



**LONDON DESIGN FESTIVAL 2024 ANNOUNCES
LANDMARK PROJECT 'LIQUID LIGHT' BY
MARSHMALLOW LASER FEAST AND JOHNNIE
WALKER**

14-22 SEPTEMBER 2024
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13 August 2024 - London, UK: London Design Festival announces details of Landmark Project **Liquid Light** by celebrated artist collective **Marshmallow Laser Feast** and **Johnnie Walker**, the world's Number One Scotch Whisky¹. The immersive installation will be housed at **The Old Selfridges Hotel** and will delve into the innovation and craftsmanship of glassmaking.

An experiential artist collective, Marshmallow Laser Feast's work looks to reinterpret the idea of human perception and experience. Employing a wealth of creative disciplines and underpinned by research, they invite participants to navigate with a sensory perception beyond the everyday.

Fusing architectural tools, contemporary imaging techniques and performance with tactile forms, they sculpt spaces that lay dormant until animated by playful investigation.

This groundbreaking installation represents the pinnacle of extensive research and development, exploring the intricate balance between strength and fragility in the medium. The installation's centrepiece features an array of glass-blown droplets suspended in mid-air, collectively symbolising the evolution of form over time.

Visitors will be enveloped in a mesmerising interplay of light and shadow as a moving light passes through the glass forms, projecting elegant undulations onto surrounding white walls. This dynamic display, accompanied by a musical score, brings together the elemental forces of gravity, liquid glass, and human breath offering a commentary on the interplay between material and design. 'Liquid Light' not only showcases craftsmanship but also underscores Johnnie Walker's dedication to design innovation.

As a brand rooted in progress, Johnnie Walker always strives to break boundaries in the name of progress. Alongside the installation, Johnnie Walker will be unveiling a first-of-its kind, boundary-breaking innovation. The design takes bold strides and dares to experiment with a recognised paradigm of luxury; all in the name of progress.

Housed in The Old Selfridges Hotel, audiences will be immersed via the installation into the evolution of the form of Johnnie Walker's design innovation; whereby the brand rethought the traditional elements of its product and designed without limitation.

Jeremy Lindley, Global Design Director at Diageo, said: *"We are set to unveil a Johnnie Walker design innovation that has been years in the making, and which we hope will drive progress for years to come. It is an honour to be launching it at this year's London Design Festival, and even more so to be working with the incredible team of designers at Marshmallow Laser Feast to bring it to life via our Landmark Project."*

"Marshmallow Laser Feast understood our brand and design values from the word go, and it has been an absolute pleasure to work with them to conceptualise and create an installation that everyone will hopefully enjoy."

Barnaby Steel, Creative Director of Marshmallow Laser Feast, said: *"We wanted to create*

¹ IWSR 2023

an experience that celebrates the delicate balance between strength & fragility, and fully immerses audiences in a rich history of design: a story written in glass.

“Seen a certain way, storytelling originates as shaped breath, undulations in air pressure leave the lips to arrive at an ear as language. The glass blowing process has its own language, gravity, liquid glass and human breath meet in a frozen form, like words suspended in time and space.

“Liquid Light’ is an artwork that suspends hundreds of undulating blown glass forms, each one marking a failure in the search for strength in fragility. This relationship between failure and creation is something to be celebrated as it resonates like a peacock’s shimmer at the deepest levels of existence.”

GLOBAL DESIGN FORUM

Global Design Forum is London Design Festival’s curated thought leadership programme, celebrating design and the minds shaping its future. Hosted at the V&A, the programme brings together creative leaders and innovators to discuss the most pressing topics in design.

Johnnie Walker will be opening this year’s Global Design Forum, with a day of talks that embrace the theme, ‘Please Design Responsibly’. The opening talk will see Jeremy Lindley, Global Design Director at Diageo and Jennifer English, Johnnie Walker Global Brand Director take the audience on the journey that led to the creation of the new Johnnie Walker design innovation, as well as discussing how to overcome barriers and harness collaborative strategies and creative solutions in the name of progress. The talk will be chaired by Nic Monisse, Design Editor at Monocle.

LONDON DESIGN MEDALS

The annual London Design Medals will recognise the contribution made by leading design figures and emerging talent to London and the industry, with four London Design Medals awarded each year.

Johnnie Walker is sponsoring this year’s London Design Medal – the highest accolade bestowed upon an individual who has distinguished themselves within the industry and demonstrated consistent design excellence over a number of years.

The winners will be announced in September ahead of this year’s Festival.

- ENDS -

NOTES TO EDITORS

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All images and assets can be [downloaded here](#).

ABOUT LONDON DESIGN FESTIVAL

Established in 2003 by Sir John Sorrell CBE and Ben Evans CBE, 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.

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ABOUT JOHNNIE WALKER

Johnnie Walker is the world's number 1 Scotch Whisky brand* (IWSR 2023) and the world's number one International Spirits Brand* (IWSR 2023 Relative Market Share), enjoyed by people in over 180 countries around the world. Since the time of its founder, John Walker, those who blend its whiskies have pursued flavour and quality above all else.

Today's range of award-winning whiskies includes Johnnie Walker Red Label, Blonde, Black Label, Double Black, Green Label, Gold Label Reserve, Aged 18 Years, and Blue Label. Together they account for over 22 million cases sold annually (IWSR, 2023). Johnnie Walker is also the number one best-selling Scotch and number one trending Scotch (Drinks International, 2024).

**In value 2023*

ABOUT MARSHMALLOW LASER FEAST

Marshmallow Laser Feast (MLF) is an experiential art collective. Their work reinterprets the idea of human perception and experience. Employing a wealth of creative disciplines and underpinned by research, they invite participants to navigate with a sensory perception beyond the everyday.

In collaboration with artists, scientists, musicians, poets, programmers, engineers and many more makers, MLF has been leaving a glittery slug trail of sensory experiences as they journey through the cosmos. Fusing architectural tools, contemporary imaging techniques and performance with tactile forms, they sculpt spaces that lay dormant until animated by playful investigation.

MLF has exhibited internationally, from London to New York, Melbourne to Seoul. Their works have been included in major exhibitions at institutions including; ACMI, Barbican Centre, YCAM, DDB Seoul, Sundance Film Festival, Cannes Film Festival, Quartier des Spectacles, Montreal, SXSW, Phi Centre and Lisbon Architectural Triennale. Their works

have been featured in publications such as; the Guardian, New Scientist, Wired, Independent, Creative Review and more.

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