



design

The London

milk's

Design Festival

guide

**18 - 24 September 2017**



# A guide to the London Design Festival

Following the success of the Design Geek Guide to the London Design Festival, Design Milk is producing a handy paper guide to 2017's London Design Festival, working with the team behind confessions of a design geek for on-the-ground London insights

**20,000** guides will be printed and distributed throughout London at key design destination.

### **Design Destinations**

100% Design, Decorex, designjunction, Designersblock, London Design Fair.

### **Design Districts**

Bankside Design District, Brixton Design Trail, Brompton Design District, Chelsea Design Quarter, Clerkenwell Design Quarter, Islington Design District, King's Cross Creative Quarter, Shoreditch Design Triangle.

### **Design Stores and Hubs**

Ace Hotel, Citizen M Hotel, Shoreditch, Bankside & Tower Hill. Design Stores including, West Elm, Skandium, SCP, Creative Clerkenwell.

### **Digital Guide**

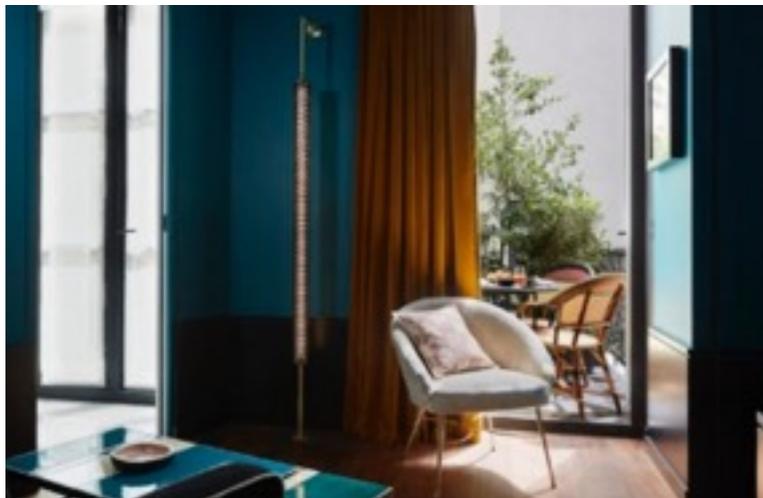
The guide was also available to view online, along with a specific guide hashtag #designmilkLDF17

In 2016, the guide received 3100 loves on Social Media & 500 Comments online made about the guide during LDF.

Shared via Design Milk & Design Journalist Katie Treggiden's Social Media Network



800K 2.3m 450K 1.8m



Produced by Design Milk

### **Design Milk**

Ready for your daily dose of vitamin D (that's "D" for design!)? An online magazine dedicated to modern design, Design Milk offers what's new in art, architecture, interior design, furniture and decor, fashion and technology. Always fresh + never sour, Design Milk fills your thirsty cup to the brim with design finds from around the world. Drink up!

Design Milk has been featured in the Los Angeles Times, Time Out New York, The San Francisco Chronicle, was one of the Google Reader Engineers' Staff Picks and has been noted on Twitter's "Who to Follow" list of influencers in Art and Design. It's also been featured in books, and is read by many entertainers, hundreds of retailers, magazine editors, and HGTV hosts and designers. Tweets from @designmilk have been featured in Dwell magazine and on HGTV.

Design Milk is a 2013 winner of the A' Design Award.



Written by Design Journalist **Katie Treggiden**

### **Katie Treggiden**

Katie Treggiden is a design festival veteran with an average of 10 international trade shows under her belt every year. Her award-winning blog, confessions of a design geek, discovered and championed new designers, while her independent magazine Fiera, was launched with the aim of discovering new talent at the world's design fairs. She is also a freelance design writer with more than 15 years experience in the creative industries. She regularly contributes to publications such as the Guardian, Crafts Magazine, Elle Decoration, Design Milk and Monocle24. She has written three books – her latest, Urban Potters, is out now.

**“I feel grateful and lucky to have Katie as part of my team.” Jaime Derringer, Design Milk**

# Design Milk advertising

A very limited number of advertising opportunities are available in the guide.

## Large Advert

**Ref L01.** Large Advert on back page = \$2,000 / £1,500

**Ref L02.** Large Advert in guide = \$1,350 / £1,000

## Small Advert

**Ref S01.** Small Advert. In guide = \$660 / £500

## Sponsored Content

**Ref SC1.** Sponsored Content = \$1,350 / £1,000

For advertisement sizes and sponsored content please review following pages.

*All advertisers were subject to approval – both product and creative had to be a good fit for Design Milk and our audience.*



17-25 SEPTEMBER 2016

guide

DESIGN FESTIVAL

geek's

THE LONDON

A design



forget to eat. know whom you might run into at LDFI with a tennis ball. massage your feet

5 That said, do try to stop and sit down for breakfast, lunch and phone charger – if you're doing it right, you'll be using more your agenda – it'll give you the energy to get through the day.

6 Wear flat comfortable shoes, ideally running shoes, with lots of support will help – or if you're not a yoga bunny, at least lie on the floor with your legs up a wall for a few minutes, and confident in – you never

7 Pack a portable apps than any battery you'll be using more dinner no matter how centrally as you can afford – and consider staying in town even if you live within commuting distance. Time spent on trains and off buses and on and off buses and Tube to get from one part of London to another.)

8 Carry water and your default pick-me-up snack on you at all times – with so much to see, it's too easy to miss.

9 Leave some gaps in your schedule to allow for the unexpected. It's a good idea to have a plan, but don't be afraid to react to last-minute suggestions.

10 And finally, make sure you enjoy it! You can't see everything each day. A yoga app beginning and end of the day. Stretch out at the beginning and end of the day. A yoga app beginning and end of the day. Stretch out at the beginning and end of the day. Stretch out at the beginning and end of the day.

# 4

## MUST SEE:

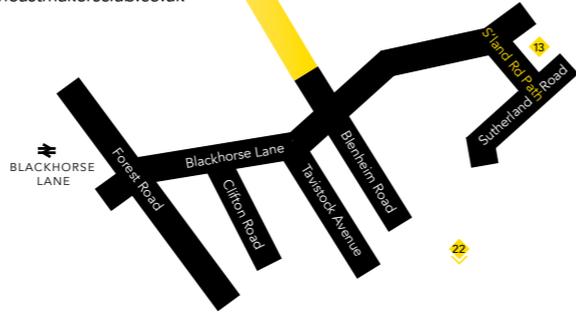
**Blackhorse Workshop & South East Makers Club**

Wooden Matters by Ma-tt-er x Blackhorse Workshop comprises talks, workshops and demonstrations exploring the future of wood.

9.30am – 5.30pm  
1-2 Sutherland Road Path, Walthamstow, E17 6BX (13)  
blackhorseworkshop.co.uk

South East Makers Club: Arrive at the Deptford Job Centre to collect a trail map, and pick up stamps at stops including street-art projects, Simple Shape's Experiments in Clay exhibition, a Peckham design market and a designer pub quiz.

10am – 6pm  
Deptford Job Centre, 120 Deptford High Street, SE8 4NP (22)  
southeastmakersclub.co.uk



# S01.



15-29 September 2016  
Flock's new furniture collection in collaboration with Metier take over the windows at Search&Rescue, 129 Church St, N16 0UH  
studio@flock.org.uk  
www.flock.org.uk  
Studioflock  
StudioFlock



# 5

## MUST SEE:

**Designersblock**

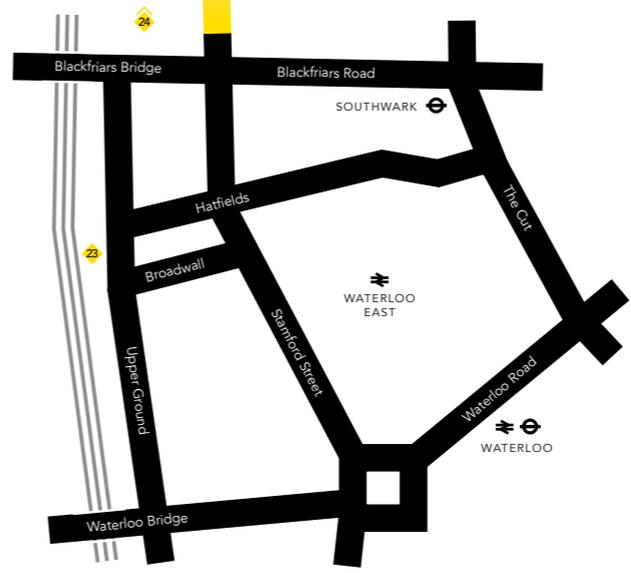
Camilla Barnard is making an entire stationery shop out of wood. Also look out for Lambert Kamps, Giulia Liverani and Kelcey Towell.

11am – 7pm  
Bargehouse Street, SE1 9PH (23)  
verydesignersblock.com

**WHILE YOU'RE THERE**  
Bankside Design District  
Pop into Oxo Tower Wharf for Mr Jones

Watches x Anthony Burrill, Designed in Colour and Wagumi's Japanese craft workshops  
11am – 7pm  
Oxo Tower Wharf, Bargehouse Street, South Bank, SE1 9PH (23)  
oxotower.co.uk

Finish in the Tate Modern for the new 64.5-metre Switch House by Herzog & de Meuron, Jasper Morrison's first major retrospective Thingness, and a glass of something fizzy at the Terrace Bar – you've earned it!  
10am – 6pm (Terrace Bar until 5pm)  
Tate Modern, Bankside, SE1 9TG (24)  
tate.org.uk



# MAGCULTURE

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## LDF16 SURVIVAL TIPS

and cheaper than you might expect.

3 Book accommodation as centrally as you can afford – and consider staying in town even if you live within commuting distance. Time spent on trains and off buses and on and off buses and Tube to get from one part of London to another.)

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## LDF16 SURVIVAL TIPS

1 Pre-register or buy tickets for all the events you want to attend in advance. Some require pre-registration even if they're free – and you'll get the best prices and avoid this nine-day week in London.

2 If you haven't already got one, buy a pre-pay Oyster card and make sure you've got plenty of credit – that way you can hop on and off buses and Tube to get from one part of London to another.)

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# L01.

**Rich Brilliant Willing**

Contemporary LED lighting designed and manufactured in New York.  
www.RichBrilliantWilling.com

# L02.

## The Design Geek Jobs Board

We specialise in product and furniture design jobs, genuine opportunities for new designers, and the jobs that surround design, including editorial and sales roles.

Find out more at:  
confessionsofadesigngeek.com/jobs



# Booking Form

**Please Note:** Pre-payment is required.



Reference no.	Item.	Notes.	Cost. £	Select option
Ref no. L01	Large Advert. Back Page	<i>Limited to one brand.</i>	£1,500	<input type="checkbox"/>
Ref no L02	Large Advert. In Guide		£1,000	<input type="checkbox"/>
Ref no. S01	Small Advert. In Guide		£500	<input type="checkbox"/>
Ref no. SC1	Sponsored Content	<i>Limited to one brand.</i>	£1,000	<input type="checkbox"/>
<b>Total of selected</b>			<b>£</b>	

Company Name

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Contact Person

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Contact Number

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Date

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Signature

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**Bank Details:**

Payment to: JD2 Media, LLC

Bank Name: Bank of America

Account Number: 381012351521

Wiring Routing Number: 026009593

ACH/Transfer Routing Number: 021200339

BIC if you are paying in \$USD: BOFAUS3N

BIC Code if you are paying in Pound, Euro, etc.: BOFAUS6S

**Checks and credit cards accepted upon request.**