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Camron events taking place during The London Design Festival 15th – 30th September 2006

Please find below a summary of the events and exhibitions from Camron's clients for the London Design Festival.

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Armani/Casa

During the London Design Festival, Giorgio Armani will open a flagship Armani/Casa store, the brand's first freestanding store in the United Kingdom. The 600 square metre Armani/Casa flagship store will be located in New Bond Street, adjacent to his relocated Armani Collezioni and Emporio stores thereby offering the complete Armani lifestyle.

The underlying concept behind the London Armani/Casa store is to create a distinctive atmosphere through a combination of products that range from furniture and furnishings to accessories, décor and fabrics – for both day and night zones – carefully selected for their compatibility in terms of shape, material and colour, all within a bright but softly lit environment.

Armani/Casa was launched in the year 2000 through its first store at Armani / Via Manzoni in Milan. Giorgio Armani's objective was to bring his philosophy of style to the world of home interiors and in so doing create the complete concept of an Armani lifestyle. With Armani/Casa, Giorgio Armani presents his ideal for living, his dream of the perfect environment: an intimate and sophisticated space in which to relax, unwind and entertain guests surrounded by beauty manifested through furniture and objects for the home.

Event: Armani Casa Preview Tea (**strictly invitation only**)

Date: Wednesday 20th September, 4.00pm- 6.00pm.

Location: Armani Casa Store, 113 New Bond Street, London W1

Event: Armani Casa Cocktail Party 6.30pm- 9.30pm

Date: Thursday 21st September

Location: Armani Casa Store, 113 New Bond Street, London W1

London Design Festival

Since it launched in 2002, the London Design Festival has become the most influential and prominent activity in the UK design calendar. In 2005 it comprised more than 170 events including exhibitions, seminars, showcases, talks, screenings, installations, launch events, receptions and parties. These were staged by 155 partners in 120 venues across London.

As part of this year's Festival, The London Design Challenge will call on the people of London to suggest creative ways to make the city a better place to live, work and visit. It might be a new kind of public lavatory; maybe a vandal-proof street bench; or an environmental way to reduce traffic queues. Whatever the idea, the London Design Challenge will take it and put it on display within a special exhibition at Somerset House. Following the event, all suggestions will be collated, and a selection of the best will be presented to Mayor Ken Livingstone.

Event: Opening reception
Date: 18th September, 6.30pm-9:00pm
Location: Somerset House

LDF Design Challenge

Date: 17- 30th September
Location Seaman's Hall, Somerset House

B&B Italia launches new furniture and accessories including new pieces by Moooi

During the London Design Festival B&B Italia will be launching new furniture by leading designers Antonio Citterio, Naoto Fukasawa, Patricia Urquiola, Monica Armani and Paola Piva and will showcase their new Project Collection of contract furniture, as well as new products by Moooi. Boffi will be exhibiting kitchens and bathrooms in a newly dedicated space on the upper level of B&B Italia.

B&B Italia is a leading name in imaginative and creative design combined with Italian workmanship. The company is continuously evolving and growing and has been strengthened with B&B Italia's recent 50% acquisition of Moooi.

Event : Cocktail party – 6.30pm-10.00pm
Date : Thursday 21st September
Location: B&B Italia, 250 Brompton Road, London SW3 2AS

The Conran Shop launches 'WA – Japanese Style': a selling exhibition of Japanese design as well as new Autumn /Winter 06 furniture and accessories

Polly Dickens, Creative Director of The Conran Shop went on a buying trip to Japan and put together a collection of products in as many materials, styles and price points as possible to illustrate what is available from this extraordinary country and to show the mix of classical, technical, handmade, whimsical and functional design. She met a diverse and eclectic mix of designers and craftsmen which included traditional brush makers in Kyoto, an old family business specialising in Indigo in Osaka, the cutting edge design team from Amadana and the charismatic foodie Shinichiro Ogata amongst many others.

The Conran Shop will also be launching their new Autumn / Winter collection of furniture and accessories many of which are exclusively available in-store and online.

Event: Cocktail party (selling exhibition 4th September – 22nd October)
Date: Thursday 21st September, 6.30pm – 10:00pm
Location: The Conran Shop, 81 Fulham Road, London SW3 6RD

CPD & Max Fraser launches Des+gn Mais: an exhibition of Portuguese Design at 100% Design and The Old Truman Brewery.

The Centro Português de Design (CPD), design writer and curator Max Fraser and Portuguese based curator Marco Sousa Santos, who co-founded Experimenta, the Portuguese Design Festival, are collaborating together to launch Des+gn Mais at the London Design Festival. Des+gn Mais will comprise two exhibitions one with 100% Design and the other with the Old Truman Brewery. 100% Design will showcase sixty Portuguese company profiles, demonstrating their ability for innovation and their competencies within design. Product details, samples, materials and mock-ups will be exhibited through-out the four day event. Max Fraser and Marco Sousa Santos will curate the exhibition at The Well. This element of the initiative will be markedly different from the stand at 100% Design in its portrayal. Three different universes will be in operation here – Person, Home and City. Furniture, fashion, jewellery, glass, lighting and product designs from each of the sixty companies taking part will be exhibited, the show will be broad in its content, providing Marco Sousa Santos and Max Fraser with a challenge – how best to conjugate these areas and build a coherent but appellative show.

Event: Des+gn Mais
Date: 21st – 24th September, 10.00am – 6.00pm (late night opening on 22nd Sept 10.00am-6.00pm at The Well).
Location: 1) 100% Design, Earls Court – Stand C30.
2) The Well – Old Truman Brewery, Dray Walk (off Brick Lane), London E1 6QL

Design UK at Liberty

A shared spirit of design celebration has led to a collaboration between Max Fraser and Liberty who will jointly host the exhibition DESIGN UK AT LIBERTY in September 2006.

Liberty's furniture and lighting buyer, Ross Urwin, will work alongside Max Fraser to curate a showcase of inspirational pieces from over 40 new and established contemporary designers. Design UK at Liberty will be launched within the exhibition space on the 4th floor; several design greats have been launched within this space, from Alvar Alto in the 1960s to Established & Sons in 2005. New also to this year's exhibition is the addition of a judging panel and a bursary award for the most iconic product design.

For Liberty, this collaboration continues a long history of promoting and commissioning unique work from young designers, while Max Fraser continues to inspire and influence the established design world with his innovative exhibitions worldwide.

Event: Selling exhibition of new and established design talent
Date: 20th - 30th September
10.00am – 7.00pm (Monday, Tuesday, Wednesday, Friday, Saturday)
10.00am – 8.00pm (Thursday)

12.00pm – 6.00pm (Sunday)
Location: Liberty, 4th Floor

100% East

After launching in 2005, 100% East returns to the creative hothouse of the Truman Brewery this September. With an entirely new focus, the show will be noticeably more multidisciplinary by including photography, product design, furniture, graphics, jewellery, ceramics and textiles - all from the best international, emerging creative talent.

This year 100% East will be split into two distinct sections: the main hall which is reserved for designers and companies that have between two to four years' experience and the Talent Zone which is supported by idFX and FX Magazine. The talent zone will incubate 150 of the best UK design graduates, all of which have been selected by industry talent scouts with a discerning eye. This year there will also be a fantastic addition to the Talent Zone - the successful graduate show Undu will be absorbed into the Talent Zone for the first time.

DIPP - a new initiative this year - is designed to help designers find manufacturers for their work. Competitions have been put in place to serve this purpose with Mathmos, SunCorp, and EPS Packaging.

Event: Exhibition of new talents within design
Date: 21st-24th September (late night opening on 22nd Sept 10:00am - 10:00pm)
Thurs/Sat/Sun – 10.00am – 6.00pm
Location: The Truman Brewery, Brick Lane

International Design Initiative: Geo-design and the role of creativity in times of conflict – a talk at the ICA

The International Design Initiative with Stefano Boeri, Editor-in-Chief of Domus and acclaimed Lebanese artist Nadim Karam, host a discussion on 'Geo-design and the role of creativity in times of conflict.' The forum will be followed by a reception (19.30 – 21.00 hrs) to launch 'Urban Toys', a new book by the artist Nadim Karam and Atelier Hapsitus, which chronicles their major urban art projects from 1996 to the present and includes a three-year project in Beirut that came to symbolise the post-war era of the 1990's Lebanon.

Event: Talk at the ICA
Date: Thursday 21st September, 6.00pm - 7.30pm
Location: The Design Embassy, The Institute of Contemporary Art, The Mall, SW1Y 5AH

Rabih Hage

Rabih Hage presents 'Electric Kid' and plays host to a young creative for his show during the London Design Festival 2006. Moritz Waldemeyer, a master of Mechatronics, will present for the first time three extraordinary designs that will surpass expectations of what furniture can be. Each of the three table designs, 'Pong Table' - a beautiful table that at the flick of the switch allows you to play Pong; the 'Roulette Table', a beautiful piece of furniture design that at the same time also illuminates with a roulette game embedded in the Corian; and 'The Bar', which emits droplets of water. Constructed out of Dupont Corian®; all cleverly unique, the inventiveness is reflected by the touch-sensitive areas allowing user interaction.

Event: 'Electric Kid'
Date: 15th - 30th September (Launch event 21st September, 6:30pm – 10:00pm)
Location: Rabih Hage, 69-71 Sloane Avenue, SW3

International Design Initiative unveiled at the Serpentine Gallery

The International Design Initiative and Hans-Ulrich Obrist, Director of the Serpentine Gallery's International Projects are hosting a breakfast to launch the Design Advisory Board of the 'International Design Initiative' (IDI), the first creativity and design platform for the Arab World.

In addition to introducing the high profile Advisory Board, the IDI will also unveil its plans for the inaugural International Design Forum, a Pan-Arab design conference that will be held in Dubai from 3-5th February 2007.

Event: Breakfast
Date: Thursday 21st September, 9:00am Coffee, Event runs from 9:30am-10:30am
Location: Serpentine Pavilion, Serpentine Gallery, Kensington Gardens, London W2 3XA

Smallbone of Devizes collaboration with the Royal College of Art

Smallbone of Devizes – the UK's leading maker of bespoke furniture for kitchens, bedrooms and bathrooms – will be exhibiting an inspiring selection of graduate work from students of the Ceramics & Glass Department at the Royal College of Art.

The students' work will cover a wide spectrum from design for manufacture to the unique art object. The objects they've designed are vehicles for expression that can engage with the individual and society. Key glassware and ceramics sculptures created by some of the most talented young ceramicists in the country will be displayed in the circular Mandarin kitchen in Smallbone's flagship showroom from 15th – 30th September.

Event: Smallbone of Devizes
Date: 15th - 30th September
9.30am – 5.30pm (Monday – Friday)
10am – 5pm (Saturday)
Location: Smallbone, 220 Brompton Road, Knightsbridge, London SW3 2BB

Showcasing new Swarovski Crystal Palace designs for 2006 along with the commercial collection at 100% Design

Now in its fifth year, Swarovski Crystal Palace will be showcasing the following installations in a contemporary-designed booth by Eldridge Smerin at 100% Design: Ball by Tom Dixon, Blossom by Tord Boontje, Cosmos by Naoto Fukasawa, Glitterbox, Vertical Glitterbox and Glitterbox Lanterns by Georg Baldele, and Tulsas 1 & 2 by Michael Anastassiades. These chandeliers are available for sale in varying sizes and colours.

Swarovski Crystal Palace is also a sponsor of the LDF design hub at Somerset House where Blossom by Tord Boontje will be hanging in the Seaman Hall.

Event: Drinks reception on the stand at 100% Design

Date: 21st September
Location: 100% Design and Somerset House

Stepevi at 100% Design and in-store installation with MG Marga Design

Stepevi, the luxury interiors brand that recently made its European debut with a flagship showroom on the King's Road in London is dazzling the interiors world with this season's rugs and accessories inspired by the latest fashion trends at 100% Design. In addition to establishing themselves as leaders in design excellence, Stepevi employ highly technical processes to develop their own yarns, allowing them to produce rugs that are exciting, unexpected and innovative. Paper 'yarn' for instance is being used to add interest and texture in a current couture range 'Brigitte'. The new collection can also be seen in-store along with an exhibition which starts with the basic concept of 'the line'. MG Marga design has designed a thin rug that will run through the store and play over pieces of contemporary furniture, fittings and staircases.

Event: In-store exhibition and 100% Design stand
Date: 18th September - 6th October
Location: Stepevi, 274 King's Road SW3 and 100% Design at Earls Court

Rock 'n' Roll photography exhibition at Talisman

Iconic 80s rock n' roll photographer Pierre Terrasson has agreed to exhibit his work for the first time in the UK. The chosen location is the newly launched design destination, Talisman. Signed images will be for sale and include stunning portraits of Serge Gainsbourg, Johnny Rotten, Vanessa Paradis, Elvis Costello and many more. Talisman is the leading source for the design-savvy collector and the growing appetite for mid-to-late 20th century American furniture. Owner Ken Bolan intends to be the first to introduce this style to London in such a way that within 6 months names such as Tommi Parzinger, Karl Springer and Michael Higgins will be synonymous with Talisman and timeless design.

Event: Photography exhibition
Date: 14th September – 15th October
Location: Talisman, 79-91 New Kings Road, SW6

Ends