

MATERIAL OF THE YEAR: Jesmonite

PRESS RELEASE, 21 August 2017

'Rustiles' at London Design Fair

PRIN London unveils the inaugural 'Material of the Year'
installation

21–24 September 2017
Old Truman Brewery



Rustiles by Ariane Prin. Photography by Jon Aaron Green.

New for 2017, London Design Fair's **Material of the Year** design showcase aims to introduce the 27,000+ fairgoers to the most interesting and boundary-pushing materials and processes at play in the modern design world.

The idea for the initiative was sparked by its first subject – **Jesmonite®**, a lightweight acrylic-modified gypsum composite originally developed in the UK in 1984. First adopted by builders and architects for its lightweight nature and endless versatility in creating finely detailed surface finishes, Jesmonite has

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become increasingly popular as a design material and a growing number of designers internationally are finding ways of exploring the material in their products and sculptural objects.

'We saw lots of products in 2015 and 2016 which we really liked and were particularly intrigued by. We presumed that they were ceramics that had taken on colour amazingly well but, when we scratched the surface, we discovered that they were made from Jesmonite. We didn't know anything about the material and we wanted to find out more. There is nothing that really inspires a designer more than a new material to play with and Jesmonite is the ultimate exploration. Very few people know what it is and who is using it, and what it enables designers to achieve. You can make anything using Jesmonite.'

– Jimmy McDonald, founder and director, London Design Fair



Ariane Prin in her studio making Rustiles. Photography by Jon Aaron Green.

One of the designers who has wholeheartedly embraced Jesmonite is **Ariane Prin**, founder of PRIN London, who has been invited to create the site-specific **Rustiles** installation at the heart of the Material of the Year showcase. Prin discovered the material's remarkable properties almost by accident in 2013, when she combined a leftover bucket of her studio mate's Jesmonite with a bag of metal dust acquired from a key-cutter, and left it to see what would happen. The following week, the dust had oxidised, creating a unique colour and pattern in the Jesmonite.

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That experiment became the foundation for RUST – the series of ceramic vessels cast in key-dust-adulterated Jesmonite, which launched at Herrick Gallery, Shoreditch in 2015 and went on to become PRIN London’s leading product line. Visually and texturally unique, the vases, trays and pots develop further as they age, thanks to the continuing interaction between the material and the atmosphere.

For London Design Fair, Prin is pushing her discovery in a new direction, working on an immersive, tile-based installation inspired by the form of the classic London brick and responding to the architecture of its setting in the Old Truman Brewery. ‘**Rustiles**’ is a demonstration of Jesmonite’s ability to be combined with other materials to achieve distinctive visual and textural effects, as well as presenting RUST’s potential in large-scale applications.



Oxidised metal at PRIN London studio. Photography by Ariane Prin.

'I wanted to challenge myself by pushing the material limits of Jesmonite and also create RUST at a larger scale. As a product designer, I have always designed products that can be manipulated by hand, but I am also interested in working with interior designers and architects. To make a product the scale of an entire building feels out of my comfort zone but really excites me. I wanted to show that RUST was primarily a material: homeware is one output; tiles is another. So many other things can be done with it.'

– Ariane Prin, designer

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Rustiles in production. Photography by Jon Aaron Green.

Working with masters created by PRIN London, Jesmonite-casting specialist Feathercast has developed tile moulds that allow the Jesmonite mix to set into tiles – each of which will be unique. These will be used to create a distinctive mosaic of colour and texture that visitors to London Design Fair will be able to enter and explore.

Complementing Rustiles, a variety of other Jesmonite objects and products will be on show, including work by Maison & Objet 2017 Rising Talent **Zuza Mengham** and surface designer **Katie Gillies**. In its entirety, the showcase offers the fair audience an eye-opening insight into one of the most promising making materials that today's designers have at their disposal, and sets the bar high for many more Material of the Year exhibitions to come.

Rustiles will be on display on the ground floor of Hall G5 at Old Truman Brewery on **21 - 24 September**.

For images and more information on **Rustiles**, **PRIN London**, **Jesmonite** and the **Material of the Year** project, please contact me (Jodi Moss) at jodi@zetteler.co.uk or on 07910 705147.

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Ariane Prin in her studio. Photography by Jon Aaron Green.

Notes for Editors

About London Design Fair

Set in Shoreditch, the creative heart of London, the London Design Fair is a four-day industry event that brings together 500 exhibitors from 28 countries, including independent designers, established brands, international country pavilions, features and exhibitions. Launched in 2007, the London Design Fair has earned itself the reputation as the go-to trade show during the annual London Design Festival, hosting the largest collection of international exhibitions, designers, brands, country pavilions, features and exhibitions. Each year, over 27,000 influential retail buyers, producers, architects, interior designers, press, designers, and design-savvy public will attend to see the very latest in furniture, lighting, textiles, materials and conceptual installations, from all around the world.

Dates: 21-24 September 2017

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Opening Times:

Thursday 21 September | 10am-7pm | Private View 8pm-11pm.

Friday 22 September | 10am-7pm

Saturday 23 September | 11am-6pm

Sunday 24 September | 11am-6pm

Last entry to the exhibition is 45 minutes before the close of the event.

Address:

Old Truman Brewery

26 Hanbury Street

London

E1 6QR

UK

londondesignfair.co.uk

Twitter @LDNdesignfair

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About PRIN London

Born in France and based in East London, Ariane Prin is a designer inspired by her surroundings and driven by experimentation, often incorporating locally sourced waste as raw materials for her work. As an industrial designer, she works collaboratively with a variety of individuals and organisations – many outside the design sphere – including Japanese craftsmen, bakers, hairdressers, acrobats, biologists and environmental technology engineers. She graduated from the Royal College of Art in 2011 and founded PRIN London in 2015, following the launch of the RUST collection at Herrick Gallery, Shoreditch.

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About Jesmonite

Jesmonite an acrylic-modified gypsum composite invented in the UK in 1984 by Peter Hawkins, now the company's Technical and Development Director. The original formulation (Jesmonite AC100) is still available today, alongside a wider family of related products, each developed for different building and decorative applications.

Jesmonite is the ultimate chameleon material – it can be used to replicate the appearance and texture of any surface finish in any number of colours.

jesmonite.com

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