

2022

Cooler insights seen at London Design Festival

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DESIGN NETWORK

We are a strategic design consultancy
that empowers experts to inspire with
value-conscious design.



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We are a strategic design consultancy that empowers experts to inspire with value-conscious design.

Every good idea needs a space, and that's why we combine creative and strategic minds to find opportunities within and between organisations in the design industry. We create effective brands, develop future oriented strategies and find project-related solutions. As a result, we shift perspectives and empower synergies.

DESIGN DIRECTION

To stay ahead, it is important to understand long lasting effects and changes that will happen to the market – with or without you. We at Design Network look beyond the usual to inspire companies with tailored insights that will matter. To do so we not only study the current landscape of the furniture industry, but also look at behavioral changes across industries, conduct studies to better understand user habits and just walk the word with open eyes. With that we are able to create an accurate and feasible roadmap, based on real, useful and understandable insights. Helping brands to take the right decision when it comes to future directions that can be done, help them grow, and at the end make them an even better brand for their clients.

Report and design by [Laura Calimano](#).

Coollest insghts seen at London Design Festival

With this document we are happy to share with you selected insights gathered at London Design festival. Focusing on trend related exhibitions and events that have surprised with exciting innovations. Particular attention was given to materials, patterns as well as inspiring insights.

If you wish to obtain more insights or you want to find out how to apply trends to your organisation please do not hesitate to contacting us.

Material Matters fair
London design fair
London design's districts

www.londondesignfestival.com

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Release year 2022

Material becomes key

*Now more than ever, material is key.
The shapes will follow the needs of the material,
in fact becoming the main decision in the design process.*

Spared

Spared® is a start-up by Volume Creative, born from a desire to support brands in reusing their own waste in their environments. They turn waste into beautiful objects, spared from landfill. By working with them or buying their products you are helping to contribute towards our vision to grow & create big change, but most importantly you are taking proactive action against waste & its impact on our planet.

Volume Creative is a female-run design agency based in the UK. They focus on meaningful, sustainable-lead design, & product and art creation for the hospitality, retail, residential & travel industries.

They team up with brands that want to make a positive change in their industry & help them to build deeper brand stories.



volumecreative.co.uk
www.spared.eco

Primitives

PRIMITIVES tackles with complexities of the architectural scale and explores the ways in which compositional coherence can co-exist with uniqueness through the geometries within a kit of parts.

The system offers a bottom-up alternative to the preplanned and division-oriented way of designing and building, offering a level of optionality and reconfigurability where each unique part is a whole and each whole is a part of what is yet to come.

The volumetric potential of the system allows for a vast array of uses from a limited set of pieces, creating an undefined yet functional space. The designs generated from this system therefore allows for a bottom-up assembly, one that is not predetermined, but can continuously grow and change, never fully completed and always able to adapt.



www.ozruh.co.uk

Grown from root

Zena Holloway is a photographer, maker and material innovator. She grows sustainable sculpture and fashion from grass root and in doing so takes an intuitive leap into the future to imagine a material world that is grown, not made.

As an underwater photographer she was looking for solutions to the problem of plastic pollution in our oceans when she came across the roots of a willow tree growing in her local river. The tangled root looked like textile: What if we could grow clothes from seed? Zena has pioneered a new technique of growing wheatgrass into templates carved from beeswax. Over 12 days the shoots grow to 20cm while the roots bind below to form a naturally woven structure. With sustainability at the heart of the process, the ingredients are organic and locally sourced. Water is reused from run off and any leftover shoot, seed or root is eaten as animal fodder.



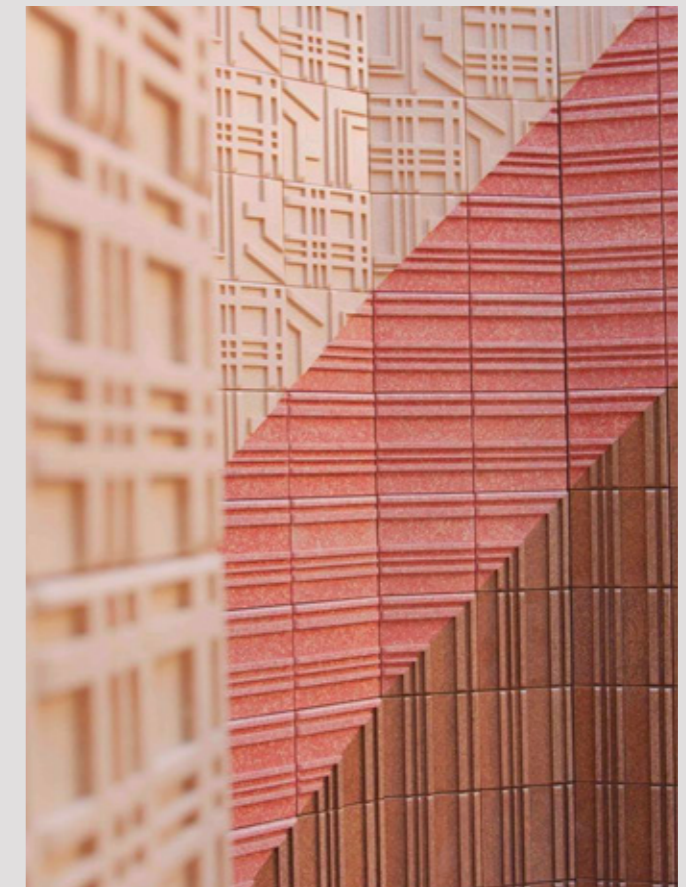
www.zenaholloway.com
[@root.full](https://twitter.com/@root.full)

Nature Squared

Nature Squared is an ethical design brand founded in 2000 by Paul Hoeve and Lay Koon Tan with a mission to create truly innovative sustainable surfaces for architects, designers and consumers using abundant natural materials such as eggshell, seeds, bark and feathers.

A leader in design innovation, Nature Squared combines traditional craftsmanship with cutting-edge technology to capture the beauty of materials that are not endangered, protected or threatened, sourcing predominantly from industries such as farming and fishing, transforming what would normally be considered waste.

www.naturesquared.com





www.alicepotts.com



www.lulu-harrison.com

Sweat, Alice Potts

Alice Potts is a Material Researcher & Inventor, who has spent that last 6 years working on the development of sustainable biofabrication for industry. Her focus is on the importance of bodily function within materiality, looking at the inter-connection between biology and materiality. In the shown project she creates crystals from sweat

Thames Glass

Thames Glass was founded by Lulu Harrison, a second year MA Material Futures student studying at Central Saint Martins. For the last year, she has been creating unique batch recipes, replacing the highly processed materials that are often used in glassmaking. Throughout this process, she has been working alongside glass masters in the UK & Murano, Italy, as well as professors in glass archaeology and Thames Water. By combining crafts, design and science, Thames Glass actively seeks to redefine the meaning of 'luxury', through working with waste materials and local communities.

Feminised Protein

The 'Feminised Protein' project has been in development since 2015, and is a material investigation into the use of surplus milk sourced from a raw organic dairy farm in Sussex - skimmed milk being a bi-product of the butter making process. The farm have a very small herd that are individually named, grass fed, and milked considerably less than the average dairy cow.

Working predominantly with a unique, but historically originated, formula of surplus milk to create a sculpting and manufacturing material free from synthetics, Tessa utilises a valuable raw material that would otherwise be wasted.



www.tessasilva.com

Crafting plastics! studio

it is an interdisciplinary design studio focusing on circular design and research in innovative responsible materials. By offering design concepts and prototypes, as well as biobased solutions using oil-free and compostable material - a new generation of biopolymer materials emerges.

www.craftingplastics.com



Wiracle stool, Harv.

Wood waste, sawdust, and PVC edge were added to the mix, it was found to reduce the amount of resin used. The sheet became a unique new material entirely made of various scraps from the manufacturer itself, and can be assembled using traditional methods. The resulting texture, look, and feel has added the fun, variety, and breaks the monotonous particle board 'look', with the added bonus of durability and ductility, which could be difficult in conventional particle boards.

This new sheet material helps extend the service life of various scraps, and the material itself can be crushed and mixed with sawdust again after the actual furniture piece is broken or at the end of its life, and a more environmentally friendly adhesive can be used instead of resin.



Wiracle stool, Harv.



bcjoshua.com



Studio ARP

Egtip

Djembe translates to "Everybody Gather Together In Peace", and it represents exactly what its meant to do, to gather people to listen and join in this rhythmic gathering. Joshua decided to make this into a stool, as it supports your weight, he made this stool from high density paper pulp and painted it black. A good djembe player is known as someone who can make it talk telling an emotional story through rhythm. EGTIP does not drum, a representation of the many african american who are unable to tell their own family history, their own stories

Studio ARP

Studio Arp is currently transforming orange peels waste into three very distinctive ways; as composite, as a fabric and as a paper.



Touch

As we move towards a technology driven society, and the creation of virtual worlds, what would the ramifications of this future really be?

The Touch Clinic depicts a speculative design fiction where tactile sensory tools are prescribed to a civilisation starved of touch. Aiming to provoke conversation, it questions how societies behaviour would change and what can be done now, to avoid a future in need of Touch Clinics

www.jameswoodsdesign.com

Grog

Grog is an aggregate that is added to clay to improve its stability and drying properties. Currently, resource intensive processes are used by industry to create virgin grog from finite materials such as silica sand.

This project has explored utilising various types of ceramic waste as grog instead, revealing the rich variety of colour and texture that can be achieved when using recycled material. This is showcased in the Grog Side Table, which is coloured differently on each side through the addition of an individual type of waste - from the white of bone china seconds to the brown of demolished bricks.

[@esme.macgregor](https://twitter.com/esme.macgregor)



Pine resin

Jacob Marks explore how the substance, which is naturally secreted by pine, fir and cedar trees in order to seal damage to their bark, as well as renewable, carbon negative and bio-degradable, could be an ideal material for use in an oil-free future.

Realised as a series of research objects, each demonstrates one or more of resins characteristics. Handles for drawers and tools, showcase how the surface tackiness is a good source of additional grip. Fruit bowls utilise its resistance to bacteria and microbes, and the wide range of vessels demonstrate how resin can make almost any material - paper, card and mesh included - completely watertight.

www.jacobmarks.co.uk



Versarien PLC

Versarien 3D-concrete printed product with a graphene additive
 Versarien plc, an advanced engineering materials group and provider of graphene-enhanced cement admixture, announces the launch of its “Lunar” lifestyle pods designed with sustainability and innovation at the core. Lunar is Versarien’s first 3D printed concrete product made with Cementene™, Versarien’s graphene-enhanced cement.

www.versarien.com



Bethan Gray

Bethan Gray rolls out the striped carpet at Sketch

The massive appeal of Bethan Gray’s work owes much to her graphic interpretation of familiar motifs in nature, using colours that are easy on the eye and soul. The easy elegance of her work makes sense at Sketch, an all-hours Mayfair brasserie and gallery whose longevity and relevance rely on its support of design ‘auteurs’.

Sketch has fun with its half dozen spaces – including its famous alien-pod loos, where they’ve hung diaphanous architectural drawings by Tannaz Oroumchi over the toilets. It’s given over the pastoral-themed Glade – or at least the ceiling – to Moritz Waldemeyer’s Through the Looking Glass chandelier, made up of 45 magnifying glasses enhancing 45 flickering flames composed of LEDs.

‘Inky Dhow Universe’ by Bethan Gray

Craftmanship

The value of craftsmanship is perceived as a luxury, but also as a more responsible form of manufacturing. The local artisan becomes more important as awareness increases in society about the way products are made.

In crafts, material is perceived and treated with respect. It's use will be different in each piece, making them more special and unique.



New terracota

They are makers of handmade tiles in a human-scale factory, neither too big nor too small.

New Terracotta was established in 2014 and is based in Central Portugal. New Terracotta is a profoundly Portuguese handmade ceramic project.

The premise is simple: to merge the ancient techniques with contemporary aesthetics, offering a new dimension of the tile.

www.newterracotta.com

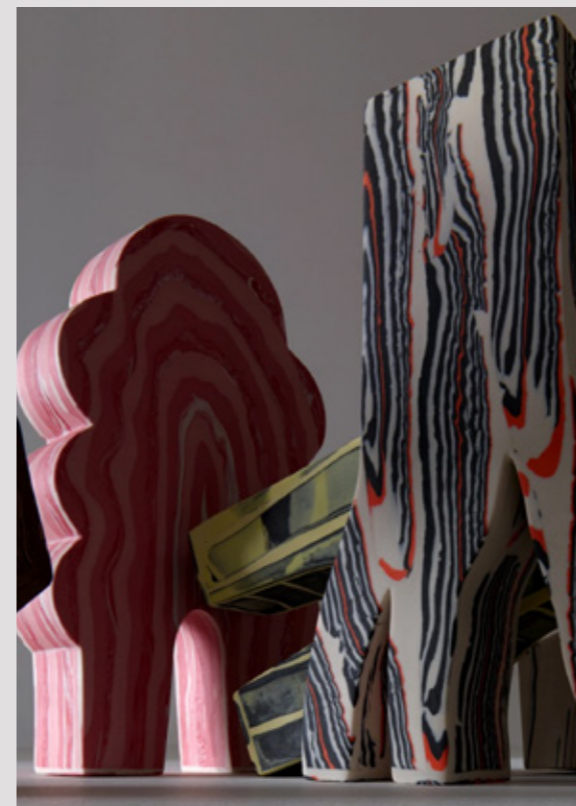
Patricia Qua

A small collection of ceramics inspired by trees.

This body of work is the culmination of a two-year long exploration of form and pattern inspired by the trees that she observed while walking.

She began the process of translating these organic lines and shapes through drawing. The drawings were developed into abstract designs which then form the surfaces of the vessels in this exhibition.

The compositions are made using a variety of clays and coloured porcelain that are formed by rolling the patterns into slabs of clay. This hand-crafted process makes each object unique and unrepeatable.





Majeda Clarke

By highlighting the geometry of weave and playing with strong colour inspired by her own cultural journey from Bangladesh, Majeda like to bring a modern aesthetic to an ancient craft. Her work is often influenced by the sharp lines of Modernist Bauhaus design interwoven with pops of vibrant colour. The pieces have a duality about them that can't be placed, such as the ethereal Jamdani muslin scarves which create a sense of light and space but layer with solid, dark motifs or my contemporary but cosy blankets.

There is an emphasis on the local, regional practices that sustain communities, tell stories and remind us of the value of making.

Communities such as the Jamdani weavers of Dhaka who weave what the Romans once called "woven air", a thousand year old technique that has UNESCO World Heritage Status. Her UK mill woven pieces also explore a lost weaving heritage, manipulating traditional double cloth techniques without traditional patterns.

She never compromise on quality and my British blankets are woven in a Welsh Mill with yarn spun in Yorkshire that feels like cashmere. The relationship between people, place and environment are essential elements that run through her work. All her pieces are sold with a card that carries the signature of the weaver and a map of its heritage; for beautiful things take time to make and builds on the skills of a past generation. A crafted piece is to be cherished forever.



The Living Object

The Living Object gallery was born during the first pandemic lockdown. It gathered together artists thwarted by lockdown restrictions and gave them an online platform on which to exhibit and sell their work. In May 2020, a hastily gathered audience tuned in on Zoom to listen to and speak to the artists whose work they admired. They saw the work in a gallery space but, also thanks to technology, were able to interact with the artists in their studios.

Recorded sessions, mainly through Instagram, also connected our artists with thousands of people who were unable to travel to physical exhibitions. These novel methods of exhibiting opened up new possibilities for dialogue, which were further explored in Living Object's second exhibition, Of Time and Place, in October 2020.

www.livingobject.co.uk

Thingg.

Founded by THINKK Studio in 2016 to liven up Thai manufacturing and craftsmanship which have become quite stagnant for too long by applying the traditional knowhow and the Cosmopolitan flair to local materials.

Thingg is a Bangkok based furniture and accessories brand dedicated to improving the quality of interior spaces through creative industrial works and local craftsmanship.

Sarn Lamp - Made from Palm leaves, using a double weaving pattern, a collaborative approach to local craftsmanship. Resulted in different lamp's inner and outer color



www.thinggstore.com



Finials

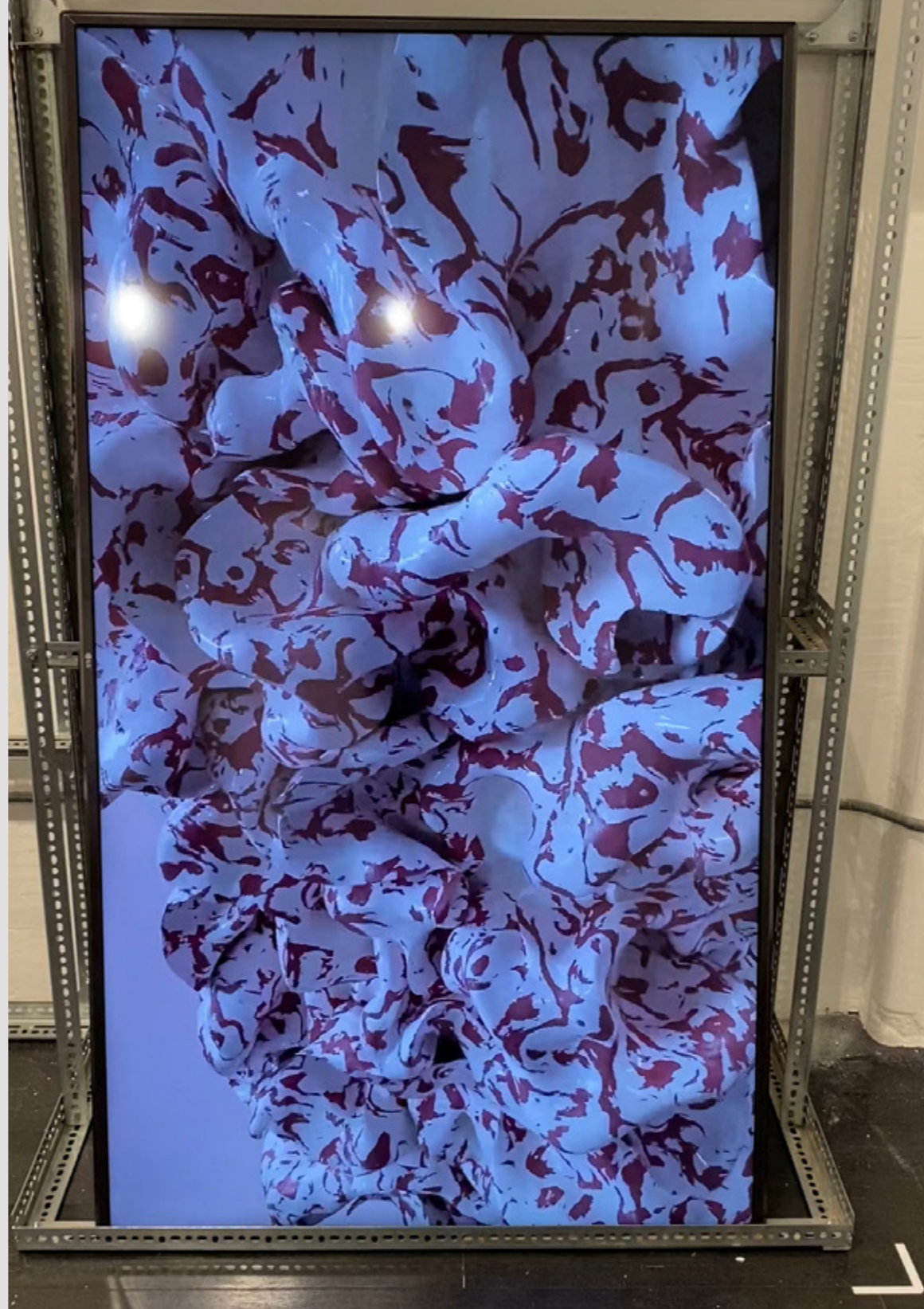
the lights have one modular core, multiple outer housings (finials) which can be intuitively swapped in and out. Creating a lamp where change is simple and sustainable. All of the lights are made to order.

www.finials.ink

Virtual Experiences

The mix between the two worlds, the physical and the virtual, is twisting and blurring many aspects of society and of course also impacts design and arts.

With a growing interest in new virtual realities the Metaverse is becoming a popular topic for designers. Presenting a new platform to work from and especially with.



Seen studios Study 05

The astronomical growth of digital visual arts that followed the outbreak of the pandemic has seen art and content creation pushing the boundaries of 3D art and motion. Rendered and animated content exploring hyperrealistic and surreal textures and physics has captured the attention of millions of viewers who are seeing branded content cross over into their digital landscapes in gaming and the metaverse.

As brand audiences return to offline spaces our studio embarked on a study to explore how the future of digital content could feel more tactile. With the Metaverse continuing to create even greater socioeconomic divide, do underrepresented physical artists and makers hold the key to unlocking phygital experiences?

For Study 05, Seen Studios explores the stunning ceramic work of Irina Razumovskaya, whose sculptural pieces captivate our visual and tactile senses. Collaborating with music artist and sound designer Tsatsamis, we use digital tools to create an animation which attempts to interpret Irina's work and process - through digital texture, movement and sound.

Meet Me in the Metaverse

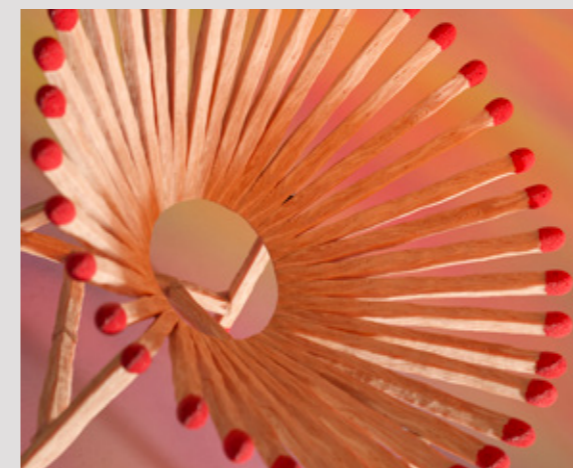
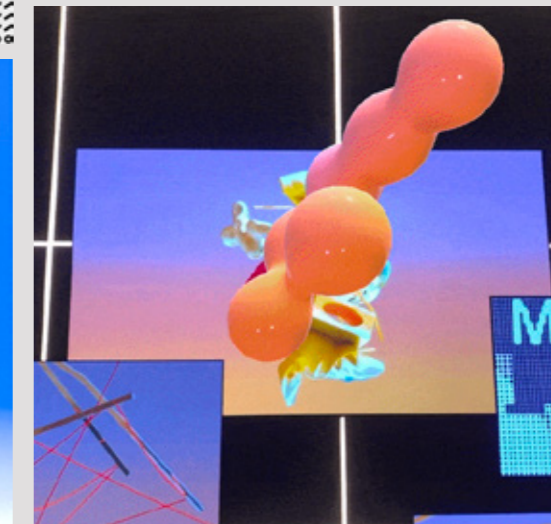
Meet Me in the Metaverse: invite future-facing creatives to reimagine design classics. In partnership with The Conran Shop, It's presented a digital exploration of contemporary and classic design.

Pieces of furniture are deemed "classic" due to their cultural heritage, passed down from their original creators via foundations or collections. Today the act of crafting a product is less workshopped IRL and rather built using digital programmes, and in some cases only designing for digital environments. This shift led It's Nice That and design destination The Conran Shop to consider how digital-only product designs might take shape when inspired by classic design items. As a result, for London Design Festival 2022, we'll be hosting Meet Me in the Metaverse. An immersive installation at The Conran Shop's Chelsea location, the exhibition will see iconic furniture pieces reimaged by digital artists into never-before-seen virtual objects.

Find the full article about *Meet me in the metaverse* by *it's nice that* in the following link
<https://www.itsnicethat.com/features/meet-me-in-the-metaverse-the-conran-shop-digital-product-design-240822>

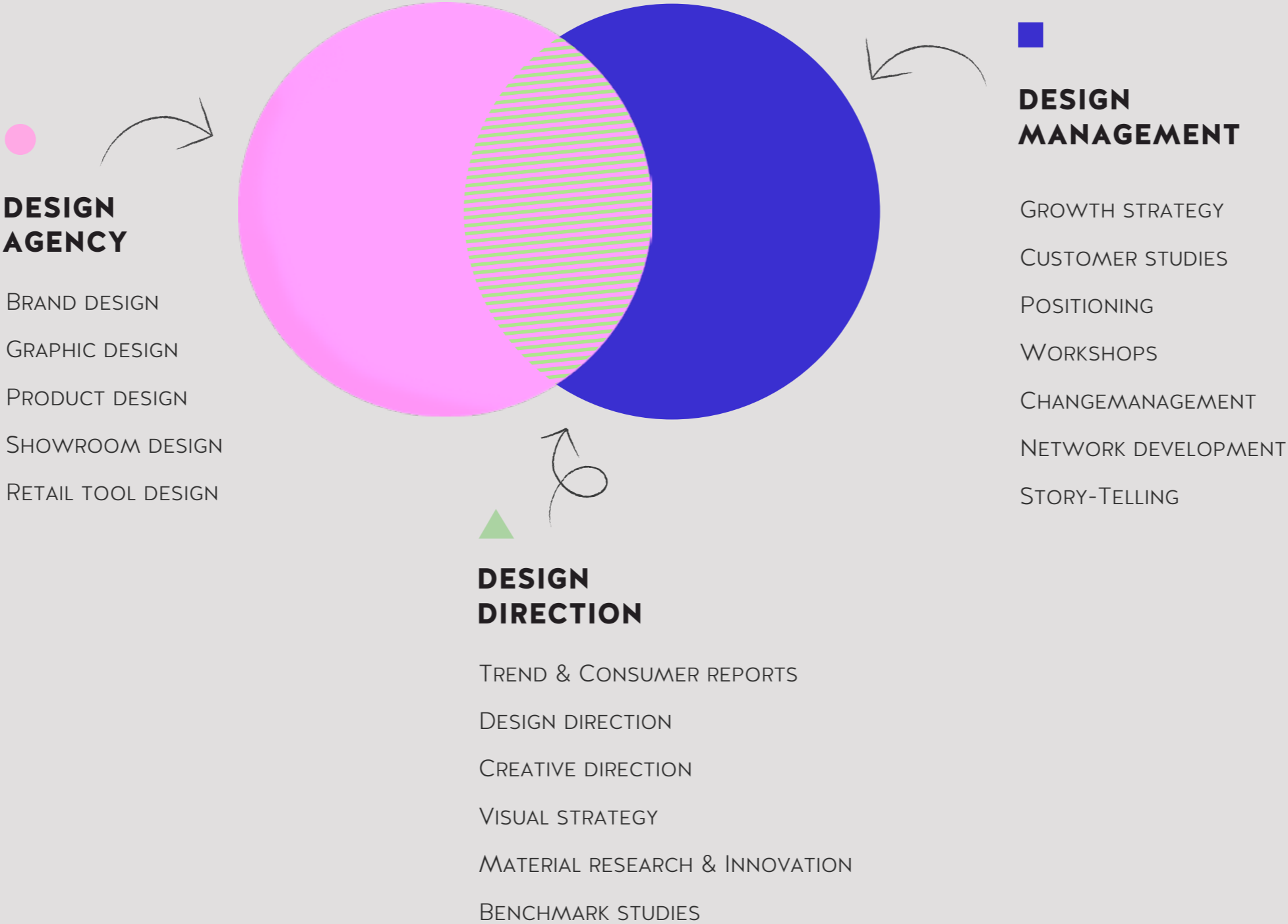


"We almost imagine the Metaverse to be this inviting and delightful playground."
Christie Christie



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