

## Design District celebrates first anniversary with weeklong creative festival

### London's permanent home for the creative industries presents LDF events, Bureau Talks and open studios on Greenwich Peninsula

Last September, during London Design Festival, Greenwich Peninsula welcomed the official opening of the capital's first purpose-built home for the creative industries with a three-day celebration. Now, with Design District turning one year old, the second iteration of the event scales up substantially, marking LDF with an action-packed week-long programme to celebrate Design District's extraordinary achievements in its first year, and showcase the diversity and dynamism of its rapidly evolving creative community.



One year on and Design District is thriving, with just two workspaces available to let.

On 19–25 September 2022, Design District will bring design lovers from across the capital to the buzzing heart of Greenwich Peninsula for Design District Creates, a festival of design and making, ingenuity and imagination, that spans every creative discipline.

## Success in first year – just two headline spaces remaining

Since opening, Design District has gone from strength to strength, with almost every available workspace now tenanted, and almost every corner of the creative sector now represented on site. With 92% of its units occupied, and Bureau – the flagship coworking space for creatives – growing rapidly, the district has gone from

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architectural experiment to thriving creative hub in less than 12 months. Today, just 8% of Design District's total plots remain available – all larger-scale spaces for single-let tenants looking to benefit from working alongside the diverse community of creatives who have made the district their home.

*"It's fantastic to be reaching our first birthday nearly fully let. We've had excellent support from our brilliant community of creatives, and they've really benefited from being around so many like-minded people. We've seen many tenants and Bureau members collaborate together and build strong working relationships that foster the feeling of community in the district. The kindness and openness among this community was very much hoped for, but it has been a brilliant surprise to see the extent to which it has taken hold."*

– Helen Arvanitakis, Director, Design District

Design District Creates invites Londoners and LDF visitors to come and discover the city's thriving new creative heartland for themselves, with a programme of hot-topic industry talks, pop-up installations, open-studio events, immersive workshops and retail experiences from Design District's eclectic tenant mix – as well as number of of activations and immersive experiences, including a pop-up skate zone.

## Hear keynote speakers from across the creative industries at Bureau Talks



Bureau Talks speaker programme will bring together perspectives and insights from across the creative sector.

The backbone of Design District Creates is Bureau Talks – a series of three keynote talks from leading design-industry figures that will explore some of the most pressing issues and ideas shaping the sector today. These will take place in Bureau – the member’s club and flexible creative workspace spread over two of the district’s 16 architecturally distinctive buildings. The talks will explore how designers are shaped by the past, dive into how the shift toward sustainability is transforming the industry in the present, and consider how the industry might change in our digital future.

Tom Dixon will talk about failure, sharing the mistakes he’s made in his career, how they’ve helped him and what it means to be able to learn from them. Other speakers will explore how today sustainability is not only a differentiator, but a necessity for every creative business, and third talk will take a deep dive into digital, looking at how Web 3.0 and the expanding metaverse impact the life and work of real-world designers, and how design jobs are likely to change as a result.

## Visit op en studios: lighting, trainers and tattoo art



Design District businesses invite visitors to explore their practices behind the scenes and get creative.

Throughout the week, many of Design District’s creative studios will be throwing open their doors and welcoming in visitors to offer first-hand insights into their practice.

- Artist and designer **Helen Kirkum** shows visitors how head-turning trainers can be created from recycled and dead-stock materials.
- Lighting-design studio **Haberdashery** invites guests into its serene world of light.
- **Uncommon Projects** lifts the lid on architect-designed kitchens, made right here on Greenwich Peninsula.

- Skincare and scent specialist **Homework** reveals how its fragrance experts create natural products inspired by traditional Chinese medicine, and will hold hands-on workshops throughout LDF, as well as launching a bespoke Design District scent especially for the event.
- Ceramics brand **Made by Manos** throws open the doors of its experimental studio, and its founder – 'ceramic alchemist' Manos Kalamenios – will lead practical workshops, showing visitors how to craft beautiful practical vessels.
- Accessories brand **Ryan London** provides insights into the intricacies of leather craft.
- The charity helping young people access professional photography careers, **The Photography Foundation** opens up its studio to camera-curious creatives, and offers visitors the chance to have their own headshots taken
- Hand-made cycle accessories maker **Wizard Works** workshop lets visitors in on how its cult bike bags are created – and invites them to have a go themselves with a craft workshop.
- Tattoo studio **Aura Ninety Four** offers the chance to see its inksters in action, and on 25 September – hosts a one-day only flash-sheet event with nine of its artists, allowing visitors to get themselves a permanent reminder of their visit.
- Lighting studio **Luum** shares the secrets of creating architectural light sculpture.

More open studios, workshops and tenant activities will be revealed in due course.

## Follow the retail trail: scarves, scents and coasters



An exclusive range of crafted products – from bags and leather goods to scents and scarves – will be available to buy.

Design District Creates will also offer visitors opportunities to pick up exclusive design and craft products made by the resident creative community. Pop-up shop spaces around the district will retail products, including:

- flowers by florist studio Bloom East
- candles, room and personal fragrances by Homework
- bicycle bags by Wizard Works
- trivets by Uncommon Projects
- exclusive Design District coasters by Made by Manos
- limited-edition scarves by LGBTQ+ artspace QUEERCIRCLE in collaboration with Begg x Co.

More products are to be announced.

## Get in on the action: hoops, Henge and a creative quest



Design District Creates offers ample opportunities to get involved with interactive installations and a free creativity trail.

One of Design District's most celebrated architectural features – the dramatic open-air basketball court on the rooftop of Architecture 00's dramatic building C1 – will be open for use during Design District Creates, giving visitors the chance to shoot some hoops while taking in the court's peerless panoramic views across Greenwich Peninsula.

The site of building D3 will be transformed into a skate zone for the duration, in collaboration with DutchScot, the creative studio behind the district's signage and wayfinding. Meanwhile, the team from Creative Quests will be operating a free, interactive peninsula trail themed around the (Greenwich-appropriate) concept of time, which will confront the curious with a boundary-pushing creative provocation to respond to at each of its 12 stops.

Design District will also be the site of the monumental installation, Henge, created by Stanton Williams Architects and LSI Stone. Inspired by the neolithic stone



structures used to delineate open but focused gathering spaces distinct from the surrounding world, Henge is a large-scale sculptural pavilion made from 150-million-year-old Jurassic limestone. Visitors will be encouraged to engage as they wish with the space, using it to pause, relax, connect, contemplate, or to watch performances taking place within and around the structure.

## Celebrate London's new creative community at first-anniversary party

Wednesday 21 September will mark Design District's official anniversary with a district-wide birthday party.



Celebrate alfresco with street food, drink and live music at the Design District Creates birthday party.

## Notes to editors

For more information about Design District Creates, please contact [designdistrict@zetteler.co.uk](mailto:designdistrict@zetteler.co.uk).

### **Design District**

At the heart of Greenwich Peninsula, Design District is London's first permanent, purpose-built hub for the creative industries. Conceived and developed by Knight Dragon, and designed by eight leading architects, Design District will ultimately house 16 unique buildings. Built to provide a space for creatives to work together, Design District currently supports an ecosystem of 1,800 creatives, encompassing individual makers, ambitious start-ups, ground-breaking enterprises and industry leaders. The closest Tube station is North Greenwich (30 metres), where the Jubilee Line will take you to London Bridge in 8 minutes and Waterloo in 11. With affordable spaces, comprehensive facilities and flexible leases, everything is designed to help creative Londoners thrive.

[designdistrict.co.uk](https://designdistrict.co.uk)

### **Bureau**

Bureau is a co-working space for creatives occupying two purpose-designed buildings within Greenwich Peninsula's Design District. Offering an affordable and dynamic space to collaborate, exchange ideas, socialise, and engage with the surrounding creative ecosystem of Design District, Bureau's membership model is designed to nurture and connect the community, leading to a stronger future for creativity in London and the UK.

[bureau.club](https://bureau.club)

### **Greenwich Peninsula**

Greenwich Peninsula is fast becoming the capital's most boldly modern landscape. With 15,000 new homes, 13,000 new jobs and 48 acres of open public space emerging over the coming years. Here a community of thousands of pioneers live in new riverside homes, work in a cutting-edge Design District and enjoy The Tide, the neighbourhood's elevated, riverside walkway and public art trail that celebrates art, design and wellbeing – all wrapped by the River Thames. This is new London: a destination for modern urban living.

[greenwichpeninsula.co.uk](https://greenwichpeninsula.co.uk)