



**LONDON DESIGN FESTIVAL 2024 ANNOUNCES
LANDMARK PROJECT 'PAVILIONS OF WONDER' BY
NINA TOLSTRUP PRESENTED BY BARBIE AND VISIT
GREATER PALM SPRINGS**

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19 August 2024 - London, UK: London Design Festival announces details of Landmark Project 'Pavilions of Wonder' by multidisciplinary designer **Nina Tolstrup** of **Studiomama** presented by **Mattel, Inc.'s Barbie®** and **Visit Greater Palm Springs, California**, at Strand Aldwych, in central London. The installation will celebrate the instantly recognisable midcentury modern architecture prevalent throughout Greater Palm Springs and the iconic architecture of the Barbie DreamHouses™, which have been, in part, inspired by the architecture of Greater Palm Springs and midcentury modernist style.

This groundbreaking project sets a new standard for creative collaborations with two distinctive brands joining forces to present a unique installation that exemplifies London Design Festival's commitment to pushing boundaries and fostering unique creative partnerships that captivate and inspire audiences.

Tolstrup's vision for LDF 2024 fuses the vibrant essence of the Barbie DreamHouse with Greater Palm Springs' iconic midcentury modernism, bringing them to life in three captivating, interactive pavilions. Visitors are invited to step into a world where playful design meets desert modernism. Each pavilion promises a unique, immersive experience, challenging perceptions and celebrating the enduring influence of these design icons.

Every year, the Festival and its wider programme highlight topical issues and ideas that are shaping the design industry at large. The notion of play has emerged as a growing global trend within the creative sector. The multifaceted nature of play has led designers to examine its integrity as a concept and celebrate its manifestations across different areas of our lives. Whether exploring play as an activity, experimenting with materials, or integrating playfulness into cutting-edge technologies, designers are highlighting how we can creatively engage with new concepts that enrich our lives and environments.

Barbie, the #1 doll in the world, has been a global design icon and a muse reflecting and inspiring culture since her debut in 1959, inspiring creativity and conversations around the world. Celebrating the Barbie brand's 65th anniversary this year, from female firsts to famous collaborations, Barbie is a reflection of the times – a snapshot of pop culture.

Almost as iconic as the Barbie doll itself is the Barbie DreamHouse, which has become one of the most popular and recognisable homes in the world since its introduction in 1962. Barbie is always evolving with the times, and so is her home. The DreamHouse has undergone many remodels and refreshes over the years to reflect the popular architectural and interior design trends of the time, with play always top of mind. The most recent DreamHouse nods to culture with its focus on indoor, outdoor living spaces and an emphasis on more pet friendly nooks than ever before.

Since the launch of the first DreamHouse, this iconic playhouse has captured the evolution of architecture and interiors, encapsulating the spirit of various architectural eras and illustrating how we relate to space.

Greater Palm Springs, situated in sunny Southern California, is renowned as the "US Capital of Modernism," boasting more midcentury modern structures than any other region in the United States. Home to the annual Modernism Week, an 11-day festival celebrating its 20th anniversary in 2025, this southern Californian oasis is synonymous with recreational charm, a laid-back attitude, and a rich design and pop culture legacy. The architectural style of Greater Palm Springs is characterised by large glass windows, flat planes, clean lines, geometric forms, and vibrant colours. Celebrated architects such as E. Stewart Williams, Albert Frey, A. Quincy Jones, Richard Neutra, John Lautner,

Donald Wexler, and William Krisel have left an indelible mark on the region.

Greater Palm Springs is an eternally stylish escape with deep Hollywood roots dating back to the 1920s. Stars like Frank Sinatra and Marilyn Monroe flocked to the Southern California oasis from L.A. for relaxing getaways in the 1940s and 50s. Today, visitors can tour (and even vacation in) Sinatra's iconic "Twin Palms" residence and other celebrity homes. Adding to the midcentury modern movement is the newest gem, The Shag House, a fully immersive home designed by the artist Shag, unveiled earlier this year. This addition continues to solidify Greater Palm Springs' position as a hub of design innovation and cultural significance.

London-based Danish designer Nina Tolstrup co-founded Studiomama in 2000, establishing a practice renowned for its distinctive, sustainable, and playful approach. As a multidisciplinary designer, Tolstrup draws on her Scandinavian roots, deep grounding in design, and an innate connection to nature. The studio's portfolio spans architecture, interior design, jewellery, products and furniture, all characterised by a profound understanding of people's needs and the socio-cultural context in which they live.

The **Dream: Infinity Garden** draws inspiration from the desert landscape and cacti and palms of Greater Palm Springs, recreating the expansive California desert oasis inside an infinity garden. This open structure embodies the essence of midcentury modern design, featuring large, open spaces that echo both the floor-to-ceiling windows characteristic of Greater Palm Springs' architecture and the open-play concept of the Barbie DreamHouse. Mirrors lining the interior walls reflect the garden, creating an infinite landscape effect that represents the limitless possibilities of play and imagination. Inspired by the tapered colonnade fronts of the Coachella Valley Savings and Loan bank by E. Stewart Williams, and incorporating a saturated tonal pink palette and playful, toyetic elements inspired by the Barbie DreamHouse, this garden pavilion is both open and airy. The pavilion appears to float on water, referencing the outdoor pools featured in recent Barbie DreamHouses, and invites festival-goers to sit within the space and feel inspired by the limitless potential of dreams. This design approach encourages visitors to engage with the space much like children interact with dollhouses, allowing for an immersive, imaginative experience that blends the expansive, airy feel of desert modernism with the interactive, open-ended play that the Barbie DreamHouse encourages.

The **Discover: Design Stories** pavilion features eight windows offering glimpses into the world of Greater Palm Springs and the Barbie DreamHouse design history and creates fun and playful scenes inspired by both brands. Its curvilinear form takes inspiration from the iconic Barbie Slide found in the recent DreamHouse, offering a nostalgic nod to a beloved play feature. The pavilion will look into the architectural and design links between the Barbie DreamHouse and Greater Palm Springs through a series of vignettes viewed through peepholes. Through these carefully curated glimpses, visitors will be transported into a world of play and travel. The roof shape mimics that of a swimming pool, further linking the installation to the outdoor elements of the Barbie DreamHouse and the lifestyle of Greater Palm Springs.

The **Reflect: Playful Pauses** pavilion is an open structure inspired by the geometric grid design influenced by modernist architect Albert Frey's Palm Springs City Hall and the 2023 Barbie DreamHouse. Mimicking the breeze blocks characteristic of Greater Palm Springs' architecture and the Barbie DreamHouse, this playful pavilion creates a

kaleidoscopic effect of geometric patterns as visitors move around it. Featuring an iconic sloping roof inspired by both the butterfly roof architecture of Greater Palm Springs and the Barbie DreamHouse, the pavilion's design highlights the intersection of these iconic styles. The mirrored underside of the roof amplifies the geometric grid, creating a mesmerising visual experience that shifts with the viewer's perspective. At night, the structure comes alive with lights, adding a whimsical element to the installation.

This innovative Landmark Project offers a unique and playful exploration of the intersection between iconic cultural symbols and architectural heritage. Visitors of all ages will encounter a unique fusion of iconic design and playful imagination. The striking structures along the Strand will serve as a surprising and uplifting urban intervention with each interactive pavilion offering a distinct experience: strolling through the lush 'Dream Infinity Garden', exploring history through intriguing peepholes, and playing with mesmerising kaleidoscopic effects. As night falls, the illuminated structures will add a magical element to London's cityscape. The installation will leave audiences with a sense of limitless possibilities, surprise, and joy, offering a taste of Greater Palm Springs' breathtaking landscape and the vibrant world of the Barbie DreamHouse.

Colleen Pace, Chief Sales & Marketing Officer for Visit Greater Palm Springs, said: "This installation is a vibrant celebration of our architectural heritage, inviting visitors to experience the inclusive and playful nature of Greater Palm Springs. The Barbie DreamHouse, with its imaginative design and vibrant aesthetics, perfectly reflects our destination's spirit of exploration and fun. We want visitors to connect with the distinctive midcentury modern architecture, highlighted by iconic features like the butterfly roof, and to appreciate the landscape-inspired elements that showcase our focus on outdoor activities and wellness. This immersive installation captures the essence of Greater Palm Springs, inspiring visitors to explore our rich architectural heritage, vibrant culture, and extraordinary experiences."

Kim Culmone, Senior Vice President and Global Head of Barbie, American Girl and Dolls Design, Mattel, said: "Barbie both inspires and reflects culture, and her DreamHouse is just as iconic as she is, inspiring fans to dream big. We are delighted to be partnering with the London Design Festival, Studiomama, and Greater Palm Springs during the brand's 65th anniversary to recognize the DreamHouse's celebration of design. We cannot wait for fans to experience this exhibit, where toys and art fuse with a shared spirit of rich design legacy."

Nina Tolstrup, said: "I was approached with the exciting opportunity of creating an installation inspired by Greater Palm Springs midcentury modern architecture and the Barbie DreamHouse. It has been wonderful to work with LDF, Barbie, and Visit Greater Palm Springs to create this installation that embraces the architectural wonders of Palm Springs and the vibrant, playful spirit of Barbie. Our installation celebrates the vibrant interplay of iconic design and playful imagination, highlighting the connection between these distinctive influences."

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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 MATTEL

Mattel is a leading global toy and family entertainment company and owner of one of the most iconic brand portfolios in the world. We engage consumers and fans through our franchise brands, including Barbie®, Hot Wheels®, Fisher-Price®, American Girl®, Thomas & Friends™, UNO®, Masters of the Universe®, Matchbox®, Monster High®, MEGA® and Polly Pocket®, as well as other popular properties that we own or license in partnership with global entertainment companies. Our offerings include toys, content, consumer products, digital and live experiences. Our products are sold in collaboration with the world's leading retail and ecommerce companies. Since its founding in 1945, Mattel is proud to be a trusted partner in empowering generations to explore the wonder of childhood and reach their full potential. Visit us at mattel.com.

ABOUT VISIT GREATER PALM SPRINGS

Greater Palm Springs is Southern California's most storied desert oasis, with a blend of extraordinary experiences. From an emerging art scene to international film, sporting, and music events, the choices of things to do are endless. With natural hot mineral springs, lush palm groves, over 100 golf courses, and more than 300 sunny days each year, Greater Palm Springs presents a unique combination of escape, adventure, recreation, and relaxation any time of the year. Visit GreaterPalmSprings.com