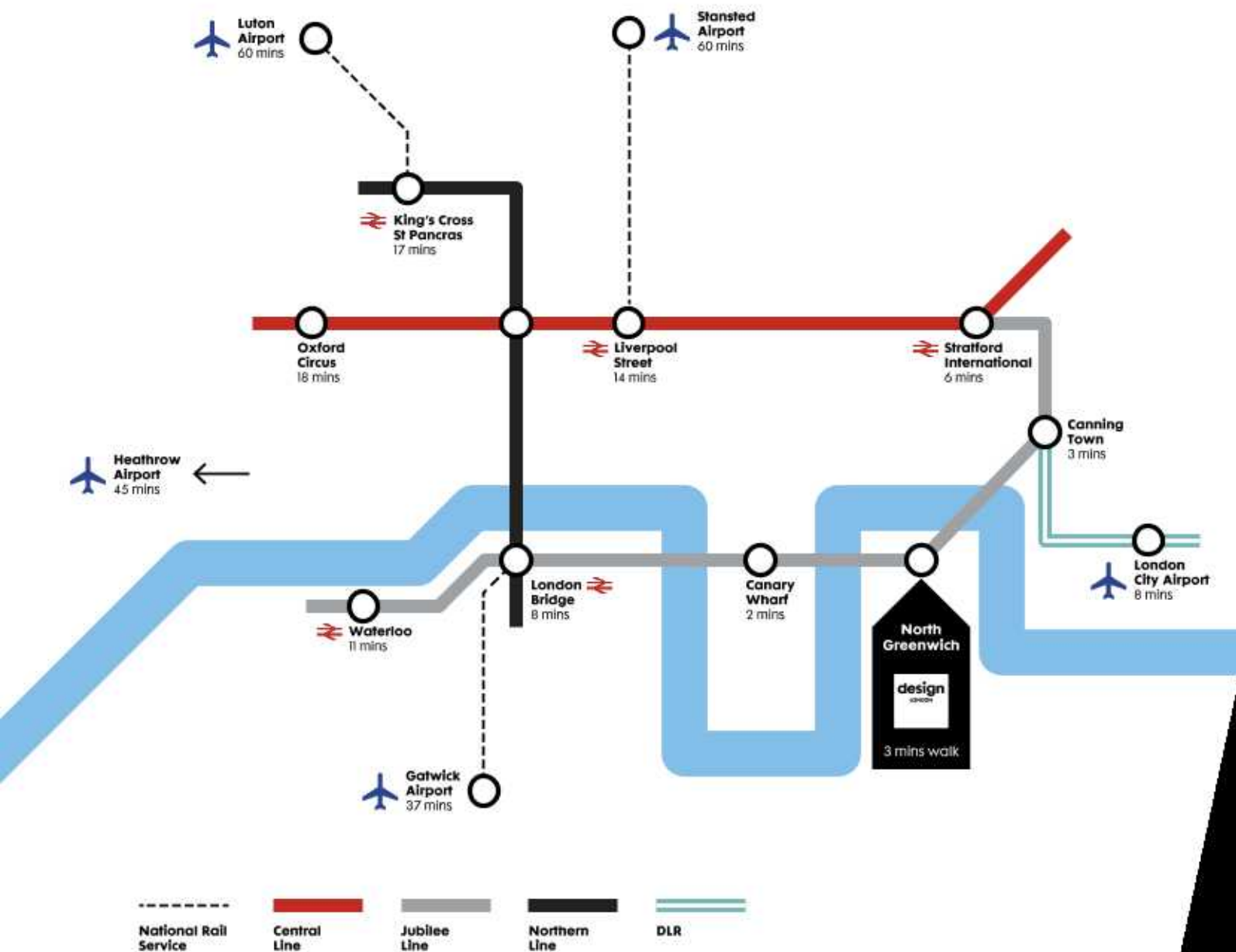
Magazine London is the first purpose-built event space to hit the capital in more than a decade. Defined by modern architectural form, the venue provides a striking blank canvas for showcasing the very best in contemporary design, while clean and functional spaces provide a means for large-scale creative expression.

Situated just 15 minutes from Central London, the venue boasts state-of-the-art facilities and breath-taking views of London's iconic Canary Wharf skyline.





Floor plan



## Location

Situated in North Greenwich, on the banks of the iconic River Thames the show will offer visitors unrivalled transport links during London Design Festival with direct access via cable car, boat, plane, bus, car and tube - making it one of the best-connected venues in the UK.





## Who will attend?\*

Bringing together the knowledge and reach of 100% Design, Clerkenwell Design Week, Icon and OnOffice magazine, Design London expects to attract an international audience spanning architects, interior designers, retail buyers, developers, design enthusiasts and members of the press.

As the most hotly anticipated destination on the global design scene, Design London expects an increase in high-quality visitors than previously experienced at 100% Design.

## Audience overview\*



An international audience from more than **90 countries**

**25k+**  
visitors

88% TRADE  
7% PUBLIC  
5% PRESS



**80%**

of trade visitors are  
Architects & Designers

**88%**

are decision makers or  
influence decisions with  
**£1.2m to spend on average**

**73%**

attend to source new  
products and discover the  
latest trends

\*Based on 100% Design 2019



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## Previous visitors include

### ARCHITECTS

ARUP  
Atkins  
BDP  
Colman Architects  
CZWG Architects  
David Chipperfield  
David Money  
Foster + Partners  
Gensler  
Glenn Howells  
Grimshaw  
Hawkins\Brown  
Haworth Tompkins  
Heatherwick Studio  
Hogarth 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  
Farfetch  
Farrow & Ball  
Habitat  
Harrods  
Harvey Nichols  
Heal's  
IKEA  
Interior Icons  
John Lewis  
Made.com  
Marks & Spencer

Nest  
River Island  
Rockett St George  
Selfridges  
Skandium  
Swoon  
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  
Accor Group  
Best Western  
Champneys  
CitizenM  
Dorchester Collection  
Edwardian Group London  
Ennismore Group  
Four Seasons Hotels  
H10 Hotels  
Hilton Hotels  
Hotel Du Vin  
The Hoxton  
Marriott  
Rocco Forte Hotels  
The Ned  
Thistle Hotels  
Zetter Townhouse



## Marketing & PR

Design London exhibitors will benefit from an extensive marketing and PR campaign targeting an international audience of trade visitors including architects, designers, specifiers and members of the press.

### Website

(103,396 unique users)

Design London's website attracts more than 103k unique users annually

### Email marketing campaign

(141,320 active subscribers)

A targeted email marketing campaign reaches more than 141k active subscribers

### Social media

(194,751 likes and follows)

 **109,076** followers

 **52,607** likes

 **33,202** followers

### International PR Campaign

A comprehensive PR campaign targets leading trade titles, national and international press with a PR value of £3,870,000 and selected coverage from the likes of Evening Standard, Financial Times, Dezeen, designboom, RIBA J, Design Week and more.

### Strategic partnerships

Design London work closely with more than 50 internationally renowned media partners, including: Dezeen, designboom, Design Week, Elle Decoration, Design Milk, Architonic, Icon, OnOffice, Architects Journal, Architectural Review, Absolutely Home, darc, Hospitality Interiors, Form, Frame, The World of Interiors

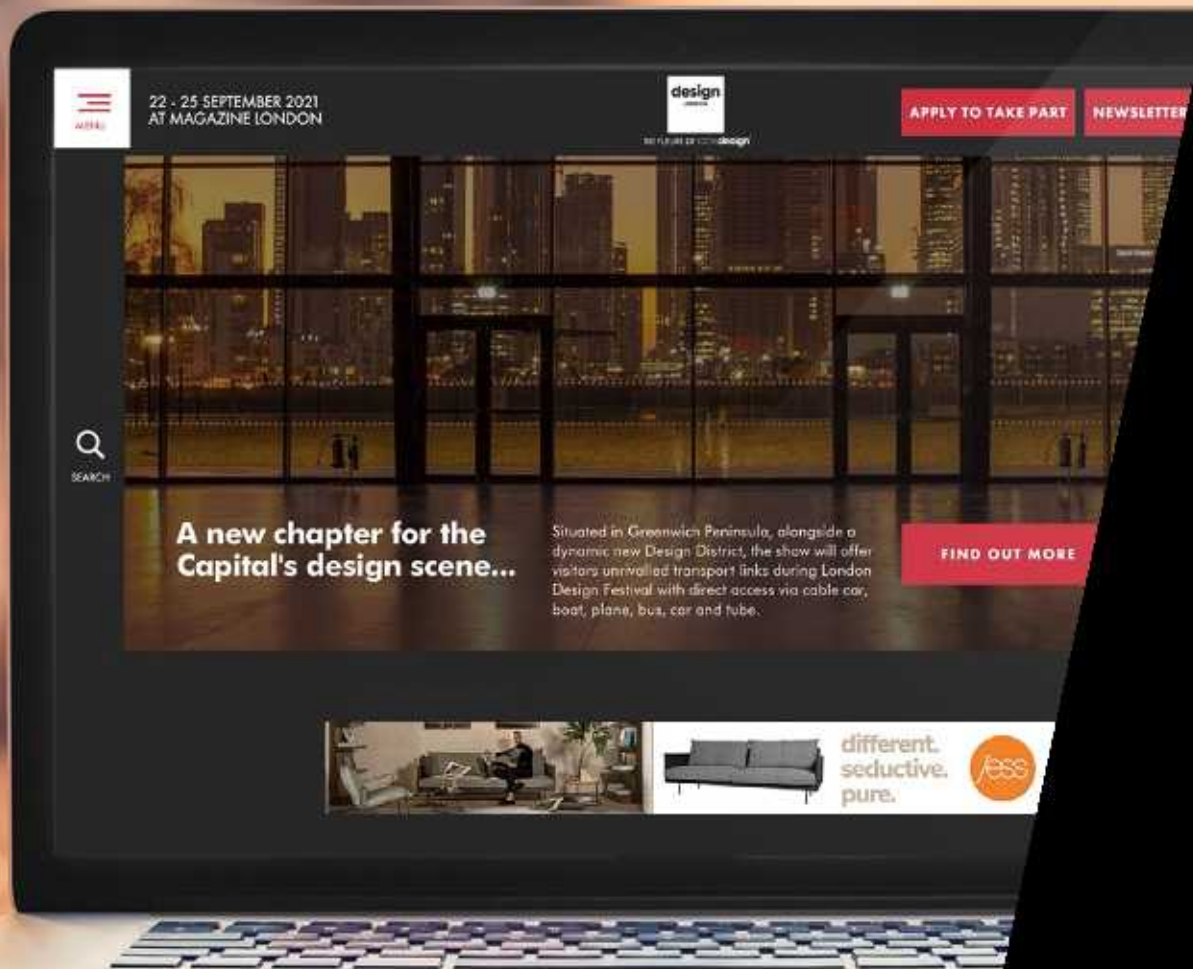
Alongside media partners, leading associations and institutes including Clerkenwell Design Week, London Design Festival, Design Joburg, Design Guild Mark, New Designers, BIID, BCFA, FIRA, RIBA and more.



designboom®







## Additional marketing opportunities

Available exclusively to exhibitors, there are a number of additional marketing opportunities to maximise exposure, increase awareness and generate more qualified leads. Packages can also be tailored to suit individual needs.

### ▣ Recommended package:

- Social media post
- Instagram live  
(30 min interview with Icon editor)
- Banner on homepage
- Newsletter sponsorship
- Newsletter advertorial
- Full page advert in show-guide

Total reach 381,000

**£4,800 + VAT** (usually £11,200)



## **Apply to exhibit**

**As a highly curated event, opportunities for brands to take part are limited.**

To apply for a stand, or for more information about exhibiting please contact:

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