

LONDON DESIGN BIENNALE 2016

2016 SUMMARY REPORT



INTRODUCTION

The first **London Design Biennale** took place from 7-27 September at Somerset House, with 37 of the world's most ambitious nations and territories, from six continents participating. Their inspiring designs and challenging content made our inaugural year a resounding success, creating a moment in the design world of great significance.

The theme was **Utopia by Design**, and countries created site-specific installations across the entirety of Somerset House that celebrated their unique cultural identities and the best of their design talent. These exceptional installations embraced an impressive diversity of approaches to the theme, engaging with some of the fundamental issues faced by humanity.

The event was incredibly well-received by the press, and helped to widen public awareness of the importance and universal relevance of design in shaping our collective futures. The Biennale showed the critical role design can play in making the world a better and more inclusive place. And what other objective is there to good design?

After the success of the first edition, which has established the London Design Biennale as an important fixture on the design calendar, we are looking forward to the next, which will take place at Somerset House in September 2018. We can't wait to welcome you then.

Sir John Sorrell
President, London Design Biennale

Dr Christopher Turner
Director, London Design Biennale



The UK and Albanian installations in the Edmond J Safra Fountain Courtyard of Somerset House

PARTICIPATING COUNTRIES

The first ever London Design Biennale opened at Somerset House for three weeks from 7 September 2016

Installations, artworks, prototypes and designs were exhibited from **37 countries and territories**, each exploring the theme, Utopia by Design:

Albania	Norway
Australia	Pakistan
Austria	Poland
Belgium	Portugal
Chile	Republic of Korea
Croatia	Russia
Cuba	Saudi Arabia
France	Shenzhen-China
Germany	South Africa
Greece	Spain
India	Sweden
Indonesia	Switzerland
Israel	Taiwan
Italy	Tunisia
Japan	Turkey
Lebanon	United Arab Emirates
Mexico	United Kingdom
The Netherlands	United States of America
Nigeria	

"It's very exciting to be here at the beginning of something that feels very different to anything I've ever been to ever before...and it's just the most extraordinary fresh mix of utterly different perspectives all coming together...Excited to see how it grows and develops".

Thomas Heatherwick – Designer

"Honestly, I think it's miraculous. I think it is amazing...and I thought the calibre of work was fantastic...I think to be able to bring the world together for this form of expression is wonderful".

Paula Scher – Principal, Pentagram USA

"For the first time it looks amazing...all this buzz, all the people coming in. It's not only designers, it's also companies, it's the news, it's the media, it's very positive news. London, as we know, is the capital of design anyhow, but to bring all the people over here and to share that – it's absolutely brilliant".

Martin Roth – Director, Victoria and Albert Museum

"It's a smashing success...And it can't be a bigger, bigger success. It's exciting to be here with creative minds from all over the world and to see the collection of talent here is really inspiring. Exceedingly, exceedingly pleased".

Al G. Horvath – Chief Financial Officer, Smithsonian

"Design is an international language that everyone can speak and everyone understands and that's the wonderful thing about this exhibition".

Sir John Sorrell CBE – President, London Design Biennale

"I was absolutely impressed to see design concepts that are not only visually stunning, but also looked to tackle some of the most important issues pressing us today".

Liam Fox MP, Secretary of State for International Trade and President of the Board of Trade

PRESS

“For the field of design the Biennale presents a watershed moment”

Financial Times

“Imaginative, diverse, inspiring”

The Sunday Times

“A new highlight of the cultural calendar”

FX Magazine

“The Biennale is a deep-dive into design in the more substantial sense of the word: an interrogation into its most forward-thinking applications and its significance in a quickly changing world”

CNN Style

“The commissions – all new works by renowned architects, designers, artists and scientists – are richly varied, including fantastical virtual-reality cities, large-scale kinetic sculptures, and culinary pop-ups”

The Telegraph

“The best bits remind you of the power of critical, speculative, truly utopian design”

The Guardian

“The resulting commissions are richly varied, including fantastical imaginings of future cities, homages to unrealised utopian proposals of the past, and innovative solutions for issues in 21st-century life”

Xinhua News Agency

“The imaginative, thought-provoking and intuitive work on offer...proves design’s role in both tackling world issues, and helping to highlight them”

Design Week

“There are too many great pavilions for us to mention and they’ve been designed to be engaging and often interactive. The whole biennale is really accessible, very impressive”

Londonist

“The most engaging installations are those that show design’s power to inspire and delight”

Creative Review

“This new event exhibits the creme de la creme of world design creativity, with more than 35 nations from six continents taking part, each lined up with their own best museums, institutions or foundations”

Vogue Italia

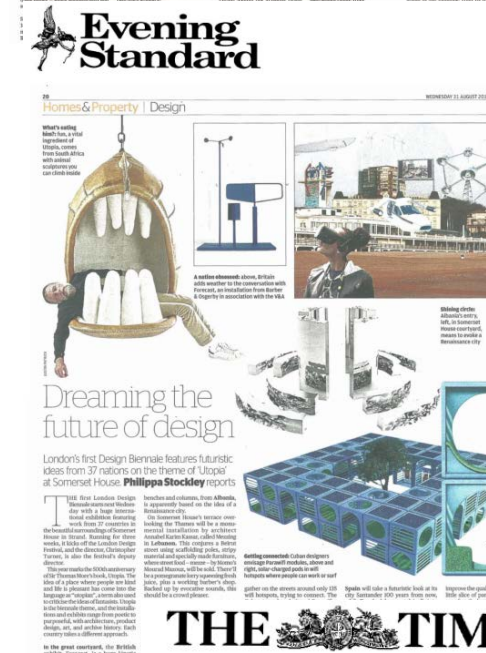
“With raw innovation, creativity and research, this will inevitably become a major design event”

Absolutely Home

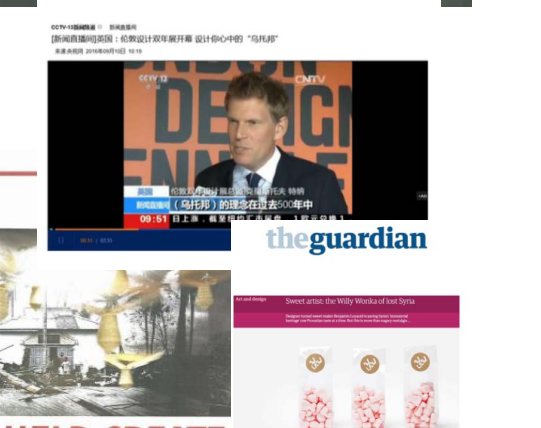
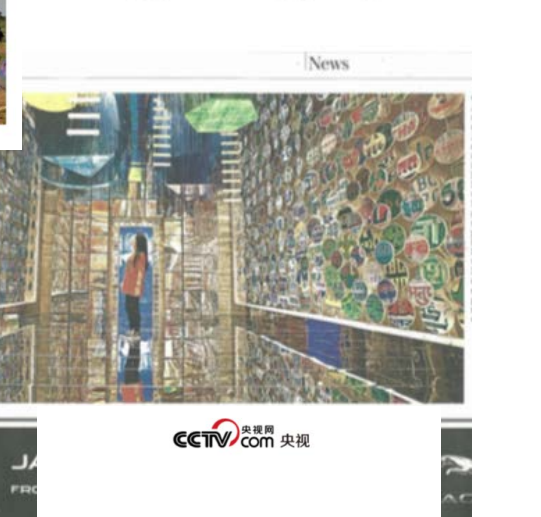
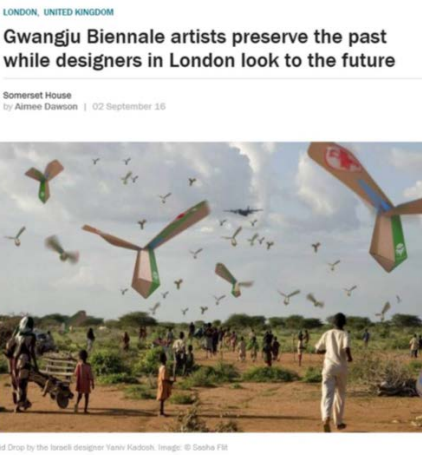
“The new London Design Biennale....turns out to be perfect. In fact, amid the 37 offerings scattered engagingly around the corridors and courtyards of Somerset House, you’re bound to find something to provide pleasure or arouse righteous indignation”

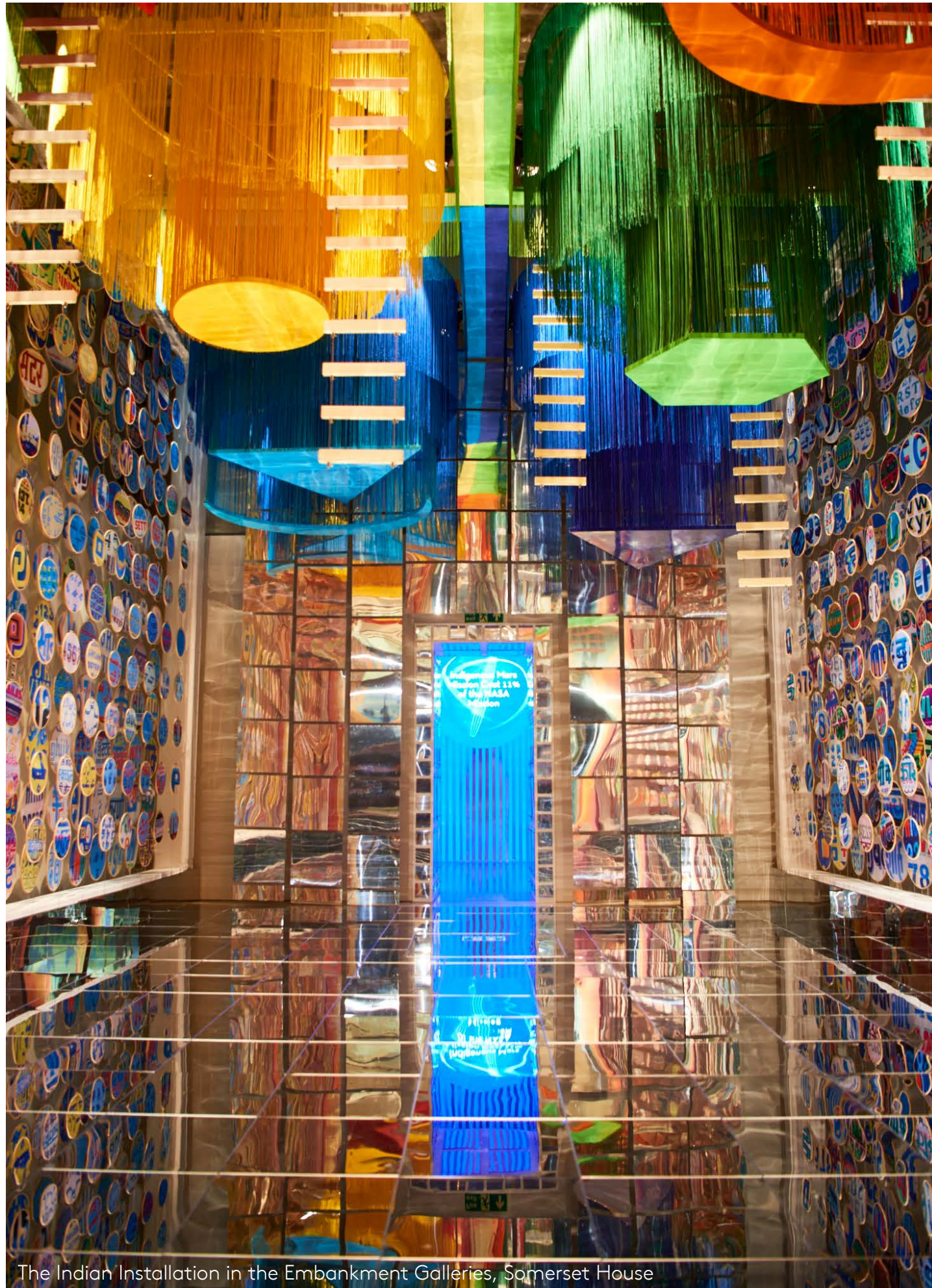
ICON

FT FINANCIAL TIMES



THE ART NEWSPAPER Shows & Events





The Indian Installation in the Embankment Galleries, Somerset House

REPORT SUMMARY

London Design Biennale, 7-27 September 2016

- During the Biennale, **a quarter of a million people visited Somerset House**, including the venue's highest weekly visitor figures ever recorded.
- The Biennale welcomed **over 28,000 people to the exhibition**, including the highest weekend visitor figures recorded for any ticketed exhibition previously held at Somerset House.
- Press coverage achieved an **AVE of over 2.2 million** and an **overall reach of over 100 million**.
- **645 international journalists** visited the Biennale, resulting in over 400 press articles and broadcast media coverage.
- **97% of visitors surveyed** by Somerset House said their whole experience was 'Very Good' or 'Good'.
- There were almost **1.5 million total impressions** on the Biennale's social channels, and **over 180,000 page views** on the Biennale's website.
- Over **200 VIP international guests** were welcomed at the Opening Ceremony and 1,200 to the Opening Reception.

MARKETING

An outdoor advertising campaign appeared at over 60 locations, with over 140 individual adverts

- Between 29 August -11 September, an outdoor campaign appeared at 62 targeted tube and train locations.
- These focused on high-traffic tube and rail stations in zones 1-2 such as: Blackfriars, Charing Cross, Covent Garden, Euston, Highbury & Islington, King's Cross, Leicester Square, Liverpool Street, Oxford Circus, Piccadilly Circus, South Kensington and Waterloo.
- The marketing campaign also appeared at the V&A Museum and at key London Design Festival sites, as well as being targeted to the Design Museum's 2.5 million twitter followers. There was also a special promotion through the Evening Standard.

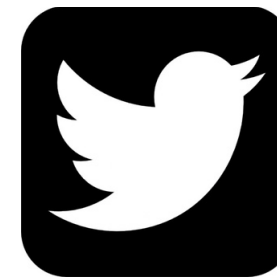


ONLINE & DIGITAL

There were almost 1.5 million total impressions on the Biennale's social channels, and over 180,000 page views on the London Design Biennale website

1 - 30 September 2016

- 270 posts across all channels
- #LDB16 received over 257,000 impressions
- #UtopiaByDesign received over 90,000 impressions



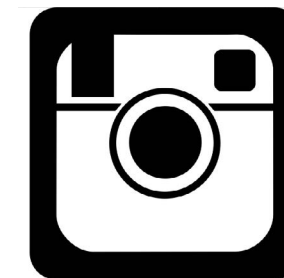
Twitter

@londonbiennale

1 - 30 September:
407,000 impressions
126 tweets
31,400 visits
50% follower growth

@SomersetHouse
271K followers (Oct 2016)

1 - 30 September:
41% of tweets Biennale related
443,000 impressions
57 tweets
Av. reach: 7.5K per tweet



Instagram

@london_design_biennale

1 - 30 September:
65,573 impressions
74 posts
2800 video views

@somersethouselondon
53.4k followers (Oct 2016)

1 - 30 September:
8.5% follower increase
(Biggest month for audience growth in 2016)
6 instagram takeovers



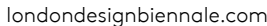
Facebook

facebook.com/
londondesignbiennale

1 - 30 September:
957,505 impressions
71 posts
2,511 post engagements
92.6% follower growth
11,500 video views

facebook.com/
somersethouse
104,095 likes (Oct 2016)

1 - 30 September:
131,000 total reach
215,400 impressions
Av. reach: 7K per post



OPENING CEREMONY & RECEPTION

Over 1,200 guests attended the Opening Ceremony and Reception on 8 September 2016

Over 200 VIP international guests attended the Opening Ceremony in Somerset House's Portico Rooms. 1200 guests attended the site-wide Reception. The Biennale was delighted to welcome Ambassadors, High Commissioners, Museum Directors, designers and key journalists to our inaugural celebration.

At the VIP Opening Ceremony, speeches and medal presentations were made by:

Liam Fox MP - Secretary of State for International Trade and President of the Board of Trade

Jonathan Reekie CBE - Director, Somerset House Trust

Ian Callum - Director of Design, Jaguar

Sir John Sorrell CBE - President, London Design Biennale

Dr Christopher Turner - Director, London Design Biennale



MEDALS

A distinguished, international panel of 12 leading creative experts were responsible for selecting the winners of the **London Design Biennale Medal 2016 (Lebanon)** and the **Utopia Medal (Russia)**. **Mexico, Chile and Japan** were all commended by the Jury. The **Jaguar Innovation Medal** was awarded to **Switzerland**, and the **Public Medal** was won by **Albania**.

The Jury included: Paola Antonelli (USA), Adelia Borges (Brazil), Ian Callum (UK), James Lingwood (UK), Jeremy Myerson (UK), Jonathan Reekie (UK), Martin Roth (Germany/UK), Victor Lo (Hong Kong), Ana Elena Mallet (Mexico), Kayoko Ota (Japan), Richard Rogers (UK) and Paula Scher (USA).





There was a curated public programme of over 60 talks, workshops, and events, with over 1,500 attendees

The first London Design Biennale Talks Programme ran alongside the Biennale Exhibition from 7 – 27 September. The programme welcomed over 100 speakers in sessions that explored the theme of the Biennale 'Utopia by Design' and the responses from participating countries. Almost all of 2016's countries and territories took part, engaging the public in their visions of utopia.

The programme welcomed a range of esteemed guests including Richard Rogers, Alice Rawsthorn, Paola Antonelli, Jeremy Myerson, Justin McGuirk, Ineke Hans and Leo Hollis and explored topics ranging from workplace utopias and the future of cities, to sustainable fashion and the potential for bio-utopias.

The talks offered an opportunity to learn more from the design teams who took part in the first ever London Design Biennale. Workshops and events aimed at engaging young people in design took place, including events with a focus on young women in the field of engineering, architecture, surface and product design - all working to inspire future designers.



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London Design Biennale, 33 John Street, London WC1N 2AT

info@londondesignbiennale.com

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