

## 2020 vision

### Design stories for the year ahead



Fusing behavioural science with design, Stance wants to create a better future for everyone.

### New faces for your radar

#### **Stance – the creative agency driving positive change**

Right now, there's a lot of talk about the importance of purpose in business (not least in the Zetteler office), and the fact that it's possible for a company to pursue values every bit as zealously as others might chase profits. The creative agency Stance is a compelling example of this thinking in action.

In 2019, after five years in business, Stance's founder, the designer Neil McKie spent months reexamining every aspect of his agency's operations, from its client list to its carbon footprint, and has not only realigned his company from top to bottom, but in 2020 they will also publish his findings as an open-source resource for anyone interested in following Stance's example – we certainly are.

#### **VISTO – the emotional experience of art**

We've spent a good few months getting to know Alex Toledano and Seth Rosenbaum, the founders of this global art consultancy. Underpinned by a strong academic approach (Alex and Seth hold PhDs from Berkeley and Harvard, respectively), VISTO specialises in creating powerful and unique art experiences in residences, hotels and other public spaces around the world.

VISTO's work is rooted in the transformative power of art to spark emotions and influence perceptions. They have a number of high-profile projects due for completion in 2020. Watch this space – or get in touch with us – to find out more.



Norwegian Presence 2020: Objectum by Vilde Hagelund and Nordic Comfort Products collaboration with Snøhetta to show in Milan.

## On our clients' calendars for 2020

### **Lower Stable Street turns Christmas trees into gin**

Every year, millions of Christmas trees go from festive centrepiece to roadside rubbish, with those that aren't picked up by local council recycling schemes winding up in landfill. Over in Lower Stable Street, Coal Drops Yard, the magazine/design store/street curator Kiosk N1C is masterminding an initiative to transform used trees into pine-infused gin, with a little help from the Bloomsbury Distillery.

So if you want to engage in some environment-saving recycling and drink your needles, simply drop your tree off in January and the folk at Kiosk N1C will give you a voucher to exchange for a bottle of Christmas-tree gin as soon as its out of the still.

### **Norwegian Presence returns to Milan Design Week**

Back in Zona Tortona on 21–26 April, Norway is once again bringing its designer/maker A-game to Milan Design Week with Norwegian Presence. This year,

curator Benedicte Sunde of DOGA is doubling down on sustainability and the circular economy, highlighting the designers and manufacturers shining a spotlight on natural, lower-carbon materials such as wood, aluminium, stone and paper.

## **PearsonLloyd moves studio and launches milestone furniture collections**

2019 has been massive for Tom Lloyd and Luke Pearson, with a host of new product launches (including the flatpack-reinventing Cross Chair for new Danish brand TAKT), and a five-strong award haul at NeoCon in Chicago in June. In 2020, the studio will be back with TAKT to introduce a table and the brand's first metal chair. In addition, PearsonLloyd are gearing up to the launch of a game-changing collection of office furniture with Teknion, as well as reuniting with Bene to build on the legacy of its bestselling PARCS family with a new collection.

What's more, they'll be doing all this from the comfort of their new studio space in Hackney, a set of restored and repurposed Victorian workshops due to be unveiled in late spring.



The Pocket House in East Dulwich by Uncommon Projects.

## **Note Design Studio on the festival circuit**

The Stockholm-based design powerhouse are plunging into a new decade with a host of exciting collaborations on the calendar and a packed schedule of product launches spanning design festivals in Stockholm, Milan and Seoul. Stockholm Design Week is first up, where Note will be introducing designs including a new table for the Ariake collection and a new Landscape lamp for lighting brand Zero, plus stands for the likes of Vestre, Pholc, Fogia and Tarkett.

Following its work telling the story of prefabricated concrete at ArkDes' Flying Panels exhibition, Note are now preparing to install a permanent exhibition design for Stockholm's Vasamuseet maritime museum – more info to come.

## **Uncommon Projects opens first showroom**

We weren't the only ones who fell in love with the hugely characterful kitchen designs of plywood evangelists Uncommon Projects in 2019. The studio's warm mid-century-style Leytonstone commission won them the gong for Kitchen Design Of The Year at the Designer Kitchen & Bathroom Awards, while their work on the Pocket House in East Dulwich helped make the property a contender for RIBA's House of the Year (as seen on TV, no less). The team will be building on these successes in 2020, opening a new showroom and studio in a soon-to-be revealed London location. We can't say more now, but stay tuned for a launch-party invite in the new year.



(L) Sella Concept's debut furniture collection inspired by the Hampstead Ladies' Pond.  
(R) Cross Chair by PearsonLloyd for TAKT.

## **Sella Concept opens new design concept store**

After a year that has seen Tatjana von Stein and Gayle Noonan's multidisciplinary design studio, Sella Concept, take on interiors projects ranging from The Conran Shop window during London Design Festival and Westminster's new political-tech

start-up hub Huckletree, to Olivia von Halle's first permanent space in Harrods, the pair also found time to unveil their first commercially available product range.

2020 looks set to follow the same pattern, with the opening of a new Sella-designed concept store in Notting Hill and a couple of other major headline-grabbers on the cards – more on those soonish...

### **Camille Walala embarks on major international collaboration**

A new hotel in Mauritius, an entire street in Mayfair, and a nation-wide campaign for End Youth Homelessness – you could find Camille Walala everywhere in 2019. The artist's 2020 year planner is looking as packed as usual, with some very exciting collaborations on the cards – including a major colour-related project with a certain beloved Danish brick maker... watch this space.

### **Irthi Contemporary Crafts Council launches a fashion training programme**

Having unveiled its debut line of products at London Design Fair and Dubai Design Week, the inspiring UAE-based women's craft initiative Irthi is flexing its fashion muscles with the introduction of Asyame. Delivered in conjunction with London College of Fashion, this one-year training and mentorship programme will see trainees working with the artisans involved with Irthi's Bidwa Social Development Programmes to incorporate traditional craft techniques including Talli (lace making), Safeefah (palm-frond weaving) and embroidery. Under the guidance of LCF visiting lecturer Toby Meadows, students will gain experience of developing an eco-friendly, sustainable fashion label, resulting in a showcase in March/April 2020 in Paris.





Our new office before we've had a chance to unpack.

## News from Zetteler HQ

### **Zet texts**

We're two editions in to the Disegno x Zetteler Book Club and it's clear from a) the turnout, b) the quality of discussion, and c) the fun had by all, that setting up an informal design-focused book group was A Good Idea.

We're looking forward to hosting the next session in our new studio (see below) early in 2020. So far we've covered the hidden bias in design via Caroline Criado-Perez's *Invisible Women* and the ecological crisis, care of *Silent Spring* by Rachel Carson. We're thinking fiction for this one – recommendations are welcome!

### **The ReZettlement**

We've moved! After three years in De Beauvoir Block (so long, and thanks for all the sunsets) Zetteler is going back to the beginning. We're relocating to a bigger studio space by Broadway Market, not far from our first office and right next to our friends Camille Walala and HØLTE.

# ZETTELER

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If you're out doing the Christmas-party rounds this Thursday 12 December, be sure to swing by after 6.30pm for a mulled wine or a bucket-chilled beer at our studio-warming celebration. (But bear in mind we'll only have been there for a week, so expect a distinctly DIY vibe.) And if we don't see you then, we look forward to welcoming you in the new year.

Our new address:  
Unit 46, Regent Studios  
8 Andrews Road  
London E8 4QN

## **2020 events**

In the first few months of the year, you'll find us at IMM Cologne, Stockholm Design Week and Maison&Objet in Paris, so if you're going, hit us up. And if you need a speaker for a panel discussion, we can hook you up with any number of thought leaders, primed to address topics ranging from the future of workplace design to the challenge of designing truly sustainable products.