

Press Release

37 visions of Utopia by Design unveiled as first London Design Biennale opens

(7-27 September 2016)

6 September 2016 - London

#LDB16

@londonbiennale

The first ever London Design Biennale, in partnership with Jaguar and Somerset House, will open to the public for a three-week take-over tomorrow. Installations, artworks, prototypes and designs from 37 countries and territories have come together in an entertaining and inspiring exploration of the role of design in our collective futures.

Visitors will interact with brand new work by world-leading architects, designers, scientists, writers and artists in a broad, vibrant exhibition that includes large-scale kinetic sculpture, immersive digital installations, culinary pop-ups, performances and VR renderings of the future.

Each exhibit is a response to the Biennale's 2016 theme 'Utopia by Design', chosen as part of Somerset House's UTOPIA 2016: A Year of Imagination and Possibility, to mark the 500th anniversary of the publication of Thomas More's text. 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.

Visitors will be able to grab a pomegranate juice, falafel or a wet shave in **Annabel Karim Kassar's** meticulous recreation of a bustling Beirut street on the Thames riverfront (Lebanon); influence **mischer'traxler's** precarious light sculpture as it moves, dims and brightens in reaction to its spectators (Austria); eat the conceptual food of **Chung-Ho Tsai in Rain Wu's** tranquil forest-like setting (Taiwan); relax in the mouths of ferocious beasts courtesy of **Porky Hefer** (South Africa) or wander around the Santander of 2100 in a virtual reality realisation of the smart city's

future (Spain).

Jaguar's bespoke installation reflects its rich history of innovation, and explores how technology has liberated mobility.

Underlying much of the Biennale are a number of pressing, universal issues that designers around the world are seeking to address, among them sustainability, migration and conflict, pollution, technological innovation, water scarcity and social equality:

Mexican architect **Fernando Romero** explores the 'transnational' border city as a solution for migration and increasing populations; Israel presents an innovative proposal for how first aid might be distributed in disaster zones; a trio of Nigerian designers look at how environmental balance might be restored to the Niger Delta and Australian **Brodie Neill** draws attention to – and finds beauty in – ocean-based plastic waste.

The UK is represented by London-based design duo **Edward Barber and Jay Osgerby**. Curated by the Victoria and Albert Museum, their 14-metre kinetic sculpture and exploration of the nation's relationship with wind energy will occupy the centre of the iconic Edmond J. Safra Fountain Court. Other leading institutions, museums and organisations representing their countries include Cooper Hewitt, Smithsonian Design Museum (USA), DAMn° magazine (Belgium), German Design Council, MAK (Austria), Moscow Design Museum (Russia), Triennale Design Museum (Italy), India Design Forum, Southern Guild (South Africa), and The Japan Foundation.

Dr Christopher Turner, director of the London Design Biennale said:

"When we set our inaugural theme, Utopia by Design, we hoped to engage with some of the most fundamental issues faced by humanity today. How might the critical and optimistic imaginations of designers transform our future world, and how do perspectives differ across the globe?

The response has been extraordinary and we are delighted to have such a richly varied array of projects to present. The 37 installations promise to provide an inspiring and energising tour of the world through design, which will entertain our visitors, provoke debate and foster collaboration over our three-week takeover of Somerset House."

Sir John Sorrell, president, said:

"The London Design Biennale celebrates design as an international language, which everyone can understand. It does not recognise boundaries or borders. It is always seeking to make the world a better place.

All over the world, nations and cities are increasingly recognising the power of design to bring social change and economic growth. They are realising that creativity, with design at its heart, can play a vital role in providing solutions to problems which affect the way people live."

The London Design Biennale 2016, in partnership with Jaguar and Somerset House, runs from 7-27 September 2016.

Open daily from 11am

Tickets: £15/£10 concessions

On sale via ticketmaster:

<http://www.ticketmaster.co.uk/venue/254655>

For further information and details on the London Design Biennale talks programme visit:

www.londondesignbiennale.com

For more information please contact:

Charlotte Sidwell or Rosalee Rich / Brunswick Arts on

+44 (0) 207 396 7435 / ldb@brunswickgroup.com

About the London Design Biennale:

The inaugural London Design Biennale, in partnership with Jaguar and Somerset House, runs from 7 to 27 September 2016, bringing installations, artworks and design proposals from 37 countries and territories to the heart of the capital. The exhibits address the Biennale's 2016 theme, 'Utopia by Design', and explore questions and ideas about sustainability, migration, pollution, cities, social equality and much more.

The Biennale will occupy the entirety of Somerset House, including the famous Edmond J. Safra Fountain Court. Situated on the banks of the River Thames in the heart of London, the former royal palace is a world famous cultural centre and is one of London's most visited attractions with more than 3.2 million visitors in 2015.

Sir John Sorrell, Ben Evans and Dr Christopher Turner are president, executive director and director respectively of the London Design Biennale. The Biennale's International Advisory Committee and Jury comprises Paola Antonelli, Adelia Borges, Ian Callum, James Lingwood, Jeremy Myerson, Jonathan Reekie, Martin Roth, Victor Lo, Ana Elena Mallet, Kayoko Ota, Richard Rogers and Paula Scher.

The curated, three-week long Biennale is an independent event which will overlap the London Design Festival, complementing its citywide programme of commissions and partner events every two years.

www.londondesignbiennale.com | @londonbiennale | #LDB16

About Jaguar

Jaguar's heritage of elegant design and breathtaking performance has excited and delighted the world for 80 years.

XE XF and XJ are remarkable, much admired and award winning saloon cars.

The dramatic F-TYPE is our first two-seater sports car since the legendary E-type.

The all new F-PACE is Jaguar's first performance crossover and the fastest selling Jaguar ever.

The Jaguar family of world class sports cars and saloons is modern, progressive and relevant – and every bit as elegant and stunning as their predecessors.

www.media.jaguar.com

About Somerset House

A unique part of London's cultural scene, Somerset House is one of London's top ten visited attractions with 3.2 million visitors in 2015. From its 18th century origins, it has been a centre for debate and discussion – an intellectual powerhouse for the nation. Since its opening in 2000, Somerset House has built up a distinctive outdoor public programme including Skate, concerts, an open air film season and a diverse range of temporary exhibitions throughout the site focusing on contemporary culture, with an extensive learning programme attached.

www.somersethouse.org.uk

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

Participants

Albania

Albanian Institute New York
(Administering Body)
Helidon Xhixha (artist); Mara Firetti
(relationship manager) (Design Team)
Dino Korca (Curator)
Ottostumm; GruppoReti (Supporting
Bodies)

Australia

Australian High Commission, London
(Administering Body)
Brodie Neill (Design Team)
The National Gallery of Victoria
(Curators)
The Australian Government through
the Australian Cultural Diplomacy
Grants Program of the Department of
Foreign Affairs and Trade; University
of Tasmania; Dr Jennifer Lavers,
Institute of Marine & Antarctic
Studies, University of Tasmania
(research); Riva 1920 (Supporting
Bodies)

Austria

austria design net (Administering
Body)
mischer'traxler studio (Design Team)
Thomas Geisler / MAK Vienna
(Curator)
Federal Chancellery of Austria - Arts
and Culture Section; Advantage
Austria; Austrian Cultural Forum
London (Supporting Bodies)

Belgium

DAMnation (Administering Body)
Benoit van Innis (Design Team)
Siegrid Demyttenaere, Walter Bettens
/ DAMN° magazine (Curators)

Chile

Consejo Nacional de la Cultura y las
Artes (Administering Body)
FabLab Santiago (Design Team)
Andrés Briceño Gutierrez, Tomás
Vivanco Larraín (Curators)
Fundación Imagen de Chile; Dirección
de Asuntos Culturales del Ministerio
de RREE (DIRAC) (Supporting Bodies)

Croatia

Ministry of Culture of the Republic
of Croatia; Croatian Designers
Association (Administering Bodies)
Maja Čule, Mauro Ferlin, Hrvoje Hiršl,
Maja Kolar, Mauro Massarotto, Maša
Poljanec, Oleg Šuran, Hrvoje Živčić
(Design Team)
Maša Milovac (Curator)
Embassy of the Republic of Croatia
in the United Kingdom (Supporting
Body)

Cuba

Foundation Caguayo (Administering
Body)
Luis Ramirez, Michel Aguilar (Design
Team / Curators)
Design and Printing TOKAO
(Supporting Body)

France

Business France (Administering Body)
Benjamin Loyauté (Design Team)
Institut français; Business France
(Supporting Bodies)

Germany

German Design Council
(Administering Body)
Konstantin Grcic, Olivia Herms
(Design Team)
Konstantin Grcic (Curator)
Federal Ministry of Economics and
Energy; Department for Foreign
Affairs; Foundation Deutsches Design
Museum (Supporting Bodies)

Greece

Hellenic Ministry of Culture and
Sports (Administering Body)
Niki and Zoe Moskofoglou of
on-entropy; Eleftheria Deko,
Domnika Gregoriades (design);
Daphne Stylianou, Zoe Moskofoglou
(research); Production: Giorgos
Malekakis (photography); Vassilis
Sfakianopoulos (mapping director);
dtmh (video); Nikos Eleftheras (music)
(Design Team)
on-entropy (Curator)
NEON; Upstream; Nopera; Dionysos
Marble; Foundation of the Hellenic

World; Martinos Art and Antiques
(Supporting Bodies)

India

India Design Forum (IDF)
(Administering Body)
Sumant Jayakrishnan (Design Team)
Rajshree Pathy (Curator)
Ministry of Commerce & Industry,
Govt of India; Department of
Industrial Policy & Promotion – DIPP;
Confederation of Indian Industry – CII;
Aditya Birla Group (Supporting
Bodies)

Indonesia

Indonesia Agency for Creative
Economy (Administering Body)
Irwan Ahmet, Bagus Pandega, Adi
Purnomo (Design Team)
Danny Wicaksono, Diana Nazir,
Hafiz Rancajale, Hermawan Tanzil
(Curators)

Israel

ACT Shenkar; Shenkar Engineering.
Design. Art (Administering Body)
Yaniv Kadosh, Sharona Merlin (Design
Team)
Tami Warshavski, Hila Shaltieli
(Curators)
Embassy of the State of Israel to the
United Kingdom; Stylus Media Group;
Adelis Foundation; Estate of Clemens
Nathan (Supporting Bodies)

Italy

Triennale Design Museum
(Administering Body)
Antonio Aricò; Associato Misto;
Marco Campardo and Lorenzo
Mason; Cristina Celestino; Matteo
Cibic; CTRLZAK Studio; Francesco
D'Abbraccio (Studio Frames); Folder;
Alessandro Gnocchi; Francesca
Lanzavecchia (Lanzavecchia +
Wai); Lucia Massari; Giacomo Moor;
Eugenia Morpurgo; Rio Grande
(Lorenzo Ciani, Natascia Fenoglio,
Francesco Valtolina); Sovrappensiero
Design Studio; Alessandro Stabile;
Studio Gionata Gatto; Studio
Zanellato/Bortotto; Gio Tiroto; 4P1B

Design Studio (Design Team)
Silvana Annicchiarico, Giorgio
Camuffo (Curators)
Ceramica Francesco De Maio
(Supporting Body)

Japan

The Japan Foundation (Administering
Body)
Yasuhiro Suzuki (artist); Noriko
Kawakami (curatorial advisor); Hiroshi
Kashiwagi, Motomi Kawakami, Kozo
Fujimoto, Noriko Kawakami (advisory
committee) (Design Team)
WOW inc.; Mediatarge Inc.; ROCKET
Project (Research Center for
Advanced Science and Technology,
The University of Tokyo) (Supporting
Bodies)

Lebanon

Annabel Karim Kassar RIBA; AKK
Architects Ltd; Embassy of Lebanon,
London (Administering Bodies)
Annabel Karim Kassar, Rabih Zeidan,
Violaine Jeantet, Maria Buontempo,
Nehmat Alameh, Marie Robin,
Christophe Hascoët, Isabelle Rolland,
Alain Pin, Mustapha Hijazi, Maxwell
Serry (Design Team)
Annabel Karim Kassar (Curator)
Mourad Mazouz (Beyrouti Cafe
by Momo at the Souks); AMAR
Foundation for Arab Music Archiving
& Research (sponsor); Makers:
Georges Mohasseb, Rana Salam,
Zawarib, Blatt Chaya, Henri Ghosn,
Amer El Lahibi; &PR; Ich&Kar; Antonio
Cesare Iadarola; Francesca Cantien;
Serge Akl, OT Liban (sponsor); MEA
(sponsor); MCA Communication; The
Ministry of Culture of Lebanon
(Supporting Bodies)

Mexico

Embassy of Mexico in the United
Kingdom (Administering Body)
FR-EE | Fernando Romero EnterprisE,
Pentagram, BuroHappold (Design
Team)
Secretaría de Cultura-México
(Mexican Secretary of State
for Culture); Mexican Agency

for International Development Cooperation (AMEXCID); Embassy of Mexico in the United Kingdom; Shell México; HSBC México (Supporting Bodies)

The Netherlands

Het Nieuwe Instituut (Administering Body)
Studio Makkink & Bey (Design Team / Curators)
Embassy of the Kingdom of the Netherlands in London; Dutch Ministry of Education, Culture and Science (Supporting Bodies)

Nigeria

Gozi Ochonogor, Shola Orekoya, Folakunle Oshun (Design Team)
Gozi Ochonogor (Curator)
ArtHouse Foundation; Aspire Microfinance Bank; Ford Foundation; John Obayuwana; U.Mi-1; Omooba Yemisi Adedoyin Shyllon Art Foundation; Contributors: Portfolio Architecture; Charley Brentnall; Ifigeneia Dilaveraki; Jack Hawker; MitiMeth; Studio Seventi; Bini Struct-e (Supporting Bodies)

Norway

Norwegian Centre for Design and Architecture (Administering Body)
Victoria Høisæther, Linda Falang (Norwegian Centre for Design and Architecture) (Design Team)
Onny Eikhaug (Programme Leader - Design for All, Norwegian Centre for Design and Architecture) (Curator)
Royal Norwegian Embassy, London (Supporting Body)

Pakistan

Coalesce Design Studio (Administering Body)
Salman Jawed, Ali S Husain, Faiza Adamjee, Mustafa Mehdi, Hina Fancy, Zaid Hameed (Design Team)
Coalesce Design Studio; Salman Jawed (Curators)
Indus Valley School of Art and Architecture; Coalesce Design Studio

(Supporting Bodies)

Poland

Culture.pl (Administering Body)
Maria Jeglinska (designer); Krzysztof Pyda (visual identity); Kaja Kusztra (epilogue); Paweł Andryszczyk (sound) (Design Team)
Klara Czerniewska, Maria Jeglinska (Curators)

Portugal

Cultivamos Cultura (Administering Body)
Marta de Menezes, Pedro Miguel Cruz (Design Team)
Manuel Lima (Curator)
Embassy of Portugal in the United Kingdom; República Portuguesa/ Cultura; Direção-Geral das Artes; IGC, Instituto Gulbenkian de Ciência; Paula Duque (Plant Molecular Biology Lab); Isabel Gordo (Evolutionary Biology Lab); Joana Gonçalves Sá (Science and Policy Lab); Ana Mena (Outreach Department); Dr. Simon Park (Department of Microbial Sciences, University of Surrey) (Supporting Bodies)

Republic of Korea

Korean Institute of Design Promotion (KIDP) (Administering Body)
Austin S. Lee, Goo-Ryong Kang, Jaewon Seok, Sungjoon Steve Won, Kiheon Shin, Jeeyeon Ha, Jae-Hyounk Sung (Design Team)
Jae-Hyounk Sung (Curator)

Russia

Moscow Design Museum (Administering Body)
Stepan Lukyanov (designer); Olga Druzhinina, Natalia Goldchteine, Ekaterina Shapkina (administrators) (Design Team)
Alexandra Sankova (Curator)
Ministry of Industry and Trade of the Russian Federation; ROSTEC Corporation; United Engine Corporation; TASS Russian News Agency; The Art Newspaper Russia;

Russia Beyond the Headlines
(Supporting Bodies)

Saudi Arabia

Saudi Design Week (Administering Body)
Basma Bouzo, Noura Bouzo (Design Team / Curators)
Alf Khair; Baraboux; Saudi British Society; Oasis Magazine (Supporting Bodies)

Shenzhen, China

Shenzhen City of Design Promotion Association (Administering Body)
URBANUS (Design Team)
Xiaodu Liu (Curator)
Shenzhen International Culture Exchange Association;
Shenzhen City of Design Promotion Office (Supporting Bodies)

South Africa

Southern Guild (Administering Body)
Porky Hefer (Design Team)
Trevyn McGowan, Julian McGowan (Curators)

Spain

Ministry of Education, Culture and Sport (Administering Body)
Dimeloami Productions (Design Team)
Maite Cantón (Curator)
Viesgo; Santander City Hall; Official College of Cantabrian Architects (COACAN); inMediaStudio; experience powered by HTC VIVE (Supporting Bodies)

Sweden

The Embassy of Sweden, London (Administering Body)
Form/Design Center (producer), Katja Pettersson (exhibition architecture), VarvVarv (graphic design) (Design Team)
Jenny Nordberg (Curator)
Ministry of Foreign Affairs; Swedish Arts Council; The Swedish Institute; Department of Culture, City of Malmö (Supporting Bodies)

Switzerland

Embassy of Switzerland in the United Kingdom; Pro Helvetia – The Swiss Arts Council (Administering Bodies)
Dimitri Baehler with Movement; Adrien Rovero; Joerg Boner; Sarah Kueng & Lovis Caputo; Stephanie Baehler; Sybille Stoeckli; Dominic Plueer & Olivier Smitt; Damian Fopp (installation design) (Design Team)
Giovanna Lisignoli (Curator)
Industrial partners of the different design collaborations; Presence Switzerland; Pro Helvetia (Supporting Bodies)

Taiwan

Chinese Institute of Urban Design, Taiwan; cxcity (Administering Bodies)
Rain Wu, Shikai Tseng, Chung-Ho Tsai, Lydia Chang (Design Team)
Rain Wu, Shikai Tseng (Curators)
Ministry of Culture, Taiwan; Ministry of Foreign Affairs, Taiwan; Taipei City Government Cultural Division; World Design Capital Taipei 2016; RC Culture and Arts Foundation; Pasadena International Group; Stone & Resource Industry R&D Centre; Hoomia; Layer One Co. Ltd.; Milk Tea & Pearl (Supporting Bodies)

Tunisia

SLOW Maison d'édition (Administering Body)
Chacha Atallah, Haythem Zakaria (Design Team)
Bertrand Sigwalt (Curator)
SLOW Maison d'édition; British Council Tunisia (Supporting Bodies)

Turkey

Istanbul Foundation for Culture and Arts, İKSV (Administering Body)
Seyhan Özdemir, Sefer Çağlar, Çağla Gürbay, Zeynep Akten (Autoban); Paul McMillen, Zehra Uçar, Koray Malhan (curatorial advisors); Umut Südüak (graphic design) (Design Team)
Turkishceramics (sponsor); TEKNO/BARRISOL (production)

support); Republic of Turkey Ministry
of Culture and Tourism
(Supporting Bodies)

United Arab Emirates

Cultural Engineering (Administering
Body)
Cultural Engineering; Case Design
(Design Team)
Rashid Bin Shabib, Ahmed Bin Shabib,
Samuel Barclay, Anne Geenen
(Curators)
Embassy of the UAE in London, UK
(Supporting Body)

United Kingdom

Victoria and Albert Museum
(Administering Body)
Edward Barber OBE and Jay Osgerby
OBE (Design Team)
Victoria Broackes (V&A)(Curator)
British Land (Supporting Body)

United States of America

Cooper Hewitt, Smithsonian Design
Museum (Administering Body)
Cooper Hewitt; Local Projects
(Design Team)
Gregory Herringshaw (Curator)
The Secretary of the Smithsonian
and the Smithsonian National Board;
Bloomberg Philanthropies. Additional
support from Amita and Purnendu
Chatterjee; Flavor Paper; Osborne &
Little; Hadley Exhibits (Supporting
Bodies)

London Design Biennale Biographies

President, Sir John Sorrell CBE

Sir John Sorrell is a UK Business Ambassador, appointed by successive Prime Ministers to promote Britain's Creative Industries abroad.

He co-founded the Sorrell Foundation with Frances Sorrell (née Newell) in 1999 with the aim of inspiring creativity in young people. He is chairman of University of the Arts London, founder and chairman of the Creative Industries Federation, and chairman of the London Design Festival, which he co-founded in 2003 with Ben Evans.

Previously Sir John was co-founder and chair of Newell and Sorrell and has chaired the UK Design Council, the Commission for Architecture and the Built Environment and the Design Business Association.

Sir John was awarded a Knighthood in the 2008 New Year Honours List for services to the Creative Industries. He was appointed CBE in 1996, awarded the Royal Society of Arts Bicentenary Medal in 1998 and holds numerous Honorary Fellowships and degrees.

Executive Director, Ben Evans

Ben Evans is the Executive Director of the London Design Biennale. He is also Director of the London Design Festival, which he co-founded with Sir John Sorrell in 2003.

It is now one of the two leading design events in the world. Previously he worked on creative and cultural policy for both Tony Blair and Neil Kinnock when leaders of the Labour Party. He has also taught at the Royal College of Art and Central St Martins. Since 2008 Ben has been a governor of the University of the Arts and is passionate about art & design education. In 2010 he was awarded an honorary degree from the Royal College of Art and graduated there in 1987 with an MA in History of Design.

Director, Dr. Christopher Turner

Christopher Turner, Director of the London Design Biennale, is the former editor of the leading design and architecture title, *Icon*, which he relaunched in 2010, introducing the *Icon Awards*.

He used to live in New York, where he was editor-in-chief of *Modern Painters*. He is an editor of *Cabinet* magazine and also writes for the *London Review of Books*, *The Guardian* and *Sunday Telegraph* about art, design and culture. Christopher obtained an MA in Anthropology, Archaeology and Art History from the University of Cambridge and a PhD from the London Consortium. He has curated exhibitions at Manifesta 7: the European Biennial of Contemporary Art, the Arnolfini Gallery, *Cabinet*, and the Architecture Association. He is also the deputy director of the London Design Festival and teaches at the Architecture Association School of Architecture.

Images for Press

High resolution
images and caption
sheet available at
<http://tinyurl.com/h665csy>



UK: 'Forecast' © Barber & Osgerby



Mexico: 'Border City' aerial view © FR-EE | Fernando Romero EnterprisE



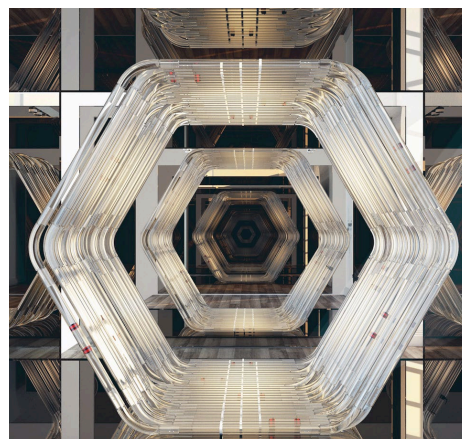
South Africa: 'Otium and Acedia'. Image: Porky Hefer, 'M.heloise'. Photo by Adriaan Louw © Southern Guild



USA: Installation view of 'Immersion Room'. Photo by Allison Hale © 2016 Cooper Hewitt



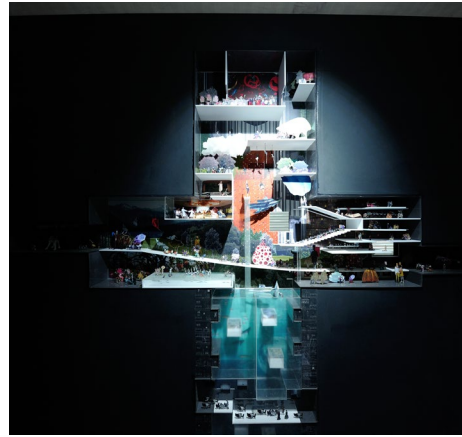
India: 'Chakraview' © India Design Forum / Sumant Jayakrishnan



Turkey: 'The Wish Machine' 3D rendering. © Çağla Gürbay, Autoban



Lebanon: 'Mezzing In Lebanon' © AKK Architects



Shenzhen, China: 'Shenzhen: New Peak' © Urbanus Architecture & Design