



6<sup>th</sup> August 2019

## Mayfair Design District Programme for London Design Festival 2019



Achille Salvagni, Oceano, Achille Salvagni Atelier | Max Lamb, Urushi Stool, Gallery FUMI | Abbie Adams, The Koppel Project, Material Connections

For the third consecutive year, Mayfair Design District will bring together the very best in collectible and contemporary design, with a programme of exhibitors across the neighbourhood. A growing cluster of global design galleries and retailers will showcase alongside pop up exhibitions for London Design Festival. Running from 14 – 22 September 2019, the District will celebrate the very best in design and further cement Mayfair’s position as the leading global destination for collectible and contemporary design.

Mayfair’s 2019 programme highlights will include exhibitions and showcases from both established and emerging brands. Leading contemporary design galleries such as Achille Salvagni Atelier, Galerie kreO, Gallery FUMI and Carpenters Workshop Gallery will host shows in their Mayfair based galleries. Pop-up highlights will include Matter of Stuff at sketch, Camille Walala’s characteristically colourful Walala Lounge on South Molton Street courtesy of Grosvenor Britain & Ireland and Saw & Sew at Maddox Club. We introduce Canadian Brand Gabriel Scott with their new store launching on Old Burlington Street whilst welcoming back past collaborators including Hedonism Wines, Holly Hunt and The New Craftsmen amongst others. This year, Mayfair Design District will also encompass St James’ and welcomes first time collaborators David Gill Gallery who will be showing new work by Sebastian Brajkovic as well as Fortnum & Mason who will be returning to the festival with an in-store installation by Liz West as well as an art project in collaboration with Zhang Enli.

James Malcolm Green, Founder of Mayfair Design District commented: “I am delighted to see the growth Mayfair Design District has achieved in the three short year’s since its founding. The depth and breadth of the projects on show this year are testament to Mayfair’s draw as it cements its position as the leading global destination for collectible and contemporary design.”

For the second time, Mayfair Design District will partner with leading construction & interiors company Westgreen. Starting with its Autumn programme at this year's London Design Festival in September, the partnership will continue the work achieved together in 2018. The main objective is to promote the area as the leading global destination for collectible and contemporary design. The partnership demonstrates Westgreen's ongoing commitment to working with the very best in the creative community and the luxury retail market. Westgreen will work with Mayfair Design District to champion great design, promote Mayfair as a hub of creativity and celebrate the vibrant leadership of the district and its community.



Banquette, 2018, Sebastian Brajkovic for David Gill Gallery | Bookcase, Studio BBPR, 18 Davies Gallery

### **The Mayfair Design District Map**

Mayfair Design District have commissioned an artist to create a map of the district to guide visitors to the various different exhibitions. Designed by Emma Wild who recently graduated with first class honours in Illustration from Camberwell College of Arts, the map can be picked up from various retailers and pop up exhibitions within the district. The collaboration between Mayfair Design District and the young illustrator serves to highlight the importance the district places on nurturing young talent and presenting opportunities to ambitious creatives.

In collaboration with LAPADA, presentation of the Mayfair Design District guide map entitles holders to free general entry for 2 to the LAPADA | Art & Antiques Fair, running 13th - 18th September | 11am - 7/8pm

Maps are available via Mayfair Design District direct or collection from participating Mayfair partners for free.

### **2019 Programme (confirmed to date, more to be announced):**

#### **18 Davies Street**

18 Davies Street Gallery will transform their Mayfair gallery into a study room by drawing on exceptional examples of mid-century design from the likes of Charlotte Perriand, Pierre Jeanneret, Le Corbusier and Studio BBPR.

#### **Achille Salvagni**

To celebrate the opening of its Autumn programme, Achille Salvagni Atelier will present 'Laguna' – an exhibition inspired by Salvagni's recent exploration into Murano glass.

A bold new addition to the acclaimed designer's repertoire of noble materials, Salvagni presents a panorama of lighting, furniture and vessels made from the centuries old craft, underscoring his admiration for historical Italian artistry, reinterpreted in his own distinctive contemporary style.

A new monograph published by Rizzoli will compliment the exhibition and further showcase Salvagni's vast range of applications.

Opening on 14 September to coincide with the opening of London Design Festival, the Gallery will also take an iteration of the show to PAD London (Berkeley Square 30<sup>th</sup> September – 6<sup>th</sup> October 2019).

## **Carpenters Workshop Gallery**

Carpenters Workshop Gallery will present a conceptual solo show by multi-talented designer, Rick Owens. Entitled *GLADE* the show will bring together a selection of Owen's limited edition works for the gallery.

## **David Gill Gallery**

David Gill Gallery celebrates representation of Sebastian Brajkovic by presenting an inaugural solo show of new work, *The Occidental Artisan*. Sebastian Brajkovic makes sculptural furniture that subverts design conventions, creating elegantly distorted containers through which to relay complex ideas. Since graduating from the Design Academy Eindhoven in 2006, Brajkovic has developed a distinct and radical vernacular, establishing him as the maker of contemporary design classics. His works are collected by major institutions including the Victoria and Albert Museum, the Museum of Art & Design, New York, and the Museum of Fine Arts, Houston.

The Occidental Artisan is anchored by a group of benches and chairs whose iconoclastic, anthropomorphic forms are juxtaposed with a restrained, 18th century aesthetic. Brajkovic conceives of the seat and the sitter as two bodies interacting, each a reflection of the other. 'I see the chair as a human shape that holds us,' he says; 'I look at a bench and ask, how does it move, where does it turn or twist at the waist?'

## **Galerie Kreo**

The pieces designed by Virgil Abloh express (the aspirations of our) his time. It is a question of producing an interactive design, where the dialogue between the producer and the user is horizontal, where past references are filtered by the experience of a present questioning future uses. "To me, design always has the inherent idea of being a bridge from the past, with an eye towards the future," says Virgil Abloh. Here, the heritage of the Brutalism, its forms and ideas, are literally perforated, extruded to serve as a pedestal for the creative expression of the street. He continues: "In conclusion, architecting a language of adverting the norm that a purist and a tourist can both comprehend," and use.

## **Fortnum & Mason (Festival Commission)**

Iri-Descent by Liz West is a suspended arrangement of 150 skeleton-framework cubes located in the atrium of the historic Fortnum & Mason store in Piccadilly. Clad with dichromatic film in two differing colour-ways, the cubes appear to change colour as visitors move around the atrium and between the floors above and below. There are two colour variations interlacted throughout - warm and cool - offering a pink and blue range of hues. The highly reflective film also mirrors its surrounds and transmits complementary colours outwards.

Fortnum's heritage and iconic landmark location provided the inspiration for the installation. Liz West said, "I am delighted to have been invited to work with London Design Festival in the atrium of Fortnum and Mason. It is a particularly joyful commission to work on due to the passion, knowledge and commitment of everyone involved. I have thoroughly enjoyed conceiving this and been creatively challenged and finding delicious materials to ignite the work and people's imaginations and perceptions".

## **Front Rugs & Cameron Design House**

Discover Inari, a breathtaking light installation designed by bespoke sculptural lighting company Cameron Design House, alongside Jan Kath's latest designs at the Front Rugs showroom during London Design Festival 2019.

Cameron Design House's new Inari chandelier will be illuminating the incredible space to celebrate the pendant's UK debut for LDF 2019. The Inari, inspired by Lake Inari in Finland, furthers Cameron Design House's organic exploration of light fluidity and entwining design. The piece is hand-formed in Cameron Design House's St John's Wood studios by artisans to the desired size meaning no two pieces are ever alike.

Front Rugs will be showcasing the very latest collections by the multi-award winning, global rug superstar, Jan Kath. This will be the first time these new designs have been seen in London. Witness first-hand these intricately hand-crafted and expertly created rugs. Front is proud to continue its exclusive UK representation of the very best of inspired contemporary rug art by Jan Kath.

## **Gabriel Scott**

Gabriel Scott opens the doors to its first European flagship in Mayfair with a 1,000 sq ft space that features its impeccably crafted and timeless lighting and furniture. The Old Burlington Street showroom is an exciting new destination for the Canadian brand in a neighbourhood reputed for high design.

The brand was founded in 2012 when brothers-in-law Gabriel Kakon and Scott Richler first collaborated while working as architects in Montréal, Canada. Often tasked with specifying high-end custom furniture for clients, the pair realised that projects would benefit from a holistic approach, if they were able to control every detail of a building design, right down to the furniture and lighting. After throwing around some ideas, Kakon and Richler found a common goal in creating beautiful, modern furniture and lighting fixtures.

Each piece of furniture and lighting in the collection is handmade in GABRIEL SCOTT'S 30-thousand square-foot studio in Montreal's historic Garment District, a neighbourhood renowned for its status as a pioneer of Canadian fashion and design.

## **Gallery FUMI**

Gallery FUMI will present a solo show of new work by Max Lamb. URUSHI Wajima continues Lamb's exploration of the urushi lacquer technique and comprises new tables, cabinets, shelves, stools, benches and chairs. Lamb has learnt to work in new way that relies on other people's rituals and language, his modus operandi both uniting and colliding with the skills and minds of more than 22 craftspeople. To celebrate this communality of the working process, Max has selected artworks designed and made by his many collaborators to exhibit alongside his own. URUSHI IS NOT ALONE.

## **Hedonism Wines**

Hedonism Wines will partner with a French Champagne House to create a site-specific installation that celebrates the harvest moon which is due to appear on the first day of the London Design Festival. It is the symbol of a hedonistic bountifulness and a time of celebration. Its appearance is also similar to the bubbles of champagne. Hedonism will host a Champagne reception on Monday 16<sup>th</sup> September as part of Mayfair's late night.

## **Material Connections by Annie Adams X The Koppel Project**

Material Connections; an exhibition and workshop series, featuring works by a group of emerging creatives who look to materials and making to engage in a wider conversation of culture, social and environmental sustainability.

It has been recognised in recent years that craft and making can be a valid and effective way of engaging with people and ideas, from waste streams in agriculture and forestry to the preservation of cultural heritage and redefining of community. Designers are shifting away from an emphasis on direct functionality and are instead instilling narratives through making. In an industry where surface impressions are too often all that matters, this exhibition celebrates the inherent integrity of craft-making processes.

The exhibited works are collaborative, bringing together people and materials from all over the world; from ancient glass blowing techniques in Herat, pine bark harvested in Latvia, embroidery from The Jordan Valley, and garments hand crocheted by 'Kanyogoa' mothers in Uganda. The event seeks to cast light upon practitioners who utilise making as a tool to narrate material fiction and show that shared skill and cooperation are central to creative collaboration.

The workshop series invites the public into each practitioner's practice and their unique approach to material culture: the connection between human and material. The workshop series and exhibition go hand-in-hand, engaging with exhibited narratives through the act of making deepens the commitment to a cause.

## **Mazzoleni**

Following the success of Mazzoleni's collaboration with Dimore Studio in 2017, the art gallery has selected to showcase Nunzio: *The Shock of Objectivity* for this year's festival. The Italian artist's premiere London solo exhibition comprises a new site-specific installation and large-scale sculptures created from combusted wood and works in lead.

From the beginning of his career, Nunzio played an instrumental role configuring a different vision of sculpture structured around his personal conception exploring the language of shape and its interrelation with space. Thus, he pushed the boundaries of appearance – the results being magnificent architectural works interweaving substance, body and void in a stunning balance of rhythm.

### **Saw & Sew**

Innovative new furniture company Saw & Sew empowers customers to design their own chair, simply and affordably. Launch party in the extraordinary Green Room at Maddox Club, followed by a four-day pop-up at Pucci Mayfair. Made in England, this is custom furniture at its finest - come make your mark! Saw & Sew specialises in making quality, bespoke furniture accessible to everyone. Their core product – a robust, environmentally-friendly, steel chair component – can be easily constructed and entirely personalised by the customer.

Placing creativity and ingenuity alongside feasibility, they aim to engage with and empower others, from in or outside the furniture world, to envision a design and see it through to a finished, affordable piece.

### **sketch x Matter of Stuff**

Commissioning one architecture and three design studios, Matter of Stuff presents an array of experimental new works made from a single raw material, repurposed from their pop-up gallery in Kings Cross last year. Hosted by sketch, the iconic artist-conceived food and drinks destination in London's Mayfair, *A Second Life* will run from Monday 14 September through to November 2019.

PiM.Studio, Brodie Neill, Matteo Fogale, and Studio Furthermore have transformed 5,000 cylindrical Burbridge pine dowels provided by Matter of Stuff to make a resolute and ongoing statement about the infinite possibilities of sustainable design, upcycling and waste avoidance.

### **The New Craftsman**

The New Craftsmen celebrates the unique and ancient straw-working traditions on the Orkney Isles, through a ground-breaking project combining the expertise of straw-weavers with the ingenuity and imagination of expert basket makers to inspire a new body of work.

With straw-working new to the Heritage Crafts Red List for 2019, The New Craftsmen has forged this project to raise awareness of the 'endangered' craft and protect this cultural asset.

Since 2012, resident Orkney straw-backed chair maker, Kevin Gauld has been fulfilling demand for the Brodgar chair and bench – a collaboration with furniture designer-maker Gareth Neal initiated by The New Craftsmen.

The result is a collection that sustains and grows Orkney's unique straw-making eco-system; attracting new talent and existing practitioners to build a skill-sharing community that enables straw design and production to thrive. This will also be launched via a series of workshops during the exhibition.

### **Walala Lounge (Special Project, courtesy of Grosvenor Great Britain & Ireland)**

Camille Walala returns to London Design Festival in a characteristically colourful manner. The French-born designer has been commissioned by Grosvenor Britain & Ireland to energise and enliven South Molton Street, with a bold and beautiful family of street furniture. Combining head-turning colour and geometric shapes in monumental proportions, the 11 unique benches of Walala Lounge will give visitors something unexpected to look at – and to sit on.

Fully pedestrianised and lined with a variety of British and international boutiques and cafés, South Molton will be transformed into a place to pause. Walala's vision is to transform the street into an open-air urban living room – a place for people to come together, chat and relax – and to disrupt the hectic pace and mundane with a burst of colour and irrepressible joy into the retail heart of central London. The Walala Lounge will comprise an unpredictable array of cuboids, cylinders and arches made from brushed steel and Tricoya® MDF, while a number of the designs incorporate planters and rug-like bases to enhance their engaging, home-like appeal.



Latitude, 2019, Brodie Neill for Matter of Stuff at sketch | Awoltoio, 2019, Nunzio for Mazzoleni | Inari Chandelier, 2019, Cameron Design House at FRONT Rugs

## Food & Beverage Partners

Each year during the London Design Festival we align ourselves with a selection of relevant hospitality partners who bring special offers to the district for the duration of the festival. These are outlined below:

### 45 Jermyn Street

An exquisite dining room and bar in the heart of St James', 45 Jermyn Street brings back the golden age of glamour and service for a contemporary London. Open daily, the restaurant serves an innovative combination of familiar favourites and delicious surprises, across a menu inspired by the season and designed for a global palate.

- Enjoy a complimentary glass of champagne when you book for lunch or dinner with reference 'London Design Festival'. Offer valid between 14-22 September 2019.

### Alyn Williams at The Westbury

This Michelin starred restaurant is offering a special LDF menu, with five courses, a glass of champagne and a kitchen tour for £54. Available Tuesday-Saturday 12pm – 4pm and Tuesday – Thursday 9pm – 10.30pm.

### Moncks of Dover Street

This newly opened all-day brasserie in Mayfair will welcome guests with a glass of Palmer & Co champagne, the perfect way to ease into lunch or dinner. Available for up to six guests from midday until close. Please quote 'LDF' when booking.

### Sketch

To celebrate the London Design Festival, sketch mixologists will create a special cocktail called A Second Life, available throughout the festival week.

### The May Fair Hotel

A flight of three cocktails inspired by British Fashion Designer Osman Yousefzada at The May Fair Bar. The cocktails will compliment the May Fair Hotel's window installations designed by Osman. There will also be a special set-menu at The May Fair Kitchen.

### Mayfair Programme

The Mayfair Design District programme runs during London Design Festival, 14-22 September  
 Mayfair Late Night Opening: Monday 16 September 2019.

Further information about the wider Mayfair programme will be published on [www.mayfairdesigndistrict.com](http://www.mayfairdesigndistrict.com)

ENDS.

### Notes to Editors

For further press information, high res images, and profile opportunities please contact:  
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### **About Mayfair Design District**

Mayfair is the leading global destination for contemporary and collectible design. In the past few years, the area has seen an increased focus towards contemporary design with the existing galleries and auction houses, as well as the opening of new gallery spaces which enhance the design-centred character of the area. Mayfair Design District aims to showcase this developing identity, whilst promoting it to a wider audience.

As part of The London Design Festival, Mayfair Design District will bring together a series of exhibitions, openings and installations, with the objective of nurturing and cultivating the creative disciplines found in this thriving community. In addition to contemporary design, Mayfair still boasts to this day practitioners with an illustrious creative heritage, including cordwainers, milliners, tailors, jewellers and cabinet makers.

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

@mayfairdesigndistrict #mayfairdesigndistrict #mayfairdesign

### **About Westgreen**

Founded in 1999 and celebrating their twentieth year in business, Westgreen have established a reputation for their ability to deliver a high-quality bespoke service for some of the world's most discerning clients.

Westgreen's extensive portfolio includes unique and bespoke projects for global arts, fashion and restaurant brands. In addition, Westgreen construct and fit-out some of the most luxurious residential for both private individuals and the aristocratic estates. Their sought-after quality & expertise has taken them across the globe to Los Angeles, Canberra, Moscow, Lisbon and Venice.

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

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

### **About London Design Festival**

Established in 2003 by Sir John Sorrell CBE and Ben Evans, London Design Festival celebrates and promotes London as the design capital of the world. London Design Festival has since earned the reputation as a key calendar moment of London's autumn creative season, alongside London Fashion Week, Frieze Art Fair and the London Film Festival, attracting the greatest thinkers, practitioners, retailers and educators to the capital, in a citywide celebration.

#LDF19

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