

Ready Made Go 4

At Ace Hotel London Shoreditch during London Design Festival

18–23 September 2018



Ready Made Go 3 collection. Photography by Jorn Tomter.

In collaboration with **Ace Hotel London Shoreditch**, **Ready Made Go** enters its fourth year as the **London Design Festival** exhibition with no end date. Curated by **Laura Houseley** of **Modern Design Review**, Ready Made Go features **functional pieces** commissioned for Ace Hotel from emerging and established London-based designers. In concert with the obvious needs of a hotel — door knobs, coat hooks, tables, ashtrays, etc — Ace Hotel and Houseley routinely ask how **experimental** and **innovative design** can **change how the public interacts with a space** (like the design of a permanent bouldering wall in Ace Hotel London, for example).

Following the exhibition during the London Design Festival, the legacy of these London designers continues as their pieces become a permanent fixture of the hotel's rooms, **restaurants**, **venues** and **public gathering spaces**. Featured in the online Ace Shop, these useful objects transcend commercial utility by being available for everyone to take home.

“Most of the objects that surround us have been designed speculatively, without any firm idea of who will own them and where they will end up. To create objects with their final destination in mind is very different.”

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



Ian McIntyre in the studio making ceramics, Ready Made Go 3. Photography Jorn Tomter.

For 2018, Ace Hotel has identified **five items** to be designed for the fourth iteration of Ready Made Go:

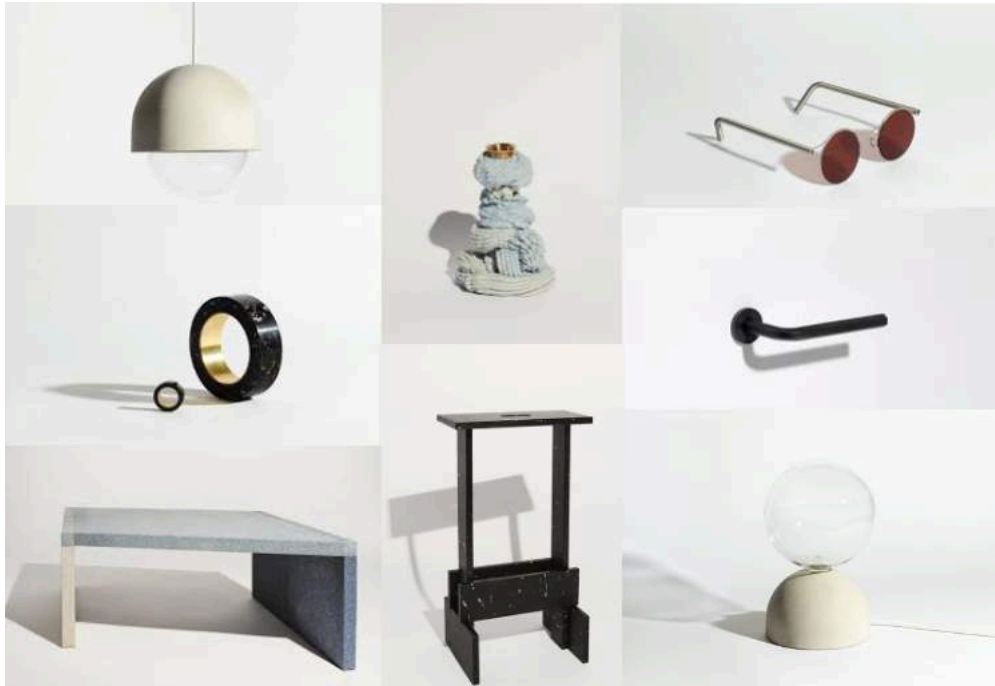
- A collection of tabletop accessories (for rooftop events)
- Afternoon tea stands (for its restaurant Hoi Polloi)
- A games table (for the lobby)
- Wall hooks (for every bedroom)
- Chairs (for the communal working table in the lobby)

So far, **three design studios** have been commissioned to create the products are:

- **Laetitia de Allegri**
- **William Drye**
- **m-l-xl**

Designing products for a hotel come with specific challenges as each object needs to be in-line with the existing **aesthetic, interior design** and **ethos of the hotel**, while also being able to function as a utilitarian object that can withstand constant contact with staff, guests and the public. Designers also need to work within a budget and limited time frame and be able to produce in multiples. Last year, Houseley introduced an additional constraint to each commission: in addition to an object type and a budget, she specified that **every designer use sustainable materials** to construct their requested pieces. Ready Made Go 3's designers took to the task, including **James Shaw's** extruded recycled-plastic counter displays and Soft Baroque's Finger Tables in innovative recycled glass and ceramic material by Alusid.

This year, **Ready Made Go** stipulates an additional request beyond the use of sustainable materials: each designer will be asked to pair with a **local social enterprise to collaborate on the design**, cultivating the possibilities of **social engagement** in the design world. As with the 2017 exhibition, Ready Made Go will be complemented by a **downloadable audio** and **visual guide** to assist in giving insight to each product, the designer's story behind each item and explore the design process of with **behind-the-scenes images**. Since the first exhibition in 2015, the exhibition's identity has been created by a different London graphic designer each year. This year, **Europa** created a dynamic new typeface for Ready Made Go 4, playing on the concepts of **construction, making** and the **kinetic nature** of design.



A selection of items designed in previous years. Photography by Jorn Tomter. Clockwise from top left: Cast lights by Studio Vit, Plastic Baroque candle holders by James Shaw, Mono sunglasses by Parsha Gerayesh, Hex door handle by Philippe Malouin, Cast table light by Studio Vit, Totem high stool by Michael Marriott, Finger tables by Soft Baroque, Botanic jewelry by Marcin Rusak.

A Ready Made Retrospective

The five new designers of 2018 join a formidable group of alumni, designers and makers who are celebrated for their exceptional work and ethos. Past contributors to Ready Made Go have included Assemble, Philippe Malouin, Michael Marriott and Studio Toogood. To celebrate the works of previous exhibitions and pay tribute to the legacy of the one-of-a-kind project, the 2018 edition will include a special exhibition of all 18 products created for Ace Hotel, gathered together in a single display for the first time:

- 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 Coffee Pot by Ian McIntyre
- Ascension bouldering wall by Patternity
- 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



"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, and also items that allow me to choose from the spectrum of design talent in London — each year we have designers who are established and 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**

These items will all be available to view at **Ace Hotel London's Lobby** for the duration of London Design Festival — and, of course, at Ace Hotel London Shoreditch, ad infinitum.

Notes to editors

Location Ace Hotel London Shoreditch, 100 Shoreditch High Street, London E1 6JQ
Dates 18–23 September 2018

About Ace Hotel London

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
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About Modern Design Review

Modern Design Review is an international, independent magazine covering the best of the product, people and theory in contemporary design. The London-based publication offers a considered and curated insight into modern design through original and creative storytelling and contributions from talented photographers, writers and designers.

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For more information about Ready Made Go and the participating designers, please contact **Dorothy Bourne** at dorothy@zetteler.co.uk or on +44 (0)7939 200519.
