



**LONDON DESIGN FESTIVAL 2023 ANNOUNCES
DYNAMIC PROJECTS CELEBRATING MOVEMENT
AND DISCOVERY ACROSS THE CITY**

16-24 SEPTEMBER 2023
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#LDF23

1 September 2023 - London, UK: London Design Festival announces projects that are set to captivate design enthusiasts and city explorers and offer visitors journeys of discovery across the capital. The Festival also announces details of this year's Global Design Forum, the curated thought leadership programme supported by SAP.

London Design Festival (16 - 24 September 2023) announces projects that will capture the capital's vibrant design spirit and offer immersive journeys of movement and discovery across eras, neighbourhoods, and artistic visions.

The Festival's automotive partner **MINI** and acclaimed artist **Morag Myerscough** will present **Nice to Meet You Again**, an immersive installation that envisions the fusion of tradition and technology. Additionally, **Design Trail: Daydreaming on the King's Road**, supported by **Cadogan** and the **King's Road Partnership**, will offer an insightful journey through the history and design, fashion and cinema heritage of the iconic King's Road and its surrounding Chelsea neighbourhood.

As an indispensable guide to navigating the Festival's diverse programme, the **LDF Mobile Guide**, available to download for free on **Bloomberg Connects**, will provide visitors with an innovative way to plan their visits and delve deeper into the Festival's events and projects from their devices.

The **Global Design Forum** will return this September, bringing together creative leaders and innovators to discuss the most pressing topics in design from systems thinking and AI to diversifying design and designing for extreme change. Alongside Headline Partner SAP the event is supported by Pearlfisher, Istituto Europeo di Design and University of the Arts London.

Nice to Meet You Again by Morag Myerscough and MINI

Award-winning artist, **Morag Myerscough**, known for her bold and vibrant style and automotive brand **MINI** will present **Nice to Meet You Again**, an immersive installation that transforms Shoreditch Electric Light Station from **16 to 19 September** into an urban oasis that offers a vivid glimpse into MINI's future vision.

Visitors will be invited to dive into a realm where tradition seamlessly intertwines with technology. Drawing inspiration from her early adoption of electric vehicles, Myerscough envisions a future where the sensory experiences of cities are transformed by the advent of electric mobility. The installation will celebrate MINI's latest vehicles including the new all electric MINI Cooper, while weaving an aspirational and enchanting tapestry of what a greener and more harmonious urban environment could look like. Visitors will be invited to explore a multi-sensory world, where avian sounds and natural scents harmonise to create an enchanting atmosphere.

As MINI charts its course toward becoming an all-electric brand by 2030, the installation invites you to imagine a future where streets are shared, noise is replaced by melodies of nature, and a sense of community interlaces with renewable values. Explore this vibrant testament to unity, transformation, and a shared vision for an electric urban landscape.

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 will bring together creative leaders and innovators to discuss the most pressing topics in design. This year's programme features speakers spanning diverse disciplines who will share fresh perspectives on how design can be more accessible, inclusive, sustainable, and drive positive change.

The programme for 2023 includes some of the most challenging and exciting topics that designers currently face from speculative re-imaginings; transdisciplinary design; designing for community; diversifying design; new material showcase; material sustainability; system redesign; design intelligence; harnessing the possibilities of AI and using design to adapt to extreme change.

Featured speakers include: Alon Schwabe & Daniel Fernández Pascual from **Cooking Sections**; **Deep K Kailey** from Without Shape Without Form; **Dominique Petit-Frère** from Limbo Accra; **Henna Burney** from Atelier Luma; **Insiya Jafferjee** from Shellworks; **Shawn Adams** from POoR Collective; **Simone Brewster**; **Sophie Maxwell** from Pearlfisher; **Yinka Ilori**; **Yuri Suzuki** from Pentagram; and **Zongbo Jiang** from The Sarabande Foundation.

Continuing **SAP** and London Design Festival's Circular Design Series, SAP will co-host a series of 'Lightening Keynotes' taking place on each day of the Forum which interrogates the future of trainers, fashion, food, cars and materials from a circular design lens. Speakers in this series include **Andu Masebo**; **Benjamin Massey** from R.A.D; **Chantelle Nicholson** from Apricity and the Food Flagship Initiative; **Jonas Pettersson** from Form Us With Love and **Randa Kherba**.

A day of talks on **Transdisciplinary Design** through theory, education and practice will be supported by **Istituto Europeo di Design** and **University of the Arts London**. Speakers will include: **Caroline Till** from Franklin Till; **Chris Laing** from Deaf Architecture Front; **Jason Holley** from Universal Design Studio; **Joycelyn Longdon** from Climate in Colour; **Moritz Waldemeyer**; and **Todd Eckert** from Tin Drum. **From UAL:** **Laura Knight** from MA Communicating Complexity, CSM and **Tiffany Radmore**, Collaborative Unit Coordinator at LCF; **From IED:** the Dean **Riccardo Balbo** and **Angela Rui**, design curator and researcher with **Lowie Vermeersch**, MA in Transdisciplinary Design course leader and co-founder of Granstudio. **Dr Nelly Ben Hayoun-Stépanian** from International Space Orchestra, and University of the Underground will present a keynote.

A day dedicated to **Design Intelligence**, exploring solutions for future positive living; harnessing the possibilities of AI and adapting to extreme change will be supported and co-curated by **Pearlfisher**. Speakers will include: **Dr Alexandra Daisy Ginsberg**; **Ali Eslami** from Google DeepMind; **Ben Ditto** from Dazed Beauty and Ditto Publishing; **Kadine James** from Artificial Rome; **Stuart Wood** from Heatherwick Studio; **Suhair Khan** from Open Ended Design and **Taeyoung Yoon** from Snøhetta. The day will also feature Keynotes by **Jonathan Ford** from Pearlfisher; and **Yves Behar** from Fuse Project.

All Global Design Forum sessions will take place at the V&A's Lydia and Manfred Gorvy Lecture Theatre. The event is supported by Headline Partner SAP, alongside Pearlfisher, Istituto Europeo di Design and University of the Arts London. Tickets and the full programme are available at globaldesignforum.com

Design Trail: Daydreaming on the King's Road

Design Trail: Daydreaming on the King's Road will provide a journey through time and design. Curated by **Anna Stewart** and **Tetsuo Mukai**, visitors will be able to explore the rich history of one of London's most iconic thoroughfares and envision the legendary moments of artists, designers, musicians, and cultural movements that shaped the King's Road and its Chelsea neighbourhood.

The Trail invites you to walk in the footsteps of fashion mavericks like Vivienne Westwood, who left an indelible mark on the street's creative legacy, imagine the echoes of Mick Jagger's footsteps, alongside the likes of Terrance Conran and the Beatles. From the swinging 1960s to the present day, this trail unveils the hidden stories behind the facades of buildings and landmarks. Visitors will discover the evolution of residential areas, stores, clubs, and art spaces, as they delve into the design, fashion and cinema heritage that defines the King's Road's unique character.

LDF Mobile Guide on Bloomberg Connects

For 2023, London Design Festival collaborates with **Bloomberg Connects**, a free digital guide to cultural organisations around the world, to provide visitors to the Festival with an innovative tool that makes accessing and engaging with the programme effortless from your mobile devices. The LDF Mobile Guide on Bloomberg Connects will feature a wealth of exclusive content, and enable visitors to delve into expert commentary that provides unique insights, video highlights that capture the festival's dynamic essence, as well as provide behind-the-scenes footage that reveals the creative process behind this year's installations.

Additionally, the guide will offer interactive exhibition maps that help to seamlessly plan Festival visits, explore installations, exhibitions, and events, and navigate the Design Trails from mobile device. Beyond LDF, Bloomberg Connects opens doors to a global array of cultural spaces, museums, galleries, gardens, and more. Visitors to the Festival will be able to download the app from the App Store or Google Play.

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NOTES TO EDITORS

For further information, please contact Bianca Gidwani on +447853848640 and bianca@londondesignfestival.com

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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