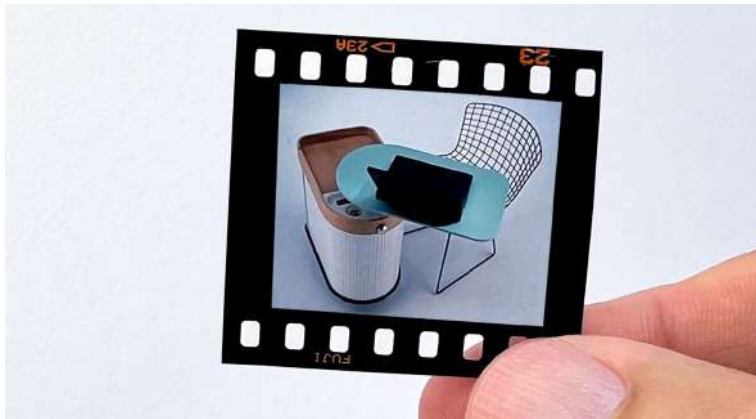


## Change Making at London Design Festival Pearson Lloyd exhibition celebrates 25 years of design for a transforming world



Pearson Lloyd has specialised in developing products and systems for a changing world since 1997.

A lot can change in 25 years. Over the last three decades, the challenges faced by people and planet have evolved dramatically, becoming increasingly complex and ever more urgent. The values and priorities that shape the design landscape have shifted in response, influencing what we design and how we design it, where we manufacture it and the materials we use.

During this year's London Design Festival, the exhibition Change Making at Hackney's Yorkton Workshops explores the 25-year design story of Pearson Lloyd, using the practice's projects past and present as a lens through which to navigate the changing design landscape and to interrogate design's role in – and responsibility for – shaping the future.

### Designing for change in an era of socio-cultural transition

As an industry, design variously preempts, reacts to, and proactively influences human behaviours, cultural trends, material consumption patterns and technological advances. Over a quarter of a century, Pearson Lloyd founders Luke Pearson and Tom Lloyd have witnessed, responded to, and helped drive profound industry-wide change.

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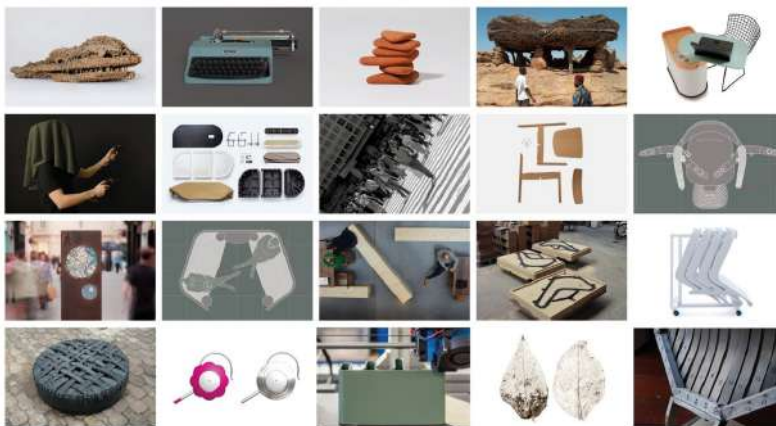
*“Over 25 years, our work has expressed and responded to changes in the social, political, technological and environmental context around us. Priorities and values have changed over time both for Pearson Lloyd and our clients. The exhibition is an honest survey of some key projects that help to tell these stories.”*

– Luke Pearson, Pearson Lloyd

Since the studio’s founding in 1997, Pearson Lloyd has created a varied body of work that has preempted changing behaviours, embraced innovations in materials and manufacturing, outlasted shifting aesthetic trends, and withstood the test of time.

Whether embodying the principles of sustainable architecture, reimagining capsule travel, interrogating new workplace paradigms, or exploring the threshold of the metaverse via the archetype of the mask, the studio has brought the same progressive, user-driven, problem-solving approach to every project it has touched – always looking to the needs of tomorrow as much as those of today.

## Systems, products and ideas



The exhibition Change Making takes visitors behind the scenes on the practice’s ideas, influences, and inspirations over the last 25 years.

Change Making showcases and interrogates key projects by Pearson Lloyd from the last quarter century, exploring the themes of: making, thinking, space and people. Presented against a framework of significant events that have shaped the design world over the last 25 years, these objects are contextualised by displays explaining the studio’s design process and way of thinking, as well as the collection of objects

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that the Pearson Lloyd team have curated over the years – studies in making and materiality, jumping points for new lines of creative enquiry, and examples of innovation.

Exploring the space, visitors will get an insight into the methodology that Pearson Lloyd brings to every project, see how each project fits into the studio's wider mission to enhance the user's experience, and be able to follow how the studio's thinking has evolved over the decades in tandem with the changing world.

Through projects such as 'A Better A&E' – in which Pearson Lloyd developed a calmer and more relaxing care environment for hospital emergency departments, thereby reducing the incidence of patient violence – and the wayfinding and street furniture devised to facilitate and enrich pedestrian navigation of the city of Bath – Change Making looks at how system design can influence people's relationship with space and help steer user behaviours to positive outcomes.

In products such as the 3D-printed office accessories collection BFriends and the flat-packed Cross Chair, which launched the Danish eco furniture brand TAKT, visitors can see how Pearson Lloyd has adopted sustainable materials and innovative manufacturing processes in the face of climate emergency.



Designed for Bene and 3D-printed by Batch.Works, the B-Friends collection of workspace accessories demonstrated the commercial viability of circular production approaches.

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Even the setting for the exhibition – the beautifully and ambitiously retrofitted Yorkton Workshops, winner of Retrofit of the Year at the 2021 AJ Architecture Awards – reflects Pearson Lloyd’s commitment to low and no-carbon approaches to design at every scale.

Although hugely diverse, projects such as VR Veil’s speculative journey into the virtual realm, Capsule Travel’s reimagining of air travel in the age of Covid, and Routes’ vision of the next-generation workspace all demonstrate Pearson Lloyd’s response to social and technological shifts, and reflect the studio’s ability to tap into demographic currents and generate designs to meet the needs of the future.

## The planet as stakeholder

Working strategically with brands, businesses, institutions and public bodies, Pearson Lloyd has always developed systems and products that provide genuine, life-enhancing benefits to their users, but the recent decade has seen the rise of a new stakeholder in every project: the planet itself.



Built in 60 seconds: the flatpack, solid-wood Cross Chair by Pearson Lloyd launched trailblazing Danish eco-design brand TAKT in 2019.

Taking in the design landscape of the present, Change Making argues powerfully for sustainable models, approaches and metrics of success that position the planet as a

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co-beneficiary of the making process. For Tom Lloyd and Luke Pearson, designers have a role to play in leading both their clients and their end users towards new habits and approaches that better serve the planet.

*“We have always wanted our work to be grounded on understanding and insight, to create viable products that are fit for purpose combining rational thinking and practical outcomes that are enjoyable to use. The primary difference from 25 years ago is a much more focused understanding regarding the impact (both good and bad) of design on the planet. Today we have the opportunity to really contribute to a low-carbon future through our work. This is highly motivating.”*

– Tom Lloyd, co-founder, Pearson Lloyd

This thinking has led to a reassessment of what ‘well made’ means in the context of modern design – the values against which a product or system is judged are rapidly shifting as planetary concerns become more central to decision-making processes. Change Making offers visitors an opportunity to consider how the design landscape has changed, asking them to consider what ‘good design’ means today – and what it might mean in future.



Pearson Lloyd’s decision to work with the existing architectural fabric of Yorkton Workshops earned their studio the AJ Retrofit of the Year award in 2021.

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## Notes for editors

For more information about Change Making, images of featured designs, and interviews with Tom Lloyd and Luke Pearson, please contact [PearsonLloyd@zetteler.co.uk](mailto:PearsonLloyd@zetteler.co.uk).

### **Change Making**

Dates: 19–25 September

Location: Yorkton Workshops, 1-3 Yorkton Street, London E2 8NH

### **Pearson Lloyd**

Founded in East London in 1997 by Luke Pearson and Tom Lloyd, the design office Pearson Lloyd works with manufacturers, brands and public bodies to identify and build products, spaces and services that respond to the challenges of the day and enhance our experience of the world. Their philosophy of 'Making Design Work' emphasises the studio's passion for the act of making functional, beautiful and efficient solutions that serve equally the needs of their clients, their users and society.

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