

# G . F Smith Show Space

Celebrating the power and beauty of paper in a digital age



G . F Smith Show Space. Photography by Guy Archard.

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On **12 December**, a door on **Eastcastle Street, W1**, will open into a fascinating new space dedicated to celebrating the visual and tactile experience of paper.

Housed across two floors in an elegant dark-grey building just off Oxford Street, the striking multipurpose **Show Space** will provide a place to meet **G . F Smith Paper Consultants**, act as an event and exhibition venue, and offer an immersive insight into the company's remarkable products and history.

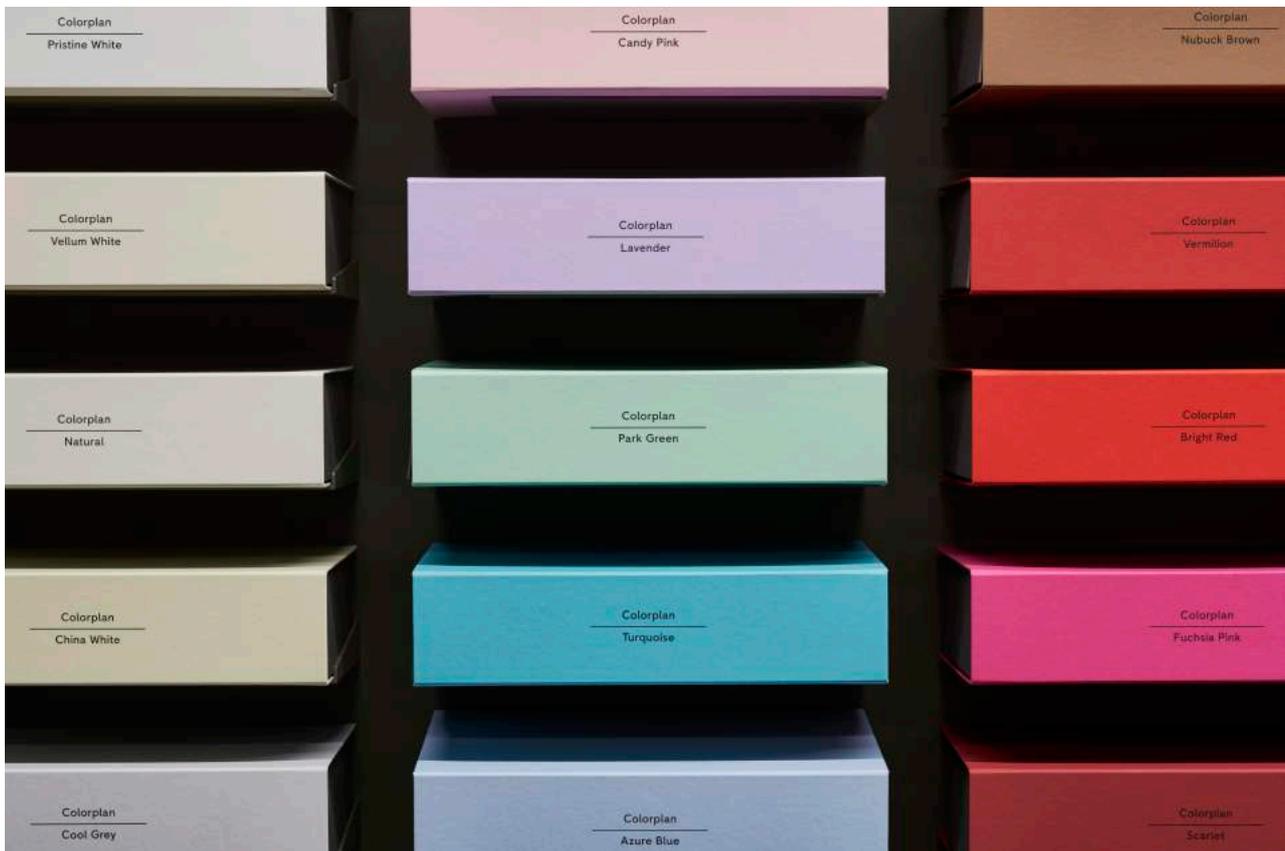
For the papermakers and curators of **G . F Smith**, **Show Space** marks the beginning of a new chapter in its 131-year story, and gives the company a unique central London venue to explore and share the possibilities of paper with its audience of designers, luxury brands and anyone passionate about the creative power of print.

# G . F SMITH

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Against an ever-changing backdrop of displays and exhibitions, **G . F Smith Paper Consultants** will share their decades of expertise with visiting brand owners and creatives, whether offering guidance about print, developing brand-bespoke papers or simply walking them through the sheer scope and scale of the **G . F Smith Collection** comprising the world's finest papers.

**Show Space** is an entry point into all of the industry-leading specialist services **G . F Smith** provides, with areas devoted to telling the stories behind the hand-made photo-books of **Make Book**, the custom digital-image framing facility of **Make Frame**, and the 50 colours of the core **Colorplan** range. Brands and designers looking to explore the influence of colour and texture in their printed communications and consumer touch points will be able to discover the astonishing possibilities paper can offer – and find new ways of pushing their creative boundaries.



G . F Smith Collection Wall. Photography by Guy Archard.

## A cycle of spectacle, built around paper

The architectural concept and creative direction of the 4,000sq ft **Show Space** has been developed by long-term **G . F Smith** creative partner **Made Thought**, and designed in collaboration with architects **d-raw**. Bold, contemporary and engineered to keep paper centre-stage, the space has a dark grey palette matched to one of the most popular **Colorplan** shades, and designed to provide the perfect backdrop to showcase the visual and textural subtleties of paper.

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At the heart of **Show Space**, the 14-metre **Collection Wall** presents every paper **G . F Smith** has created or discovered, spanning every shade in the iconic **Colorplan** range to the most precious, technologically advanced and unique papers from around the world – sourced everywhere from the Lake District to Japan.

Downstairs, the **White Space** gallery presents a shifting series of exhibitions, ranging from creative takeovers from partner brands and designers to illuminating insights into art and science of papermaking. At launch, the gallery hosts an installation entitled ‘**Tidal**’, the ocean-themed **G . F Smith** contribution to Kyoorius Designyatra festival, held in the pink city of Jaipur in September, to mark the launch of **Colorplan** in India. Designed by **Made Thought**, the installation fills the space with a spectacularly colourful undulating seascape created in vertically installed rolls of **Colorplan** paper.

‘**Turbulence**’, **Show Space**’s equally eye-catching window installation inspired by air, echoes and intensifies this riot of colour: rods of coloured paper are seemingly hurled from one end to the other, creating an explosive and dynamic visual effect.

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G . F Smith Curator Mark.

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*“G . F Smith has always had the desire and ambition to inspire the creative world and Show Space is yet another landmark moment in our phenomenal history. We wanted to create a space that challenges, inspires and wows. Students and Creative Directors alike will be welcome to visit us; we promise innovation and education with our ever-changing curated installations and showcases. Beautiful paper has the power to sway decision, the authority to communicate emotion, the tactility to hold your attention.”*

**John Haslam, Joint Managing Director, G . F Smith**

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'Tidal' designed by Made Thought. Photography by Guy Archard.

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## Bespoke behind-the scenes

**Show Space** opens with a unique exhibition offering an insight into the tools and techniques behind the development of a signature paper: **Mulberry Green**. **G . F Smith** created a **Colorplan Bespoke** paper for the beloved British fashion brand – this exhibition tells the story of the collaboration, detailing the sheer technical feat of achieving such a highly saturated green tone while maintaining the fine quality of the paper. Alongside a showcase of **Mulberry Green** paper, products and packaging, a film directed by the award-winning **Ben Stevenson** and narrated by **Mulberry Creative Director Johnny Coca** lifts the lid on the journey of **Mulberry Green** from idea to reality.

The **Mulberry Green** exhibition will run for three months, after which it will be replaced by another paper-led project showcase with a **G . F Smith** creative partner, featuring high-impact photography and progressive design from some of the most respected names in their fields.

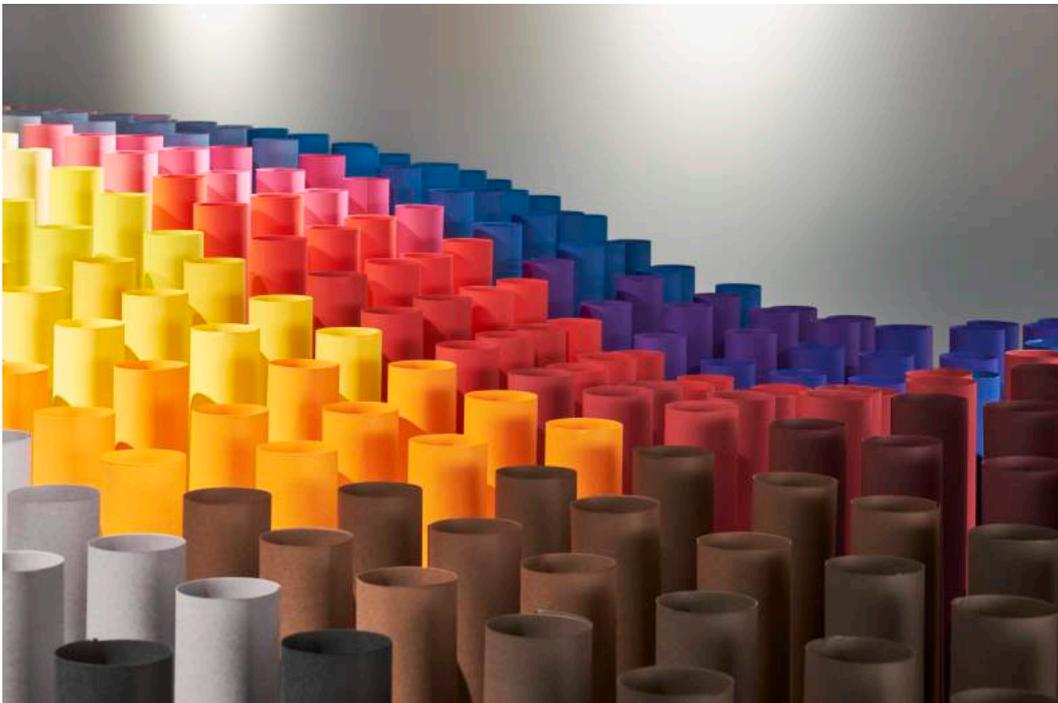
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## Paper is dead. Long live paper.

In an age where digital technologies have overturned the ubiquity of paper as a communication material, it has become an even more precious and rarified commodity – today, paper makes a stronger statement than ever before.

For luxury brands and designers seeking character and impact, premium paper provides a tactile dimension that forges a connection with the reader that digital media simply cannot emulate. Ultimately, the **G . F Smith Show Space** celebrates this unique potential – and acts as a testament to paper’s enduring position as the cornerstone of creativity.

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'Tidal' designed by Made Thought. Photography by Guy Archard.

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*“Every brand today uses a multitude of media – digital and paper in combination is a part of its strategy. Where paper is no longer simply necessary as an information device and websites have become the ‘first filter’ rather than generic leaflets, print has rightfully regained its premium standing. If, say, a bank like Coutts decides to issue a bank statement, then the paper it uses is a highly considered aspect of its brand. What’s clear is that paper does not compete with digital; paper offers something digital cannot. Paper can be used to create standout, difference and a more innate and deeper connection through touch and feel. So paper, print and creativity is a new branding frontier in the 21st Century – it feels really exciting as people understand paper’s value again.”*

**Ben Parker, Creative Director, Made Thought**

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## Notes for Editors

Show Space opens with two press days over 12–13 December at Eastcastle House, London W1. Please get in touch if you'd like to join us. RSVP is essential.

### About G . F Smith

After a career travelling the globe selling stationery to printers and publishers, George Frederick Smith founded G . F Smith in London with his son in 1885. Over the following century, George's paper merchants built a reputation for quality and service, and became renowned as passionate pioneers of the paper industry. With the launch of Colorplan in 1936, G . F Smith was well on the way to becoming Britain's foremost supplier of specialist papers to the creative industries. Today, it is the UK's largest specialist paper company, one of the biggest employers in Hull, and a creative partner in Hull 2017, the UK City of Culture 2017 events.

[gfsmith.com](http://gfsmith.com)

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For more information and images, or to make an appointment at the **Show Space**, at [sabine@zetteler.co.uk](mailto:sabine@zetteler.co.uk) or call +44(0)7791 568890.