

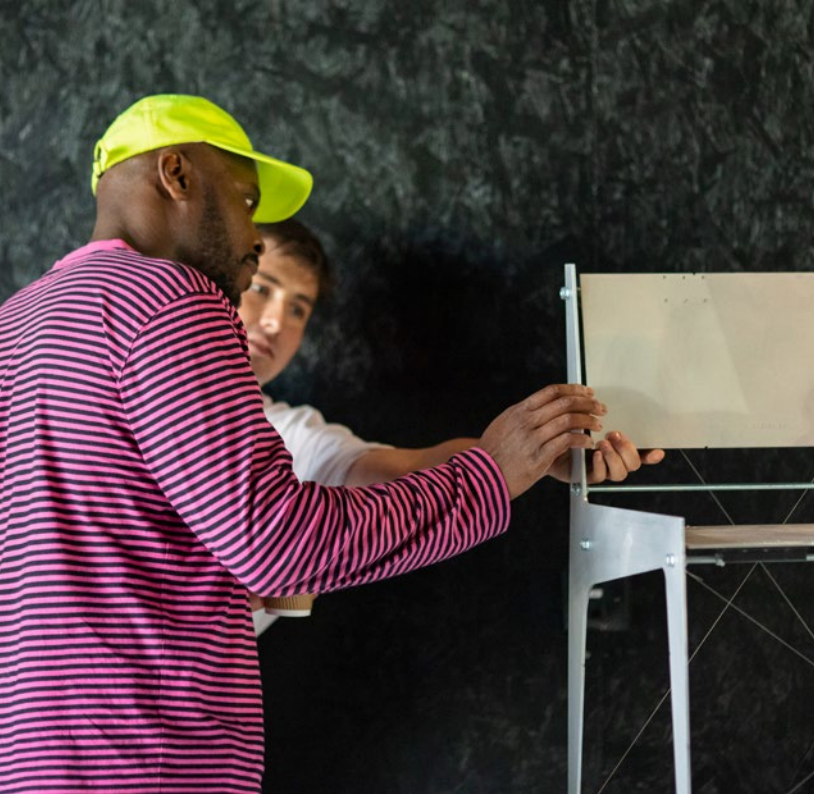
design
LONDON

21-24
SEPTEMBER
2022
MAGAZINE
LONDON

 @design.london

 @designlondonshow

 @designlondon



Design London

After months of extensive planning, Design London's inaugural event welcomed the architecture and design community to London's new favourite neighbourhood, North Greenwich.

As the largest destination for contemporary design during the London Design Festival, the stand-out show featured a curated selection of internationally renowned furniture, lighting, kitchen, bathroom, surfaces and accessory brands, delectable street food vendors and a diverse talks programme featuring some of the industry's most influential figures.

Situated on the banks of the iconic River Thames, Magazine London is a venue defined by simple architectural form, offering a striking blank canvas for showcasing the very best in contemporary design.



2021 video

Take a look at some of the highlights from Design London's inaugural event in this short video.





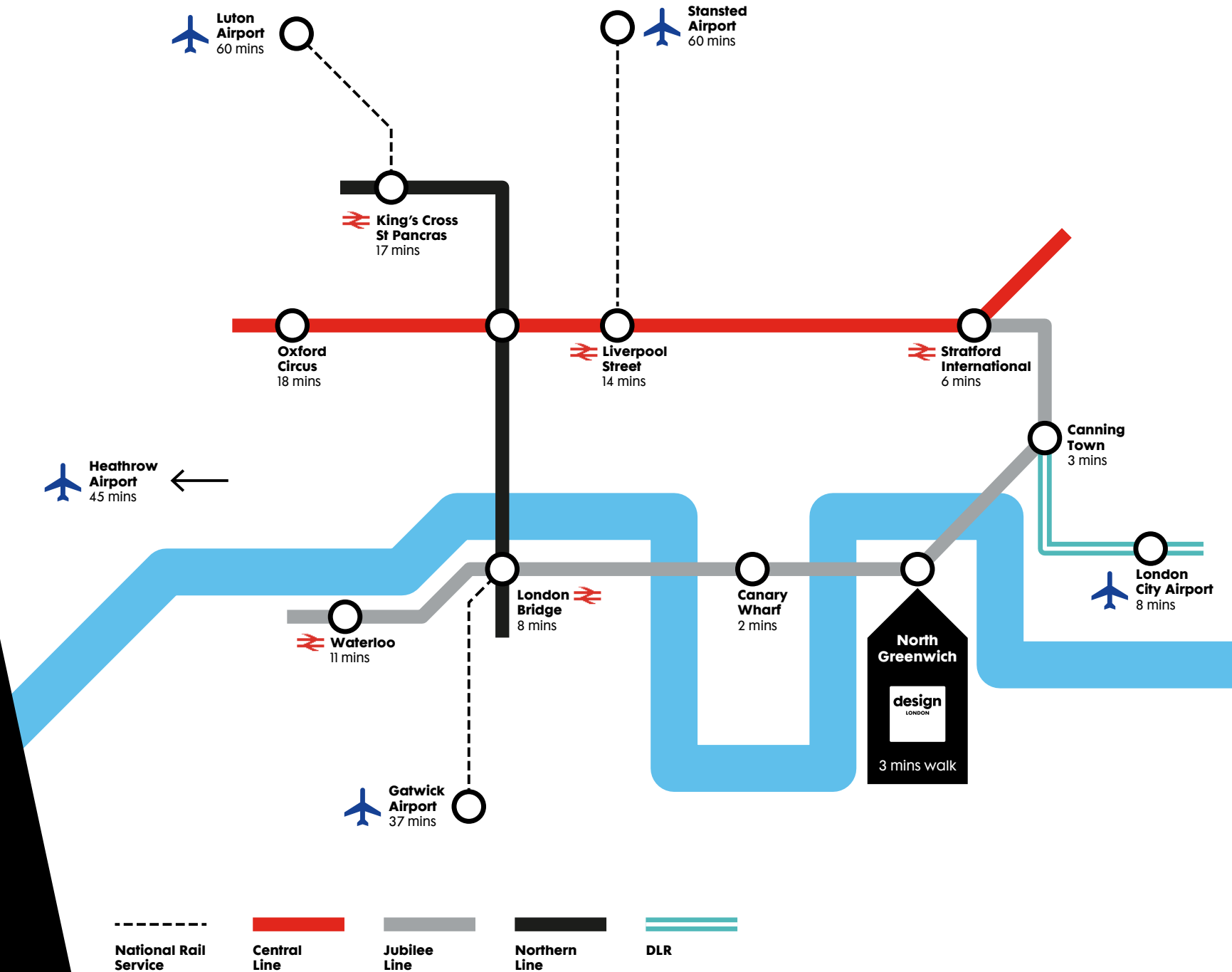
Why Design London?

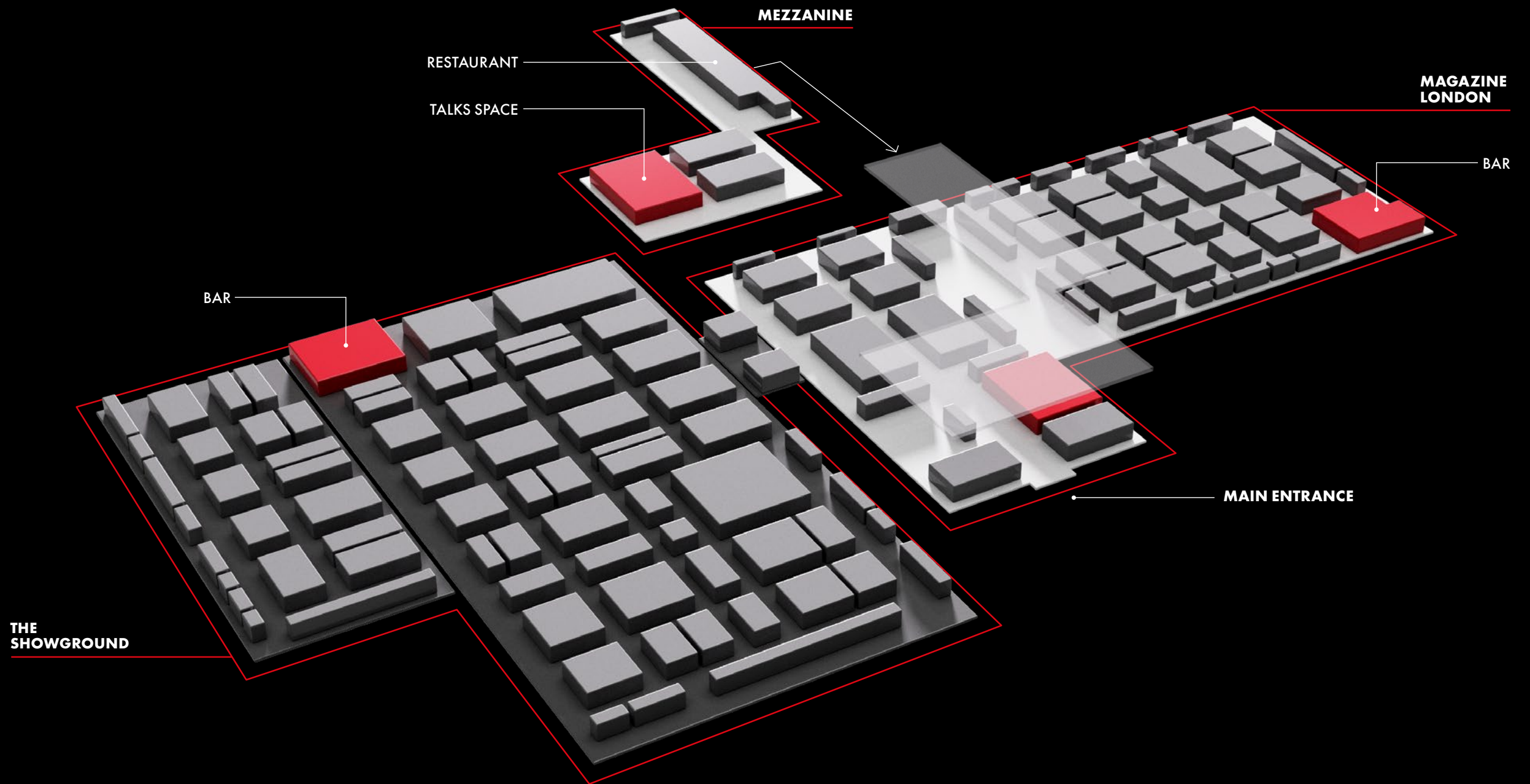
- The UK has the second largest design industry in the world and is the largest in Europe. Whilst London has seen design-led businesses more than double since 2010
- The UK architecture sector is worth £3.64bn with revenue up 13% in the last 12 months
- UK architecture practices employ more than 44,000 members of staff and work on more than 173,000 projects annually
- Estimates have put the number of new homes needed in England at up to 345,000 per year, accounting for new household formation and a backlog of existing need for suitable housing. Over 170,000 new homes were built for the year ending June 2019
- The Knight Frank Wealth Report labels London as the wealth capital of the world
- 375 hotels will bring 55,388 new rooms to the UK's hospitality industry in the next few years, with more than 200 hotels located in London
- UK architecture schools attract the best talent from around the world. The UK is home to three out of the top 10 universities for architecture in the world with London home to the top ranked university (UCL)
- London is one of Europe's fastest expanding cities and with spend predicted at topping £23bn in the next few decades is one of the world's leading for megaprojects
- Design London is the latest addition to Media 10's Design Division, following the successful launches of Design Shanghai, Design Beijing, Design Joburg and Clerkenwell Design Week

The venue & location

Situated just 15 minutes from Central London, the venue boasts state-of-the-art facilities and breath-taking views of London's iconic Canary Wharf skyline. Defined by modern architectural form, the venue provides a striking blank canvas for showcasing the very best in contemporary design, while clean and functional spaces provide a means for large-scale creative expression.

The show offers visitors unrivalled transport links during London Design Festival with direct access via cable car, boat, plane, bus, car and tube – making it one of the best-connected venues in the UK.





Floor plan

Audience overview

Media 10's design division has an extensive global reach of more than 2 million design professionals, a sophisticated marketing and PR campaign targets the most relevant audience of architects, designers and press.

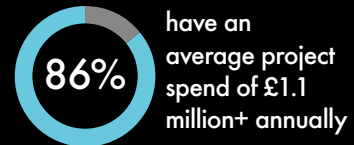
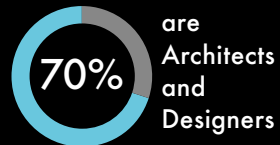
Visiting Audience

12,478
visitors

85% TRADE
9% PUBLIC
6% PRESS

Trade Audience

10,482
trade
visitors



Decision makers will be working on the following projects in the next year:

Residential	35.91%
Commercial (Office/workplace)	21.48%
Retail	16.25%
Hospitality	14.41%

Top product interests include:

Furniture	21.4%
Surfaces	17.4%
Kitchens & Bathrooms	16.4%
Lighting	14.9%

72%

of trade visitors attend to source new products, network with peers and for inspiration

80%

of stands rebooked for **Design London 2021**

9000sqm

Exhibition space will more than double in 2022





Visitors include

ARCHITECTS

Adjaye Associates
Applied Studio
Arup
Barbarella Design
BDP
Colman Architects Ltd
Conrad Margoles Architecture
ECD Architects
Eight_Onetwo Architects
Foster + Partners
Gensler
GK Architects
Grimshaw Architects
Haines Phillips Architects
Hawkins\Brown
Hutchinson and Partners
James Cubitt Fello Atkinson & Ptnrs
Lab Architects
MEPK Architects
Pearson Lloyd
pH+ Architects
PLP
Simon Gill Architects
Space+Matter
Spacelab
Studio B Architects
WSP
Zaha Hadid Architects

INTERIOR DESIGNERS

AD Interior Designs
Adjaye Associates
Alice Molloy Interiors
Angela McNeill interiors
Catherine Muir Interior Design
Conran & Partners
David Collins Studio
Effe Interiors
Foster + Partners
GA Architects
Henry Prideaux
IN Design - LOCI architects
KLK Interiors
Matteo Bianchi Studio
NV Interiors
SS Interior Design
Studio Suss
Trifle*
Wentworth Andersen
Wise Owl Interiors

RETAILERS

Aram
B&Q
BoConcept
Clippings
Coolhouse
Green Living
Harris White Cottages
Heal's
Ikea
John Lewis
Koura Designs
LuxDeco
Maker & Son
Mint
National Portrait
Gallery Enterprises
Sainsbury's
Style Living Interiors
The Business Fashion
The Conran Shop
The Liberty Furniture
Think Rugs

DEVELOPERS / CONTRACTORS

Balfour Beatty
Barratt Homes
Berkeley Homes
Canary Wharf Group
Crest Nicholson
Gallard Homes
Higgins
Kier
Redrow Developments
Taylor Wimpey
Unibail-Rodamco-Westfield
Knight Dragon
Knight Frank
TP Bennett

Marketing & PR

Design London exhibitors will benefit from an extensive marketing and PR campaign targeting an international audience of trade visitors including architects, designers, specifiers and members of the press.

Website (103,396 unique users)


Design London's website attracts more than 103k unique users annually

Email marketing campaign (141,320 active subscribers)

A targeted email marketing campaign reaches more than 141k active subscribers

Social media (194,751 likes and follows)

 **109,076** followers

 **52,607** likes

 **33,202** followers

International PR Campaign

A comprehensive PR campaign targets leading trade titles, national and international press with a PR value of £3,870,000 and selected coverage from the likes of Evening Standard, Financial Times, Dezeen, designboom, RIBA J, Design Week and more.

Strategic partnerships

Design London work closely with more than 50 internationally renowned media partners, including: Dezeen, designboom, Design Week, Elle Decoration, Design Milk, Architonic, Icon, OnOffice, Architects Journal, Architectural Review, Absolutely Home, darc, Hospitality Interiors, Form, Frame, The World of Interiors

Alongside media partners, leading associations and institutes including Clerkenwell Design Week, London Design Festival, Design Joburg, Design Guild Mark, New Designers, BIID, BCFA, FIRA, RIBA and more.

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SBID

THE WORLD OF
INTERIORS



Apply to exhibit

As a highly curated event, opportunities for brands to take part are limited.

To apply for a stand, or for more information about exhibiting please contact:

Marlon Cera-Marle

Director

marlon.marle@m10group.co.uk

Davide Moretto

Sales Manager

davide.moretto@m10group.co.uk

Claire Banks

Senior Sales Executive

claire.banks@m10group.co.uk