

PIPÉT

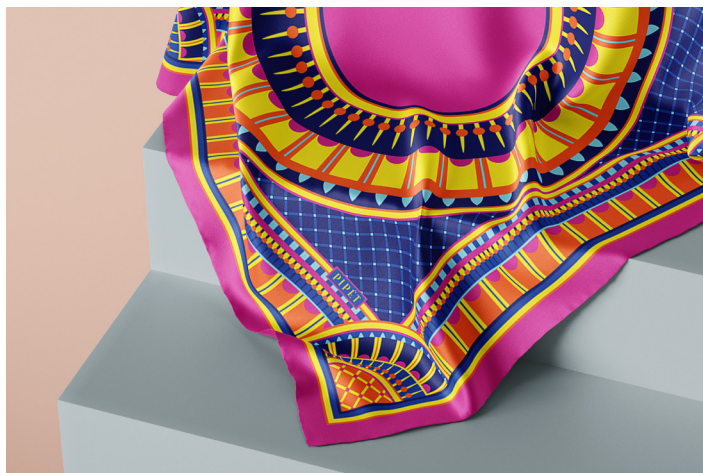
PRESS RELEASE – 08/22

DREAM NO SMALL DREAMS

New Collection Launch

OPEN HOUSE LONDON

& LONDON DESIGN FESTIVAL SEPT 22



Celebrating London's architecture through shape, colour and composition, designer Gina Pipet's latest prints look to her capital's industrial past as inspiration. Reimagining London's historic Oxo Tower, this next collection pays homage to a building much closer to her old home on the South Bank - the place she founded her creative business. Inspired by the brave, strong architecture of the Tower, Dream No Small Dreams tells the story of the rich industrial past met with today's determined creative industry of makers developing on the South Bank.



"When choosing a subject to draw, it's important to connect with it. In a crowded city the river became a place where I found space. I spent many days taking in the sights and sounds of the Thames shoreline, enjoying its tides, traffic and hidden beaches.

illuminating the skyline with its branded windows, the OXO Tower became a beacon for home. It embodies my London family, creativity, and a belonging to the community on the South Bank where I lived and worked for so many years". Says Gina

Designed to excite and uplift, these statement scarves are the perfect addition to a modern capsule wardrobe. Boasting a radiant sunburst motif, the Art Deco influences of the era are captured through the oversized graphics, aspirational scale and exciting geometric forms that are recognisable within the design. Styles include our classic 90cm square and popular skinny and mini scarves, each available in five confident colour options.

New for 2022 is the introduction of an elegant silk twill fabric, which remains printed and locally produced in England by our skilled makers.

Perfect gifts for architecture & design lovers, the collection will be launched for **Open House London** and is available on-line at pipetdesign.com to mark **London Design Festival** in September 2022.

"The impressive Art Deco style of the Oxo Tower evokes a powerful optimism and monumental strength. I wanted to channel that positive energy in to my latest scarves, through this striking, colourful and uplifting design". Says Gina



Launch Dates:

Open House London, Pop-Up - Sat 10th Sept

To celebrate Open House London we will be launching our new scarves with a special preview sale at the Craft Central x Open House Makers' Market on Saturday 10th September. This is a one-day pop-up event, offering customers a first opportunity to shop our new products in person preceding the online launch.

Visitors can tour our purpose-built studio premises and discover the creative practices that take place within the historic old Forge industrial building.

Craft Central, 397-411 Westferry Road, Isle of Dogs, London E14 3AE.

Sat 10th Sept, 10.00-5.00pm

Free Entry

London Design Festival, Online Launch - 17th Sept

The full collection will be available in our online shop from the 17th September, marking the start of this year's London Design Festival (17th – 25th September). Shop at www.pipetdesign.com

London Design Festival, Pop-Up - 17&18 / 22-25th - Tbc

A physical selling event during this week is in discussion.

Project Notes:

Dream No Small Dreams - Bursting with joyous colour, this collection follows on from Gina's most ambitious art collaboration to date with Coin Street Community Builders, titled *Dream No Small Dreams*. The recent collaboration with CSCB consists of five large scale art panels, can be found installed on The Bargehouse. It celebrates the longstanding maker community at Oxo Tower Wharf, and represents the significance of having a place to grow and flourish, nurturing one's creative practice. *Dream No Small Dreams* is the title of one of the works from the series. Read more about the artworks and titles [Here](#)

"Dream no small dreams, for they have no power to move the hearts of men." Johann Wolfgang von Goethe.

Notes to Editor:

Gina Pipet

Gina Pipet is a designer, maker and artist from London. She has lived and worked on the Southbank for over a decade, and now lives in East London. Known for her distinctly graphic style her geometric patterns and statement prints can be found across a range of fashion and lifestyle accessories and custom-made fabrics. Through a commitment to quality and sustainability, combining technology and artisan skill, Gina has built a loyal following, developing the PIPÉT name into a loved brand.

Alongside her eponymous collections Gina undertakes private commissions helping her clients to create purposeful, sustainable and unique products. Clients include Interior Designers, Architects. Corporate VIP Gifting, Retail Buyers, Fashion brands, Museums & Galleries, Community projects and Public art installations.

Gina is a longstanding member of Craft Central and is represented by Future Icons. She is part of the Crafts Council and Make it British directories, supporting skilled heritage makers and local manufacturing.

Contact Details:

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Images: For images of works please contact gina@pipetdesign.com so we can tailor to your needs.