

# LONDON DESIGN GUIDE

returns for 4th edition

**PRESS RELEASE**  
10 September 2015

Max Fraser's definitive handbook to the design districts of the capital is back with a fresh new format and features

**London Design Guide** focuses on the capital's thriving design scene: its boutiques, vintage dealers, galleries and creative workshops. The guide's editor – design writer and commentator **Max Fraser** – has plucked out the destinations that best reflect the dynamism and vision of the modern design climate and reviewed them by neighbourhood, including user-friendly maps to help navigate the city's sprawl.

More than 150 new and established hotspots are compiled and reviewed, providing a tantalising overview of the design capital of the world. From the galleries of Mayfair to the vintage clusters of Hackney, the furniture showrooms of Clerkenwell and the ever-evolving creative hub of Shoreditch, the guide showcases the diversity of design destinations across the city. In addition, restaurant, bar and café recommendations are featured for each area, selected for both their design credentials and the quality of their food and service.

Behind every venue are talented individuals who implement their vision with gusto and flair. The new edition features interviews with personalities ranging from Marylebone trailblazers to East London mavericks, including Design Museum director **Deyan Sudjic** and veteran retailer **Zeev Aram**. Furthermore, the guide's editors obtained exclusive admittance to the private studios of **Barber & Osgerby**, **Fredrikson Stallard**, **Ilse Crawford** and **Ross Lovegrove**. No other guidebook boasts such widespread coverage or such access to the key figures driving the London design scene.

The 208-page *London Design Guide* is a snapshot of the design scene today, a celebration of creativity and a practical tool for Londoners and tourists alike. There's no better resource for exploring the wealth of design in the capital.

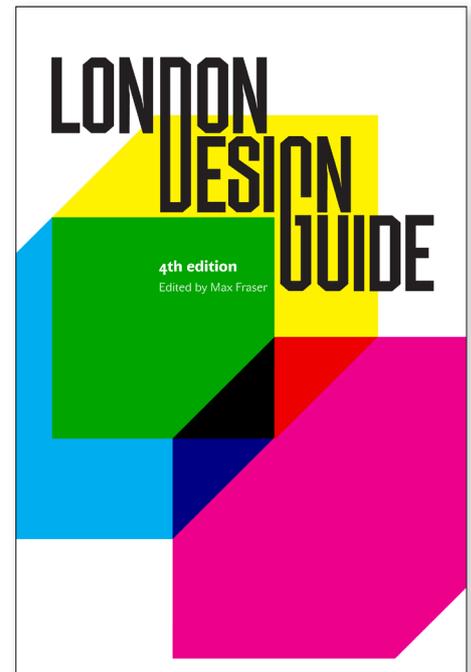
The fourth edition debuts during the London Design Festival and will be sold at Tent London, Designjunction and 100% Design, as well as selected design retailers including SCP, twentytwentyone, Skandium and via the guide website.

**[londondesignguide.com](http://londondesignguide.com)**

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For review copies, interviews with Max Fraser or further info and visuals, please contact Sabine at Zetteler Creative Publicity [sabine@zetteler.co.uk](mailto:sabine@zetteler.co.uk) or call her on 07791 568890.

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#### **About the editor**

Max Fraser is a design commentator and author whose work broadens the conversation around contemporary design. Fraser is the founder of Spotlight Press, an independent imprint that publishes *London Design Guide* and other titles. Until recently, he worked as the Deputy Director of the annual London Design Festival, for whom he now consults alongside varied private and public bodies including Hermès, Renault, Alan Yau, Hitachi, Crafts Council, Unilever and others.

#### **Specification**

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