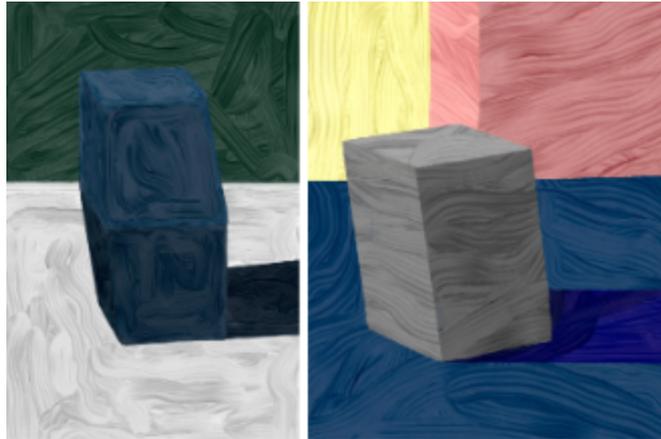


## Designers and Products

Launching at Ace Hotel London Shoreditch  
18–23 September 2018



Sketch of chess pieces for M-LXL's chessboard

By the end of September, when almost every other object featuring at this year's London Design Festival is packed away in boxes for sale or storage, the five new pieces of Ready Made Go 4 will still be on display, woven permanently into the design fabric of Ace Hotel London Shoreditch.

Now in its fourth year, the one-of-a-kind exhibition concocted by the Ace team and Modern Design Review editor Laura Houseley is the only LDF show that displays design objects in the location for which they were created — and keeps them there forever. Starting with a wish list of objects from the hotel — which can range from the everyday (e.g. door handles) to the outlandish (a climbing wall) — Houseley scours the London design scene for the studios and makers best equipped to create them, matching designer to product.

Following last year's requirement that all objects be made using sustainable materials, the Ready Made Go 4 brief introduces an additional stipulation. Each of the selected designers is working in collaboration with a local social enterprise to create their piece, tapping into the making talent of the local community and helping deliver a distinct social benefit in the process.

"The objects dictate who I approach. I purposefully select objects from the Ace list that will demand a diverse selection of designers; some with craft leanings, some industrial designers, some with a material speciality. Each year we have designers who are well known and some who are very much not. I hope Ready Made Go gives a good overview of what is going on in design in London at the moment.'

—**Laura Houseley**, curator, Ready Made Go

The designers of 2018 have now been chosen, the designs have been finalised, and the products are currently in production. Exhibition visitors can expect to discover:

### **“Pinch” wall hooks by WD-DP**

Emerging designers Will Drye and Dom Postlethwaite recently founded industrial design studio WD-DP, through which they explore the possibilities of a process-led approach to design. For Ready Made Go, the pair have collaborated on a product designed to celebrate the function-first simplicity of the manufacturing process of tube pinching. Using an off-the-shelf material — 19mm tubular steel — that has been partially flattened to allow it to sit flush to the wall, the duo have created a striking set of hooks that provide hotel guests with somewhere to store their belongings. To prevent hangers from scratching the walls on which they are fixed — a problem frequently encountered by Ace Hotel when using other hook designs — each is fitted with a wooden back that allows coat hangers to be hung behind the hook without damaging the wall’s surface.

*“By celebrating these off-the-shelf materials and common processes, we aimed for the object to place a higher value on industrial materials and simplicity of manufacture.”*



(Left) Will Drye and Dom Postlethwaite. (Right) Render of Pinch wall hooks designed by WD-DP.

### **“Blanco e Nero” Games Table by M-L-XL**

Interested in using design as a medium for exploring culture and society, Marco Campardo and Lorenzo Mason founded M-L-XL as a multidisciplinary practice spanning furniture design, installations, graphic design, type design and publishing. Based in Venice and London, the studio has participated in numerous high-profile projects, including the 2017 installation “Heavy Formal Exercises” in the Tate Modern Turbine Hall. For Ready Made Go, they worked with the sustainable surface material specialists Alusid to design a games table in cast Silicastone. Deconstructing the black-and-white chequered pattern of the traditional chessboard, M-L-XL developed a unique white-to-black gradient surface, as well as a series of sculptural giant chess and draught pieces in the same material.

*“Our ethos is rooted in our attention to modes of production and local resources, and we are particularly interested in making as a form of knowledge-production. That is why our work explores the use of different materials and traditional craftsmanship, bringing those forms of knowledge to life in the contemporary context.”*



(Left) Render of Secant tableware designed by Laetitia de Allegri. (Centre) Render of Bianco e Nero by M-L-XL.  
(Right) Render of cakestand designed by Minimalux.

## “Secant” tableware by Laetitia de Allegri

Multidisciplinary designer and colour specialist Laetitia de Allegri spent six years with Barber & Osgerby before going solo as an independent designer and consultant, working on projects including furniture, product design, interiors and textiles. Named for the play of geometry that inspired it – the line that intersects two points on a curve – de Allegri’s Secant collection comprises a cutlery/napkin holder, a bread basket, a caddy, and large and small trays to be used for special events on the 7th floor. Each item is composed of pieces cut from a stainless-steel sheet, then welded together, ensuring they withstand the rigours of everyday hotel use while creating an attractive landscape on the table top.

*“The aim for me was to create pieces that are practical, yet elegant and carry a story.”*

## Cakestand by Minimalux

Founded by Mark Holmes in 2009, Minimalux is a London-based design brand specialising in homewares and accessories characterised by elegance of form and simplicity of material. For Ace Hotel London Shoreditch’s Hoi Polloi restaurant, the brand has developed a two-tier cake stand in polished quartz and hand finished brass — an eye-catching centrepiece for the afternoon tea spread. Minimalux have produced an object with actual and aesthetic longevity, a classic design for a classic British tradition.

*“In general it is always very nice to be given a brief... it can be challenging and open new, perhaps surprising, channels of thought that otherwise wouldn’t have arisen. The result is a design that we’re proud of.”*

## “Raised Ground” by Abigail Booth

A graduate of Byam Shaw School of Art, Chelsea College of Art and the San Francisco Art Institute, Abigail Booth works across painting, drawing and textiles and exhibits internationally. She is one half of Forest + Found, a London-based studio practice that explores landscape as a site of exchange between material and maker. To make her textile pieces, Booth uses found pigments from earth, iron and wood to build up layers of overlaid colour before pieces together her grids by hand or machine. For the new piece for Ace, Booth will be using a dye made from East London clay, in a nod towards the location of the hotel. At Ready Made Go 4, Booth presents Raised Ground, a large-scale wallhanging examining the language of the drawn line in a crosshatch of oak and London clay on cotton.

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## A Ready-Made Retrospective

To celebrate the works of previous editions and pay tribute to the legacy of this one-of-a-kind project, Ready Made Go 4 will also include a special lobby exhibition of all 18 products created for Ace Hotel thus far, gathered together in a single display for the first time. These are:

- Spin copper ashtray by Tomás Alonso
- BBQ ceramic tiles by Assemble
- Box salt and pepper grinders Oscar Diaz
- Mono sunglasses by Parsha Gerayesh
- “The Erosional Remnant” sculpture by Hilda Hellström
- Amorph drinking glasses by Jochen Holz
- Ace stacking stool by Philippe Malouin
- Hex door handle by Philippe Malouin
- Totem high stool by Michael Marriott
- A1 Ware mug and coffeepot by Ian McIntyre
- Ascension bouldering wall by Pattertnity
- Here & There signage by Kellenberger White
- Botanic jewellery by Marcin Rusak
- Finger tables by Soft Baroque
- Plastic Baroque counter displays by James Shaw
- Beam soap dishes by Silo Studio
- The Doublet quilt by Toogood
- Cast lights by Studio Vit

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For more information about Ready Made Go 4, please contact Dorothy Bourne at [dorothy@zetteler.co.uk](mailto:dorothy@zetteler.co.uk) or on +44 (0)20 3735 5855.

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Products from previous iterations of Ready Made Go.

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## Notes to Editors

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### Ready Made Go 4

#### Location

Ace Hotel London Shoreditch, 100 Shoreditch High Street, London E1 6JQ

#### Dates

18–23 September 2018

#### Press Morning

Tuesday 18 September 9-11am

#### About Ace Hotel London Shoreditch

Since it opened its doors on Shoreditch High Street in 2013, Ace Hotel has swiftly become attuned to the heartbeat of East London, tapping into the creative community and becoming not just a hotel, but a thriving cultural hub for the arts, dining, design, music and more. With its basement bar and music venue Miranda, modernist brasserie Hoi Polloi and rooftop events space, the hotel serves as a gathering place for Shoreditch's movers and makers, as well as a showspace for the art and design they create. Part of Ace Hotel's wide-ranging calendar of cultural programming, Ready Made Go is an annual reexamination of a hotel's working parts and how the public uses them.

[www.acehotel.com/london](http://www.acehotel.com/london)

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