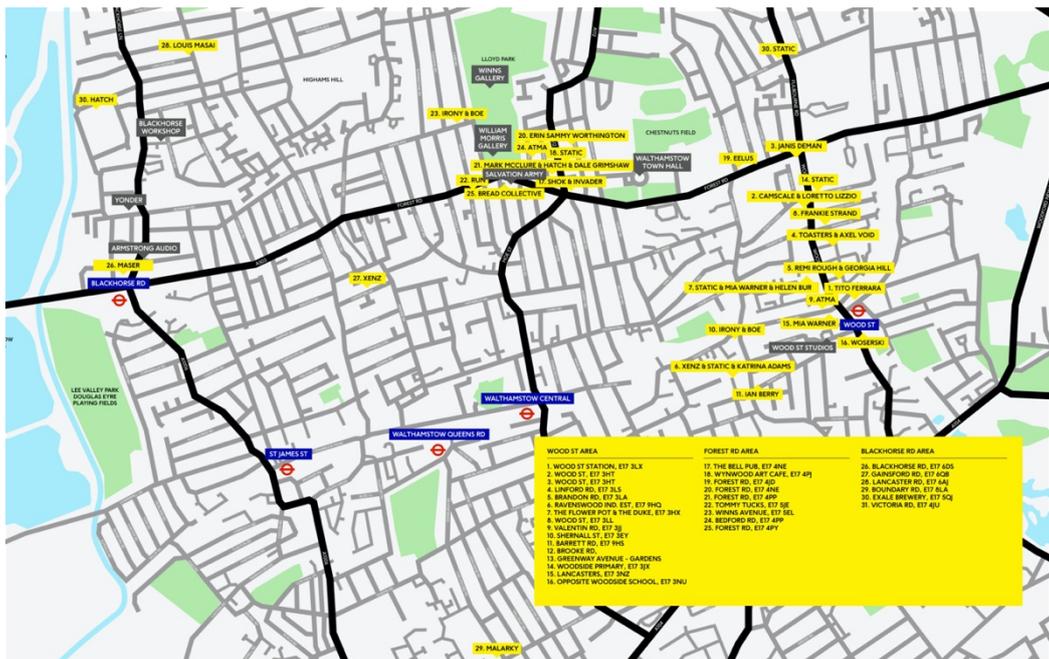


## Introducing: the William Morris Design Line

### A new design route through the streets of Walthamstow celebrating designers, makers, heritage and social activism

Inspired by William Morris's belief in art 'made by the people and for the people', the new design line is a community-focused route celebrating the creativity of E17. A collective of Walthamstow-based creative and community-orientated organisations have come together to invite people to explore a new design route through the area during London Design Festival on 12–20 September.



Focusing on celebrating creativity and resilience and inspiring young creatives, the unique route uses new and existing street art and murals to connect different areas, alongside a series of new design collaborations, events and street interventions.

William Morris's design principles of CRAFT, UNITY, COMMUNITY and SIMPLICITY provide the core themes connecting the different design activities en route,

weaving together a creative journey through the area that takes people along the main roads of Wood Street, down the Forest Road up to Blackhorse Lane.

## Programme Highlights



- Working with a group of students and future creatives from Waltham Forest College, artist and designer The Fandango Kid unveils a large-scale mural developed through Zoom workshops during lockdown. This exciting new piece of public design explores themes of unity and design activism.

*"I can't remember a time when engaging in politics felt more important. The piece is about gathering young people's voices, speaking out and pushing change forward. Every young person I have worked with to develop the narrative for this piece has said that there is no longer a place for apathy when it comes to politics, we have to push change forward together now and 2020 has been exemplary of this – things are urgent; we can't afford to stay silent, any of us."*

– The Fandango Kid

- In partnership with iconic furniture designers Ercol, a street-level exhibit opens a window into the history of design and explores the relationship between William Morris, the history of the Arts and Crafts movement, and 20th-century furniture design – taking the chair as its focus.
- Walthamstow street-art curators Wood Street Walls have been operating tours of the neighbourhood's murals and street art over the last five years. This culminates in the unveiling of a striking new mural commemorating the Rock Against Racism movement and one of the group's founders, Wood Street resident Roger Huddle.

- Hosted in association with Blackhorse Workshop, Extinction Rebellion art and design group and industrial designer Liang-Jung Chen, a series of talks will explore design as a form of activism, open-source design and repurposing hardware to create a new form of design culture for the future.

The William Morris Design Line is part of Urban by Nature, a programme initiated by William Morris Big Local and Wood Street Walls that fosters creative connections in the community. It is supported by Creative Civic Change, which uses the arts to deliver positive local change. The team of residents behind the William Morris Design Line aim to shine a spotlight on the organisations doing exciting and transformative work in the fields of design and social change – making the case for creativity as the essential ingredient in developing a more caring and equitable society.

## Notes for editors

Full programme details and locations: [www.wmdesignline.com/programme](http://www.wmdesignline.com/programme)

Find out more at [wmdesignline.com](http://wmdesignline.com) and follow the William Morris Design Line on Instagram: [@williammorrisdesignline](https://www.instagram.com/williammorrisdesignline)

For press information, interviews and images, please contact [emily@zetteler.co.uk](mailto:emily@zetteler.co.uk)

## Lead creatives

### The Fandangoe Kid

The Fandangoe Kid (Annie Nicholson) is a London-based print artist who makes large-scale narrative-driven pieces for the public realm. Her art seeks to break down the taboos around complex subjects including loss, trauma release, mental health and gender constructs. The Fandangoe Kid's recent projects includes a 14-metre pillar designed to commemorate University of the Arts, London's 120th anniversary and a large-scale permanent piece of public art at the Southbank Centre for the charity CALM. For World Mental Health Day 2019, she installed an 80-metre floor narrative at City Hall for the Mayor of London's charity Thrive, addressing the connection between movement and mental health. Having lost almost all of her immediate family in a tragic accident in 2011, the Fandangie Kid's practice is

underpinned by the will to create a platform for open dialogue around the still taboo subject of grief. Her film *Into Your Light*, made with Tara Darby, has been screened at Tate Modern and on the Manhattan Bridge, looking at dancing as a tool for survival following great personal loss.

She has worked with young people in Hackney and inner-city London for over a decade, encouraging young people from all backgrounds to grow to understand themselves better through their creative practice.

[fandangoekid.com](https://fandangoekid.com)

@fandangoekid

#### **The Misused & Liang-Jung Chen**

Co-founded in 2018 by London-based industrial designer and researcher Liang-Jung Chen, the Misused studies hardware culture around the world. Each year, the project observes different cultural approaches to organising hardware, its display in shops and how selected hardware can be repurposed into new objects. The project is dedicated to inspiring people to re-imagine daily hardware in alternative contexts.

[liangjungchen.com](https://liangjungchen.com)

@the\_misused

#### **Extinction Rebellion Art Group - Open Source & Design Activism**

William Morris Design Line wanted to bring the open source design activism ethos to the community and look at how design can communicate change. Much of the graphic design and branding behind Extinction Rebellion Art Group and XR was developed by the designer Clive Russell from the agency This Ain't Rock'n'Roll. Russell and his business partner Charlie Waterhouse began working with Roger Hallam and Clare Farrell, two of the Extinction Rebellion founders, after they went to a talk by Hallam about climate change. The font used across many of the posters and banners is based on a vintage woodcut type that Russell found on eBay. The hourglass symbol for the group had already been designed by an anonymous artist known as ESP. Activists can download Open-source samples of the fonts, colours and graphic design through the Extinction Rebellion Art Group website. They can then add their own illustrations and embellishments, while staying on brand. The Victoria and Albert Museum in London has acquired some of Extinction Rebellion's artefacts for its permanent collection, as part of its "rapid response" programme to put newsworthy objects on display.

*“We started off by looking at some of the key protest movements throughout history – the suffragettes and the Paris 1968 movement.... We wanted to make our design welcoming, with bright colours. We wanted people to look at us and not be sure if we had designed it now, or years ago – or we might have always been there.”*

– Clive Russell

[extinctionrebellion.uk/act-now/resources/art-group](https://extinctionrebellion.uk/act-now/resources/art-group)

## Lead partners

### **Wood Street Walls**

Wood Street Walls is an organisation working to empower local communities and artists in public space. Together with its in-house team of artists and creative professionals, it curates walls and coordinates events and runs two artist workspaces in Walthamstow. Since its formation over five years ago, Wood Street Walls has helped facilitate and curate more than 100 murals in East London, using the power of art and creativity to highlight social issues and causes that affect London and the UK.

[woodstreetwalls.co.uk/community](https://woodstreetwalls.co.uk/community)

@woodstreetwalls

### **William Morris Big Local**

The Big Local partnership is a group of residents from the William Morris Ward, who are collectively responsible for guiding the overall direction of the Big Local in their area. The Big Local plan describes the priorities for the area and how we will work towards achieving them and making the ward an even better place to live. The residents meet every month to steer the project. The Big Local partnership and plans are endorsed by Local Trust, the charity that supports and oversees all 150 Big Locals nationally.

[wmbiglocal.org](https://wmbiglocal.org)

## Lead creative organisations

### **Blackhorse Workshop**

Blackhorse Workshop is a public space dedicated to making and mending, just half an hour from the centre of London, offering open access to a fully equipped wood and metal workshop. Its mission is 'to become a socially pioneering world class centre for making'. Machinery support is on hand from highly skilled technicians, to help you build or fix anything from broken chairs to theatrical sets, bikes and furniture, or to grow your start-up with the support of industry expertise and a community of makers.

Blackhorse Workshop was founded by the architecture and design practice Assemble, and has been developed by its creative director, Harriet Warden together with the founding team of Toby Poolman, Rob Shaer and Sara Pereira. The project originally received start-up support from the Mayor of London's Outer London Fund, the London Borough of Waltham Forest and match funding from Create, Legacy Trust UK and Arts Council England.

Blackhorse Workshop is the home of [Blackhorse Responders](#), a group of creative Walthamstow residents between 16 and 25 years old with a passion for applying creativity to build community.

[blackhorseworkshop.co.uk](http://blackhorseworkshop.co.uk)

## Historical background

### **William Morris and the Arts & Crafts Movement:**

- <https://www.vam.ac.uk/articles/introducing-william-morris>
- <https://www.vam.ac.uk/articles/arts-and-crafts-an-introduction>
- <https://www.wmgallery.org.uk>

### **Lucian Ercolani & Ercol:**

- <https://www.ercol.com/en-gb/about/ercol-timeline>