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FITZROVIA DESIGN DISTRICT | LONDON DESIGN FESTIVAL 2018

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SHOWCASING FITZROVIA'S RICH AND DIVERSE DESIGN HERITAGE BROUGHT TO LIFE BY THE DISTRICT'S CREATIVE INDUSTRIES.

Fitzrovia has a long and diverse history of design innovation across a wide range of creative disciplines. It hosts some of the world's long-standing design houses and the most innovative start-ups and independents. The area is a recognised creative hub with a natural stimulus that nurtures and attracts the finest in British and international design.

For the first time, Fitzrovia will be featured as a design destination during London Design Festival 2018. **Fitzrovia Design District** has a fantastic range of events, installations, open studios, workshops, guided walks and tours that highlight the area's vast and diverse heritage from a line-up of nationally and internationally established design brands.

Heal's in 2018 have reached their incredible milestone of 200 years on Tottenham Court Road. Their celebrations will highlight their illustrious London history with the spectacular reproduction of the original Four Poster Bed sign outside the store. For London Design Festival, Heal's will be hosting two special events to celebrate design in their store for the last 200 years. *Dinner with the Designers* invites well-established press to Heal's for a special dinner evening to support and celebrate emerging design.

On Thursday 20 September, they will host a public party with DJs, creative demonstrations and dedicated bars serving drinks throughout their three-storey flagship store.

Michelin-starred restaurant, Pied à Terre, will hold 'Design a Plate' workshops to unveil the art of plating within Heal's.

Saturday 15 September sees the Don't Move, Improve! promotion, hosted by New London Architecture. Special Design Surgeries will provide free advice and inspiration on how to upgrade your home. Tottenham Court Road's 14 flagship homeware stores will offer exclusive discounts for the day.

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Leading engineering and design company Arup, will host several stunning pieces throughout the area, including 'Conflicts of an Urban Age', which details how cities across the world have been transformed over the last 25 years.

London Design Festival also brings stunning new ranges of Italian crafted furniture collections from homeware specialists Calligaris.

West Elm will open their doors to emerging design talent for a series of live art which will be available to win at the end of The Festival.

Black Eyewear, the independent spectacle designer will be leading a design talk showcasing the jazz influences behind their glasses designs, hosted at Japanese showroom, Clutch Café.

Renowned designers, Joyce Wang Studio from Hong Kong will be unveiling their brand new studio in Fitzrovia where they will be hosting an open studio throughout The Festival.

Urban Living Interiors will be unveiling their new collection, plus a new kitchen range in collaboration with two of the biggest lighting companies in the UK.

Throughout London Design Festival, several of Fitzrovia's restaurants will be providing exclusive food and drink discounts and bespoke menus, including limited edition beer at Newman Arms, the first pub the new Truman Brewery has opened, 20% discount at acclaimed Japanese robata restaurant ROKA, a Mediterranean seafood platter from Pescatori, a special fish & chips offer from Gig's and exclusive LDF brownies from Konditor & Cook.

Fitzrovia Design District is a registered Design District of London Design Festival 2018

**15 – 23 September 2018
Fitzrovia**

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Events in the Fitzrovia Design District

Tiipoi and Clutch Café

15 – 23 September

Clutch Café present the 'Clutch Curation': a collection of instalments and events throughout the festival which all have a tactile and immersive quality to them, from a visually enchanting window display from Tiipoi, to the product design and live jazz from Black Eyewear and Jazz Re:refreshed, Clutch Café offer a sensory experience which showcases each collaborator at their best and their approach to the Clutch Café.

Ligne Roset

15 – 23 September

Monday - Wednesday 10am - 6pm, Thursday 10am-8pm, Friday - Saturday 10am - 6pm, Sunday 12pm - 5pm

ARCHES: New installation by Town & Concrete. Work based on a simple line giving life to a labyrinth. Artist Cyril Lancelin used the cylinder to create a unique structural organisation. The installation is designed to draw in the visitor; it is more than an object to view, a place to be experienced, a work that invites social media.

Arup

15 – 23 September

Monday - Friday 9am - 6pm, Saturday - Sunday 12pm - 5pm

Conflicts of an Urban Age, curated by LSE Cities and exhibited in Arup's gallery space, describes how six cities – Addis Ababa, Istanbul, London, Mexico City, Mumbai and Shanghai – have transformed over the last 25 years, highlighting the spatial and social consequences of dramatic urban growth between 1990 and 2015.

Heal's

15 - 23 September

Sunday 12pm - 6pm, Monday, Tuesday, Friday, Saturday 10am-7pm, Wednesday 10am - 6pm, Thursday 10am - 9pm

In collaboration with creative agency mcgarrybowen, Heal's is delighted to be working with some of London's most creative women. From finding the right chair to sourcing the right lamp – the exhibition explores the spaces from which pioneering females create. It is a celebration of both their creativity and the inspirational items of note that exist within their creative space.

Urban Living Interiors

15 – 23 September

Monday - Friday 10am - 6pm, Saturday - Sunday 12pm - 5pm

Open studio at Urban Living Interiors' beautiful design showroom launching their new exclusive Italian kitchens from Zampieri and Arredo3 and showcasing new British product design from Essence of Strength, lighting from Cameron Design House and Porta Romana together with their own Italian and bespoke UK furnishings.

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Calligaris

15 – 23 September

Monday - Saturday 10am – 7pm, Thursday 10am – 8pm, Sunday 12pm - 6pm

Calligaris Launches 'My Home': Curated by Michelle Ogundehin. Celebrating their 95th anniversary creating contemporary Italian furniture, Calligaris has invited style authority Michelle Ogundehin to curate their London Flagship showroom. Celebrating 95 years of passion and expertise creating Italian furniture, visitors to the Calligaris London Flagship Store will find 'My Home', curated by Michelle Ogundehin for the London Design Festival.

Republic of Fritz Hansen

17 – 23 September

Monday - Saturday 10am – 6.30pm, Sunday 11.00 am - 5pm

Republic of Fritz Hansen will be celebrating the 60th anniversary of the world's first design hotel: the SAS Royal Hotel, an architectural revolution where everything from furniture to cutlery was designed by Arne Jacobsen. With the exhibition and a showcase of the Limited-Edition Anniversary pieces, Fritz Hansen wishes to celebrate this 60th anniversary and spread the knowledge of one of the greatest talents of time, Arne Jacobsen, focusing particularly on his architecture and design.

Joyce Wang Studio

15 – 21 September

Monday - Friday 10am - 7pm, Saturday - Sunday 12pm- 5pm

Presented by Joyce Wang Studio; FLINT is a limited-edition collection of terrazzo objects rooted in the studio's fascination with unearthing new perspectives in materials. Composed of accessories and tables; the collection is made in Italy by marble and terrazzo specialists of three generations, injecting novelty and challenge into familiarity. FLINT will be showcased at Joyce Wang's London Studio throughout the week and to celebrate the launch, the "Travelling Terrazzo" ice-cream cart will make its appearance on Wednesday and Thursday; allowing festival goers a quite literal taste of Terrazzo itself.

Feilden Clegg Bradley Studios & Jelly

17 – 21 September

Monday – Friday 9am – 5.30pm

Feilden Clegg Bradley Studios and Jelly bring an alternative take on architectural representation, capturing the essence and narrative of some of the practice's most popular buildings in the signature style of six of the finest illustrators in the world.

Ergonom

17 – 21 September

9am – 5.30pm

UniFor Showroom at Ergonom (Molteni Group) welcomes you to its brand new premises in Fitzroy Street, previously having been on Alfred place for over 20 years. Focusing on UniFor's commercial office range, Ergonom's Fitzroy Street Showroom encapsulates the latest developments from the Group.

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HKS Architects

17 – 21 September

Monday - Friday 12pm - 2pm

Hosted at HKS' global architecture in their gallery space, a series of talks and workshops in celebration of the objects, buildings and images that make the world a brighter place. Buildings, objects, record sleeves and more... this exhibition tells the stories behind their favourite designs.

West Elm

20 – 22 September

Thursday 10am - 8pm, Friday – Saturday 10am - 7pm.

Artists in Residence sees West Elm open their doors to emerging design talent for a series of live art. Experience the process as their artists in residence create bespoke artwork in store, with a chance to win the finished pieces at the end of the festival.

Moooi

15 September, 17-22 September

Monday 10am - 9pm, Tuesday - Wednesday 10am - 6pm, Thursday 10am - 8pm, Friday - Saturday 10am - 6pm

Moooi's beautiful Fitzrovia showroom will be honouring the beautiful Dodo, working with The Museum of Extinct Animals, which celebrates nature's diversity, offering endless creative inspiration. Participants of The Museum of Extinct Animals, first shown during Salone del Mobile this year, have started their own adventures and London showroom is delighted to welcome glorious Dodo Pavone.

New London Architecture

22 September

10.30am – 1.30pm

Don't Move, Improve! Meet the architects responsible for London's best and most innovative home extensions at this public design surgery, which offers free advice and inspiration to Londoners looking to extend their homes. Nearby, some of Tottenham Court Road's flagship homeware stores will be providing exclusive discounts on the day.

Oliver Bonas

18, 20, 22 September

Tues 12.30-2pm & 6.30-8pm, Thurs 12.30-2pm & 6.30-8pm, Sat 10-12pm & 2-3.30pm

Oliver Bonas is offering a journey into their AW18 design concepts: Kinship, Hana and Doughnuts to Dumbbells. Take part in their immersive workshop experiences with the OB Design Team and understand the influences that inspired each of the collections.

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Heal's

20 September

6pm - 9pm

Heal's in 2018 have reached their incredible milestone of 200 years on Tottenham Court Road. They will be celebrating their illustrious London history, with their spectacular reproduction of the Four Poster sign outside the store. Heal's will be hosting a special public party on with two dedicated bars serving drinks, a DJ and creative demonstrations throughout their three-storey flagship store.

Merchant Land

20 September

5pm - 9pm

At Home in Fitzrovia with Heal's and Merchant Land is an interactive design event, part of Heal's 200th anniversary celebrations where Heal's in-house interior designer will be running an Interior Design Drop-in during this year's London Design Festival at Merchant House to advise on apartment living and planning and designing your home.

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Food & Beverage Offers in Fitzrovia

Fitzrovia plays host to many outstanding restaurants, bars, pubs and hotels in the area. For London Design Festival 2018, businesses throughout the area will be offering exclusive offers, new menus and special discounts during The Festival.

Newman Arms

Newman Arms, the first pub the new Truman Brewery has opened, will be giving away 200 very special limited-edition London Design Festival 'crowler' (910ml can) of any draught beer for only £5 (Usually £9), which features original artwork commissioned in 1936 by a renowned graphic designer. Redeemable when LDF magazine is presented, first 200 people only, must be 18 years or over.

Roka

Acclaimed Japanese robata restaurant, ROKA are treating festival visitors with a 20% discount for those presenting the LDF magazine when dining. Maximum two guests per magazine. Booking is required. Subject to table availability.

Pescatori

Enjoy a Mediterranean Seafood Platter Antipasto from Fitzrovia's seafood experts, Pescatori. Indulge in lobster, oysters, mussels, shrimps, giant tiger prawns on a bed of crushed ice. £45 for 2 to share, with a glass of Pinot Grigio Rosé wine each. Maximum 6 people per table. Available Monday to Saturday. Does not apply to any other online reservations. Not valid with any other promotions. Valid with table reservation.

Salt Yard

Fitzrovia's award-winning tapas restaurant, Salt Yard are offering their extra special lunch and pre-theatre menu with a complimentary glass of Cava for festival visitors. Simply present your LDF magazine. Valid Monday to Wednesday 12-3pm and 5.30-6.30pm, all day Saturday and Sunday.

Gig's

Gig's are offering their outstanding small Fish n Chips or small Kebab (Halloumi, Chicken, Donner or Pork) in pita with chips for just £4.99. Valid any day throughout London Design Festival until 5pm, except Fridays.

Konditor & Cook

Fitzrovia's brownie specialists, Konditor & Cook are creating their own Limited-Edition London Design Festival Brownies 20% off when you present the LDF Magazine at our Gode Street Store.

Spaghetti House

Spaghetti House will be providing their exception three-course set menu for just £19.95. Available to visitors all day, throughout London Design Festival.

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Senor Ceviche

Senor Ceviche are delighted to offer a special 20% for the LDF visitors when they show their programme at their Charlotte Street restaurant during London Design Festival. 20% off the total bill, maximum 4 people, booking required.

The Ambrose Café

The beautiful café located inside the Heal's building will be providing a 20% discount from the total bill for LDF visitors when presenting the LDF Magazine when dining. Booking is Required. Maximum 6 people.

Mere

The creative team behind chef Monica Galetti's, Mere Bar in Charlotte Street, Fitzrovia will introduce their latest cocktail – aptly named Diamond in The Sky. With a base of iconic Beefeater Gin and freshly squeezed lemon juice, the drink is infused with a house-made powder made from fresh lavender flowers and juniper berries, finished with a delicate elderflower foam and topped with a violet flower.

This beautiful new addition to their ever-evolving cocktail list is the perfect drink to herald the transition from summer to autumn and as an extra treat, Mere Bar (open all day) will be offering guests 2 for 1 across all cocktails, available lunch through to dinner, throughout The Festival.

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Design in Fitzrovia

Fitzrovia has a long and diverse history of design innovation across a wide range of design disciplines. It hosts some of the world's most long-standing design houses and the most innovative start-ups. The area is a recognised creative hub. Its natural stimulus nurtures the finest in British design.

Fitzrovia has a proud history as the home to London's creative giants over the last 400 years such as John Constable, Augustus John, Walter Sickert and Nina Hamnett. Their legacy created an area that has nurtured creativity and has made Fitzrovia the destination place for the best in British design.

From literature, fashion, design, art and architecture, Fitzrovia has been the birthplace for London's best creative talent.

Today it attracts companies on the forefront of innovation such as Facebook, Netflix and the world's most respected advertising agencies who choose to base themselves in Fitzrovia. Creatives, designers, advertising agencies, architects, fashionistas, galleries, artists and scientists want to be in Fitzrovia. It is their home in what is one of the world's most global cities. It is also a home to leading flagship homeware stores, no fewer than 25, such as Heal's and Habitat and global leaders in architecture, Arup.

About The Fitzrovia Partnership

The Fitzrovia Partnership is Fitzrovia's Business Improvement District (BID). The Partnership has been representing the interests of local businesses for approaching 10 years and for the past five as a BID. In addition, it promotes engagement with the business community to help create and enhance an economically vibrant destination, offering tangible benefits for those who work, live and visit Fitzrovia.

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