



Designed with Meaning, Given with Purpose

Clerkenwell London explores the Art of Giving



It's easy to call the run-up to Christmas a festival of blind consumption, of buying for buying's sake, but this year the design space, restaurant and event hub **Clerkenwell London** is inviting people to slow down and rediscover the true pleasure of thoughtful gift giving.

Presence: The Art of Giving is Clerkenwell London's attempt to encourage more considered and personal present buying. Throughout November and December, the Farringdon Road design hub is celebrating the rituals of Christmas through a venue-wide exploration of the power of tradition and the value of time shared together.

'We believe that Christmas shopping has become too much of a drag race, all too often conducted in a thoughtless rush. There are more meaningful ways to share, and we believe the perfect gift communicates love, thoughtfulness and shared experiences. Thought and personal attention are the rarest and most precious gifts you can give – that's why, this year, Clerkenwell London is trying to help people take the time to deliver both.'

- Gayle Noonan, Creative Director



Clerkenwell London has broken down the art of the gift into four distinct stages, each of which successively informs displays in and around the space throughout the festive period:

- 1. The Contemplation** This reflects the period wherein the giver considers their relationship with their recipient, decides whether they wish to involve themselves in giving with intent, and begins to craft their ideas for a meaningful expression of their feeling.
 - 2. The Quest** This is the giver's search for the object that complements their relationship with the recipient and conveys their intended message.
 - 3. The Commitment** This represents the moment when the giver definitively invests a chosen object or shared experience with their emotional intent.
 - 4. The Presentation** This encompasses everything about how the gift is delivered – a heartfelt handwritten note, an account of the story behind it or beautiful and personalised wrapping.
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Throughout Advent, Clerkenwell London is devoting its window displays to the concept of Presentation, each day unveiling one of '**24 Ways to Wrap**'. A different gift has been selected to feature every day until Christmas Eve, showcasing a different wrapping style, and accompanied by an online 'advent calendar' at **Clerkenwell-London.com** that will reveal the day's product, tell its story and present the history behind its unique wrapping technique.

Inside, a beautiful vintage-inspired wrapping room has been set up, offering a breath-taking range of hand-crafted textured papers, and a host of bespoke services including embroidery, wax sealing and embossing, allowing customers to have their chosen presents expertly gift-wrapped and personalised for their recipient using finely honed craft techniques. Personalisation services are also available for many of the products and design pieces available in store, and for those stuck in the



Quest stage of their gift-giving, personal shoppers are on hand to guide them to the perfect present or help them prepare a tailor-made gift box.

In addition, as part of Clerkenwell London's seasonal event programme, gift-wrapping masterclasses are being held in the run-up to Christmas, along with wreath-making craft sessions and festive flavour experiences spanning wine, cocktails, chocolate and more.

With a selection of 1,500 products in store, each chosen for its craftsmanship, authenticity and storytelling power, along with the most luxurious bespoke wrapping service in London, Clerkenwell London is an enchanting alternative to the panic of last-minute shopping and soulless gift-giving. This year, it really is the thought that counts.



NOTES TO EDITORS

ABOUT CLERKENWELL LONDON

Clerkenwell London is a unique 13,000sq m design space, restaurant, café bar and all-round events and experiences venue. It began life as gallery store The Clerkenwell Collection, but has undergone a complete refurbishment and expansion, emerging as a one-of-a-kind location to discover talent from designer/makers and visionary brands across a spectrum of creative fields.



FOUNDERS

Clerkenwell London has been created by serial entrepreneur **David J Brown**, the co-founder and CEO of what is now Europe's third-largest tech company, Ve Interactive. He has over a decade of experience spearheading digital businesses, but as a classical pianist and fine-wine enthusiast, David also has a passion for tactile, physical experiences of the highest quality.

Day to day, the company is managed by CEO **Sandra Truesdale**, a performance-marketing specialist with a longstanding background in IT and Finance.

Clerkenwell London

155 Farringdon Road
London
EC1R 3AD

Nov 30th- 13th December opening hours:

Mon – Tues: 10:00 – 18:30

Weds – Fri: 10:00 – 20:00

Sat: 11:00 – 17:00

Sunday: Closed

14th- 23rd December opening hours:

Mon – Tues: 10:00 – 18:30

Weds – Fri: 10:00 – 21:00

Sat: 11:00 – 17:00

Sunday: Closed

Christmas Eve: 10:00 - 16:00

Christmas Day- 3rd January: Closed

Monday 4th - Business as usual - 10:00-18:30

www.clerkenwell-london.com

@ClerkenwellLDN