

The Shoreditch Design Triangle grows each year, bringing a host of thoughtful, collaborative and pioneering events together in the area.

Sheridan Coakley, Founder of SCP and Shoreditch Design Triangle



SHOREDITCH DESIGN TRIANGLE

ABOUT

A cultural platform for the most imaginative and creative souls in London. The main annual event is held over nine days in September, running in conjunction with the London Design Festival. In its eleventh consecutive year, the Shoreditch Design Triangle is the largest official Design District during the Festival. The diversity and quality of events attracts a discerning and influential audience of press, designers, architects, retailers and buyers from across the globe.

HISTORY

Established in 2008 by SCP, with the vision to join forces with like-minded local businesses, to cross-promote their London Design Festival activities. Shoreditch Design Triangle has steadily grown, as the area has, and now comprises over 60 different independent events. Visitors come to enjoy a diverse blend of design based events and late night festivities. From university maker markets to exhibitions by Jasper Morrison Studio. Everything is within easy walking distance and the area lends itself to a day of wandering around on foot.

EVENTS

The central focus of the Shoreditch Design Triangle activities, is during the London Design Festival in September, however the website provides a year round platform to promote and report on events in the area. We also organise Christmas Triangle, a retail focused event which runs for the duration of December, a press launch where we announce the programme and a Spring Social for all participants, where everyone can meet and share thoughts.



This is the wild one, fast and furious with a good track record - they've been doing the festival here since 2008. Go for a couple of hours and stay the day.

Barbara Chandler, Evening Standard Writing in Homes & Property, 13th September 2017. @sunnyholt

LONDON DESIGN FESTIVAL



588,200 VISITORS FROM OVER 75 COUNTRIES

OVER 300 PARTNERS AND EVENTS HELD ACROSS LONDON.

Building on London's existing design activity, the London Design Festivals (LDF) concept was to create an annual event that would promote the city's creativity, drawing in the country's greatest thinkers, practitioners, retailers and educators to a deliver an unmissable celebration of design.

The launch of the first Festival took place at Bloomberg on 25 March 2003. 16 years later, this vision to celebrate and promote London as the design capital of the world, remains ever strong.

OUR PARTNERSHIP WITH THE FESTIVAL

Shoreditch Design Triangle is an official district of London Design Festival but it is a separate organisation. As a member of Shoreditch Design Triangle, you can host events during LDF and at other key times of the year. However, if you would like to benefit from the London Design Festival's marketing channels you will need to register as an LDF partner.

Design Districts are at the core of LDF because they reflect the unique areas that make up this creative city. Shoreditch Design Triangle is excellent because it truly reflects the vibrancy and diversity of design in the area.

Ben Evans, London Design Festival Director

TUESDAY EVENTS DURING LDF

On the Tuesday of London Design Festival, SDT participants welcome guests to their press previews, launch events and late-night parties, bringing a lively atmosphere to the area.

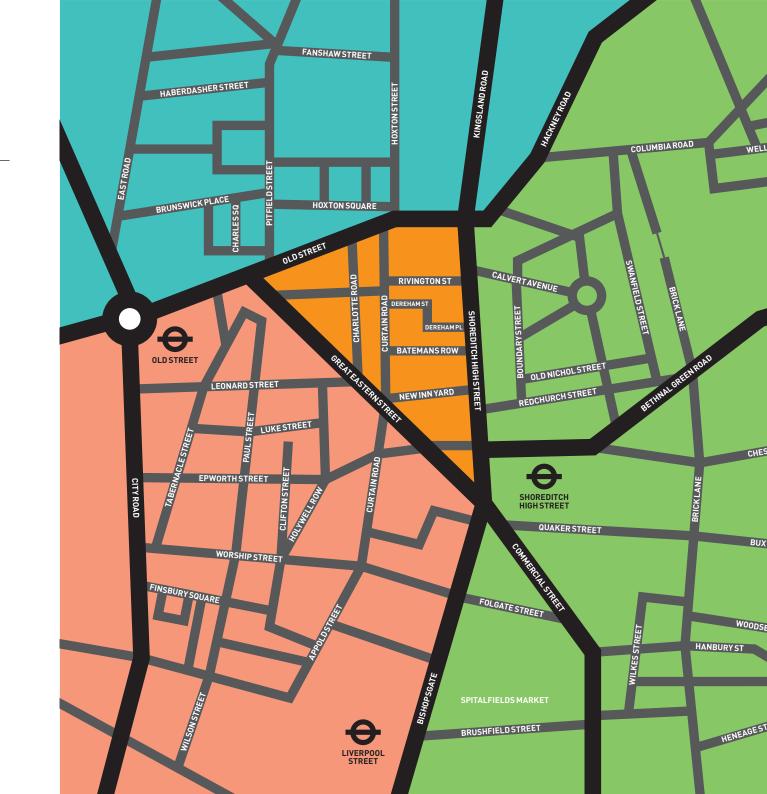
Events across the area are encouraged to keep their doors open later, creating a celebratory feeling that spreads across the district.

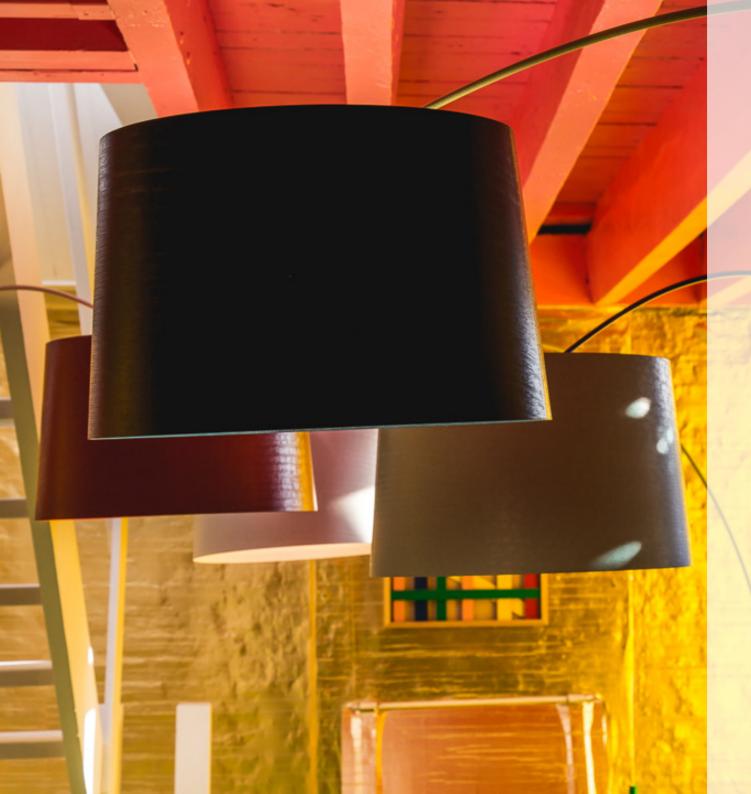


BECOMING A SDT PARTICIPANT

Perhaps more importantly than all the events, is that becoming a participant grants access to a supportive community of creative minds, all with broadly the same aspirations. Our team is approachable and can help advise on event content and communication strategies.

Over the years, we have consistently asked participants to assist us in creative ways and to stage events that are independent, thoughtful and inspiring.





THE FOSCARINI ROOMS

Product Showcase

For LDF18, Foscarini took over local gallery space, Oneroom. The immersive exhibition introduced the company's Colours collection for the first time, offering an emotional and unexpected journey of discovery through the magical house in Shoreditch.

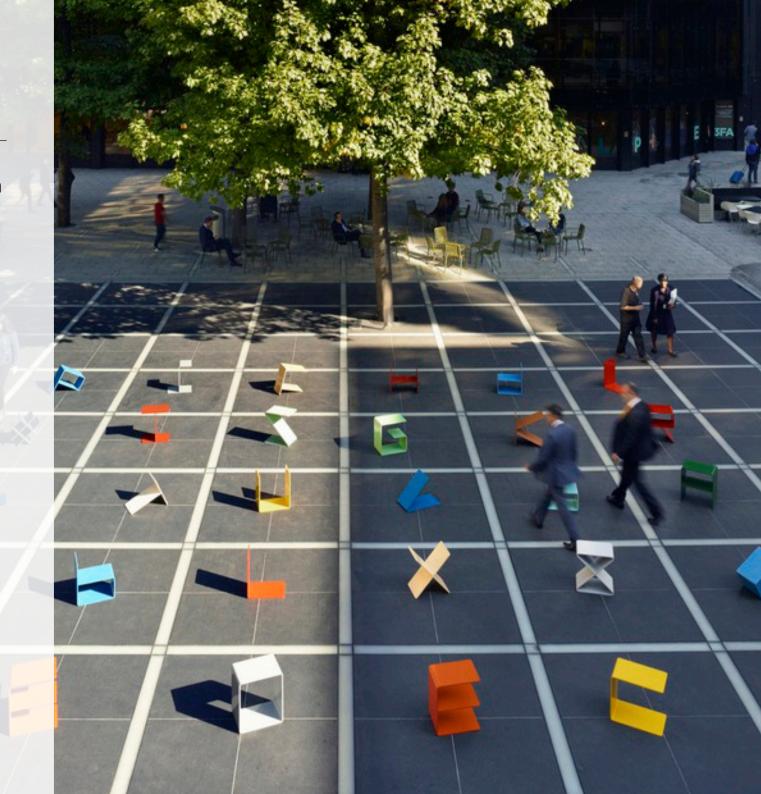
The experiential installation spanned three floors, Onerooms' founder Carlo Ninchi and Vittorio Locatelli offered a dramatically different experience on each floor.

ALPHABET Landmark Project

For the second year running, British Land, in collaboration with London Design Festival, commissioned a landmark project at Broadgate. For 2018 they chose London-based graphic design studio Kellenberger-White.

Known for their playful approach to typography, the design studio created a bespoke typeface which cme to life through a series of 26 dynamic alphabet chairs. These transformed the Broadgate neighbourhood into an interactive, urban playground.

Utilising Liverpool Street Station's flow of visitors, Alphabet was seen by 150,000 people passing through Broadgate each day.





SISAL SANCTUM

Pop-up installation

citizenM hosted their second installation in front of their Shoreditch hotel. Teaming up with London-based Mexican designer Fernando Laposse to create Sisal Sanctum, an immersive outdoor installation set to provide a comforting space for contemplation and relaxation.

Created entirely with sisal, a sustainable fibre native to Mexico, which was first used by the Mayans.



FACTS & FIGURES



Approx

150,000 Visitors during London

Design Festival

16,000 Visitors daily



64 Participants

114
Individual events

15,000Online reach



shoreditchdesigntriangle.com



Regular newsletters to press & public mailing list







Social media posts and support.

30,000 Printed event guides distributed locally



SDT PRICING & BENEFITS

£180 (+VAT) ONE YEAR MEMBERSHIP



LONDON DESIGN FESTIVAL

- Listing in the SDT guide featuring event info, contact details and opening times. 30,000 printed guides distributed locally.
- 8,000 tote bags distributed locally. Each member receives a batch.
- Street signage and window vinyl to indicate that you are participating in SDT.
- Dedicated member page on SDT website.
- Inclusion in the SDT interactive map.
- Ability to post multiple events on shoreditchdesigntriangle.com
- Ability to post multiple journals on shoreditchdesigntriangle.com
- Social media post in the lead up to, during and post LDF
- Alcoholic and non-acloholic beverages provided for the Tuesday launch events (TBC).

CHRISTMAS TRIANGLE

- Dedicated member page on SDT website.
- Inclusion in the SDT interactive map.
- Ability to post multiple events and journals on shoreditchdesigntriangle.com
- Social media post throughout December.
- Street Signage to indicate that you are participating in SDT.

PRESS DAY

- Inclusion in SDT press releases and invitations.
- Street Signage and window vinyl to indicate that you are participating in SDT Press Day.

SOCIALS & PROMOTIONS

 You will be invited to our Spring Social for participants to meet and discuss their events and possible collaborations. We are also keen to promote partner events outside of the SDT.

2019 KEY DATES

1 APRIL

Applications open

24 APRIL

Spring social

JUNE

Press Day

31 JULY

Applications Close

14-22 SEPTEMBER

London Design Festival

1-24 DECEMBER

Shoreditch Christmas Triangle

To register your interest and to be invited to our socials, please e-mail triangle@scp.co.uk.



Restoration Station. It highlights our work to people who wouldn't otherwise know about our little workshop and helps us feel part of a friendly creative community.

2017 was just amazing thanks to the creative collaboration with Yinka Ilori. A visit from HRH Prince William took the event from fantastic to almost surreal!

Restoration Station





We opened W.A.Green in April 2017 and were so grateful to the team at SDT for organising such an ambitious event. The number of people it attracted to the area was phenomenal and the week itself was full of visitors from all over the world. We were especially buoyed by the number of people who'd discovered our events through the SDT.

Zoe Anderson, Founder W.A.Green



shoreditchdesigntriangle.com

triangle@scp.co.uk 020 7749 7393