

LOND  
DES  
BIENNA  
20

AN INVITATION

ON  
SIGN  
ALE  
20

# YOU ARE INVITED

It is an honour to invite designers and creatives from across the world to our capital in September 2020, for the third edition of London Design Biennale. London is a global creative capital, and we are delighted to be welcoming designers from all backgrounds and nationalities to celebrate great design and innovation at Somerset House.

London's international relationships are vital to our success and where better to show that London is Open to innovation, ideas and creativity than at London Design Biennale.

In 2018, 40 countries, cities and territories came together in London, united by the power of design to improve every aspect of our lives. London Design Biennale plays a key role in harnessing the ideas and innovation of international designers and businesses to imagine positive futures for our cities and communities.

I hope that you will join us.



**SADIQ KHAN**  
MAYOR OF LONDON

# LONDON DESIGN BIENNALE

## 7–27 SEPTEMBER 2020

London Design Biennale is a celebration of forward-thinking in the field of design.

A global gathering of the world's most ambitious and imaginative designers, curators and design institutions, the event reveals the potential of design to respond to social and environmental needs, and its power to effect change for the benefit of all.

Launched in 2016, the exhibition asks participants to present compelling ideas from a diversity of viewpoints and across a broad range of design disciplines. For our third edition in 2020, we are delighted to announce artist and designer Es Devlin as our Artistic Director, who will invite participants to respond to the theme Resonance.

In the striking surroundings of Somerset House, countries, cities and territories from around the world will join the Biennale's growing community of creative thinkers and innovators to communicate their unique cultural identity and design talent. The event is also an opportunity for participants to grow their network, make valuable connections at government and business level, and to speak to a new international audience.

Capitalising on its first two editions, London Design Biennale 2020 will provoke debate and an engaging exchange of ideas about the universal impact of design in contemporary culture. It will explore design's potential as a transformative global tool and show its power to inspire, inform and entertain.

We look forward to welcoming you to London Design Biennale's world stage.



**SIR JOHN SORRELL CBE**  
**PRESIDENT**  
**LONDON DESIGN BIENNALE**



**BEN EVANS**  
**EXECUTIVE DIRECTOR**  
**LONDON DESIGN BIENNALE**

# LETTER FROM ARTISTIC DIRECTOR, ES DEVLIN

In the broadest sense, all design resonates, whether through single use, mass digital reach or physical longevity.

Projects might focus on design that precipitates shifts in human perspective and behaviour, or highlight the lifespan of a design or product. Resonance may be explored through music and speech, or through architectural, digital or virtual environments.

Design in all its disciplines may be considered – audio, visual, digital, musical, graphic, environmental, edible, biological – and proposals are welcomed from both individuals and interdisciplinary collectives.

We look forward to receiving your ideas.



ES DEVLIN OBE

## THEME: RESONANCE

We live in an age of hyper resonance, the consequences of which are both exhilarating and devastating. Everything we design and everything we produce resonates. Each idea we generate has the power to reach a mass digital audience undreamt of by previous generations, while the lifespans of the physical products we create often endure long beyond our own. Whether in the social media feeds of millions or in the bellies of marine animals, our ideas and our objects stick around.

In our global, digital era, design can instantly permeate borders and bridge cultures. It can positively alter behaviours and transform societies. Attitudes can evolve and lives can be improved when new ideas resonate and are adopted by extended communities.

At the same time, we are living through the ravaging resonance of mineral mining on our climate and data mining on our democracies. Ours is a period of profound social inequality combined with unprecedented algorithmic application of our personal data, often herding us towards digital echo chambers and ever more siloed communities.

Designers across the world have been engaged for decades devising responses to these phenomena: developing renewable energy technologies, electric vehicles, smart products and textiles, intelligent architecture, and potent graphic design and digital messaging, as well as physical and virtual experiences and environments that shift our emotions and alter our points of view.

Designers, thinkers, artists and makers have the power to influence and amaze their audiences into profound shifts of perspective, using the mass networks available to them to resonate ideas and practices to help build a more sustainable future.

However, we also face the intractable dilemma that we often find ourselves using resources to talk about the overconsumption of resources. Let's face this challenge head on and commit to a sustainable legacy for each new work created for London Design Biennale.

As a community of designers approaching shared global challenges from culturally diverse viewpoints, the collective resonance of our ideas and our actions has the power to be truly transformative.

ALBANIA

ARGENTINA

AUSTRALIA

AUSTRIA

BELGIUM

BRAZIL

CANADA

CHILE

CHINA

COLOMBIA

CROATIA

CUBA

DUNDEE

EGYPT

FRANCE

GERMANY

GREECE

GUATEMALA

HONG KONG

HUNGARY

INDIA

INDONESIA

ISRAEL

ITALY

JAPAN

KOREA

LATVIA

LEBANON

LEEDS

LIVERPOOL

MEXICO

MONGOLIA

THE NETHERLANDS

NORWAY

PAKISTAN

POLAND

PORTUGAL

PUERTO RICO

QATAR

REFUGEES' PAVILION

RUSSIA

SAUDI ARABIA

SOMALIA

SOUTH AFRICA

SPAIN

SWEDEN

SWITZERLAND

TAIWAN

TUNISIA

TURKEY

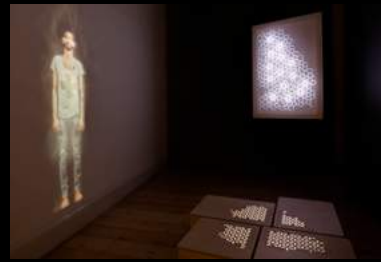
UAE

UK

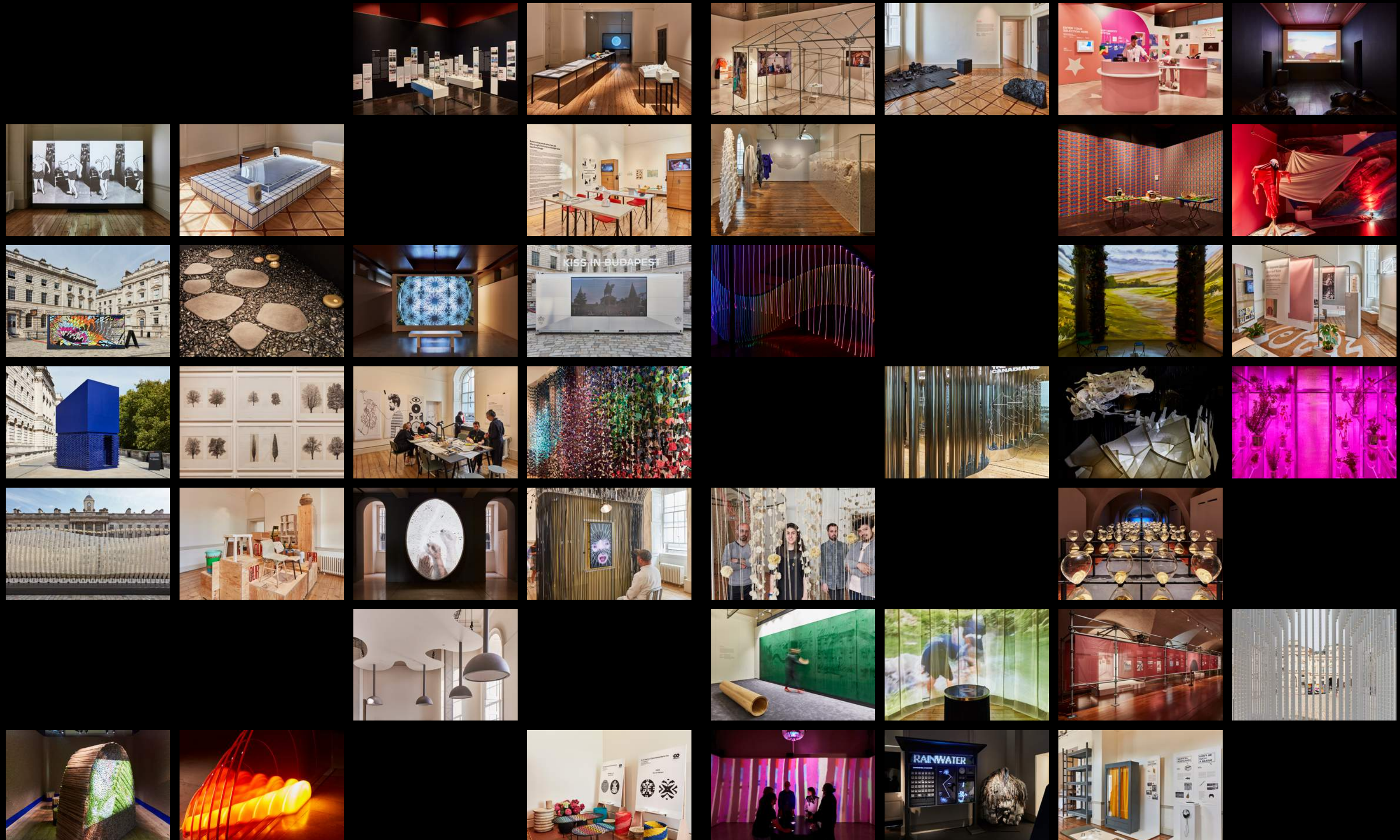
USA

VIETNAM













AUSTRALIA, 2018



LATVIA, 2018



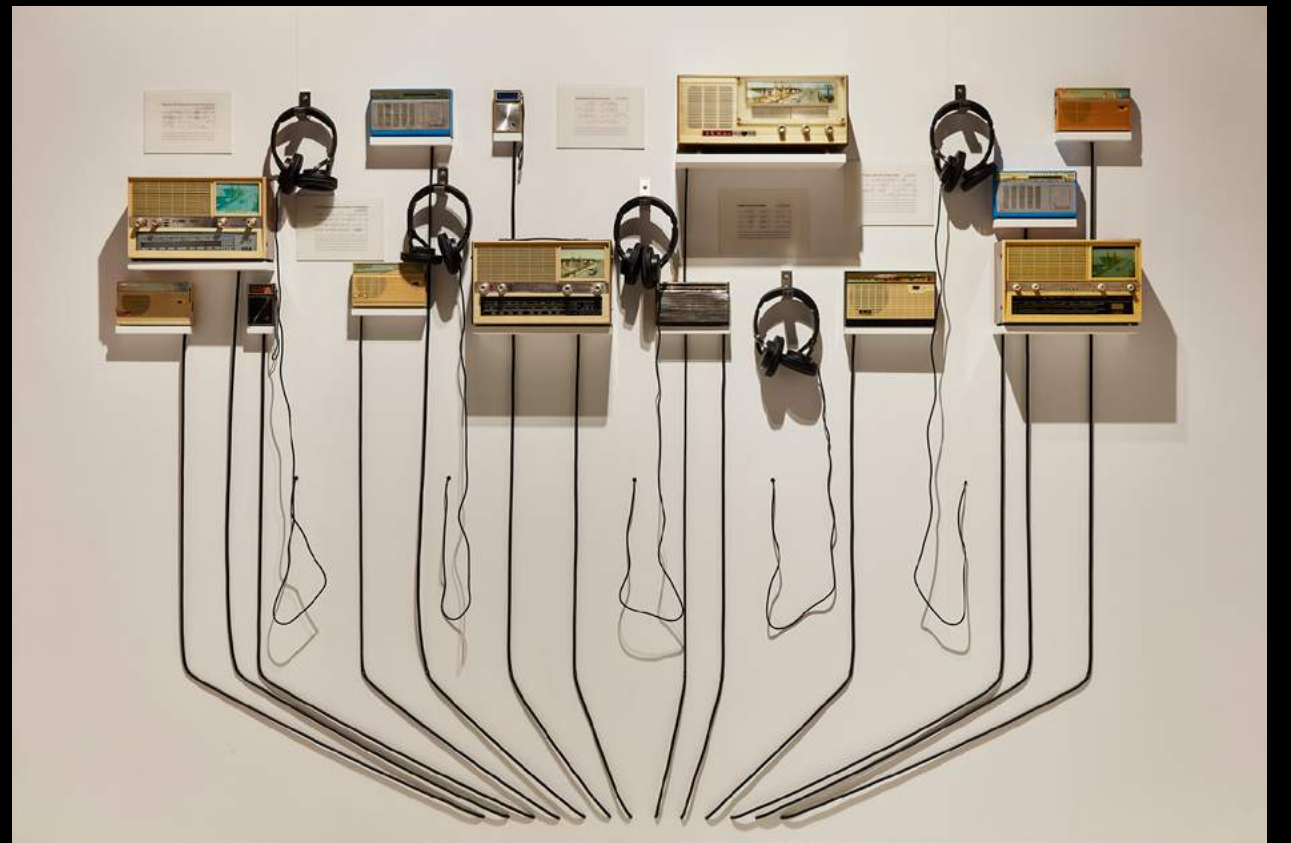






GUATEMALA, 2018

CHINA, NANJING, 2018







ALBANIA, 2016

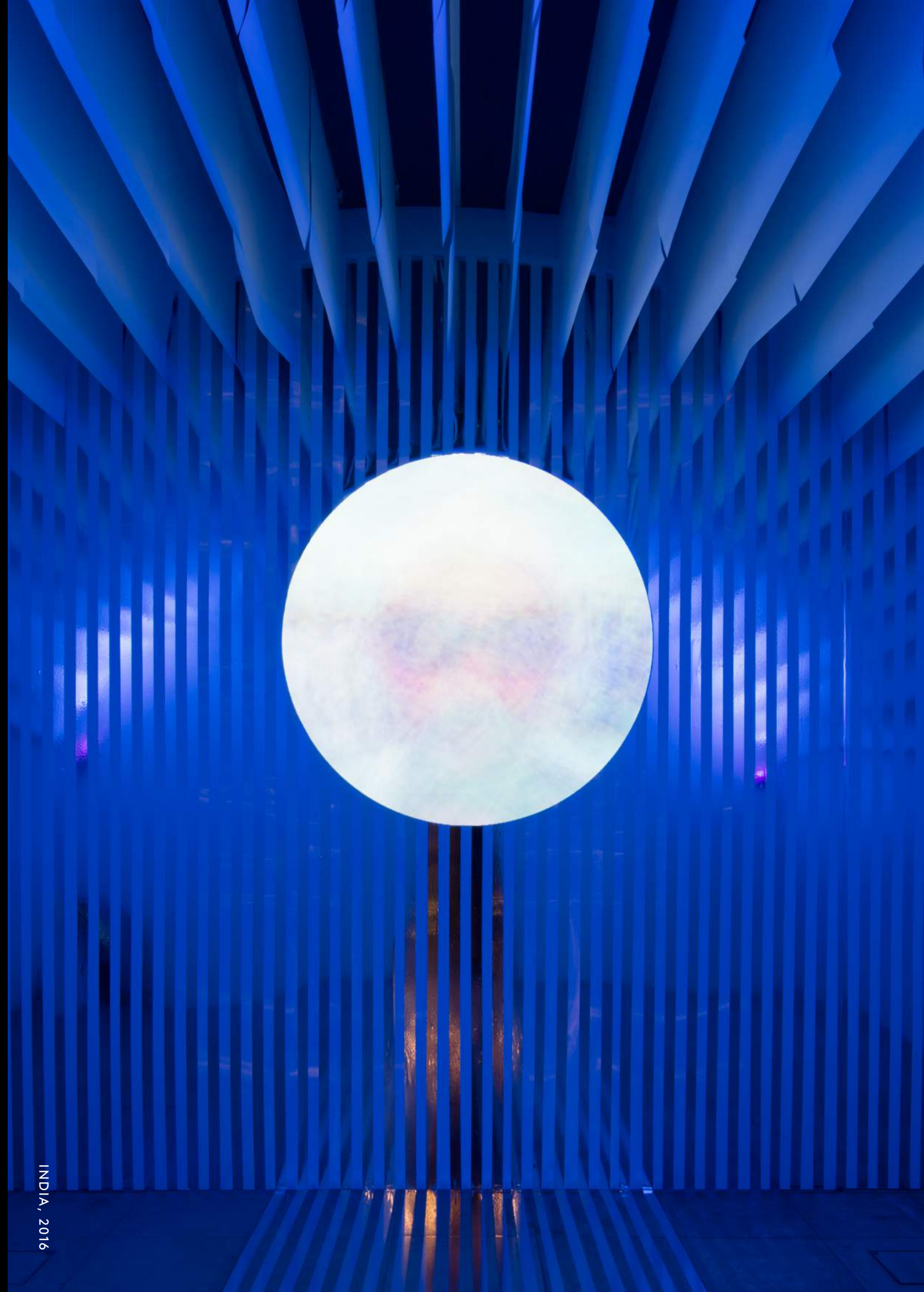


USA, 2018





JAPAN, 2016



INDIA, 2016



# WHAT

Somerset House is a stage for some of the world's most innovative designers at London Design Biennale. From Poland to Pakistan, Sweden to Somalia, 40 countries, cities and territories have transformed this grand old building into a united nations of design.

**BBC ARTS**

In mixing serious design solutions with conceptual experimentation, [London Design Biennale] is also immersive, interactive, subversive, playfully irreverent and, very often, fun.

**ICON**

While the name [Emotional States] suggests a sentimental look at how design makes us feel, it is anything but mawkish. The exhibition [sees] designers respond to sustainability, migration, pollution and equality.

**MONOCLE**

Encouraging visitors to think about design, and approach problems as a designer might, is important to the Biennale's mission.

**FINANCIAL TIMES**

# SAID

While some participants examine emotional response at its most visceral, many take a more intellectual tack, creating immersive experiences that deal with heavy-duty political and social issues. Design is viewed as an agent for positive change, rather than simply the process of creating objects.

**THE NEW YORK TIMES**

# THE

...a true assault on the senses.

**CNN STYLE AND THE SPACES**

The capital's creative season has kicked off with London Design Biennale, one of the main calendar events for the global design industry.

**CITY AM**

# MEDIA

In a political climate so treacherously tumultuous, bringing together nations in a celebration of creativity, encouraging them to honestly reflect on their emotions, and inspiring positive change through imagination and invention, is more important than ever.

**IT'S NICE THAT**

Packing this splendid old palace and overflowing into its huge courtyard are exhibits from 40 countries and cities on six continents, all dealing with...how design touches our feelings. There's a huge number of ideas and concepts — design buffs will adore.

**EVENING STANDARD**



**IN  
SIGN  
ALE  
120**

HOW TO TAKE PART

**LOND  
DES  
BIENNA  
20**



# TAKING PART

London Design Biennale presents an extraordinary opportunity for the world’s most ambitious countries, cities and territories to exhibit original and exceptional design installations in response to a theme. It provides a prestigious global stage for the world’s leading contemporary design and design-led innovation, creativity and research.

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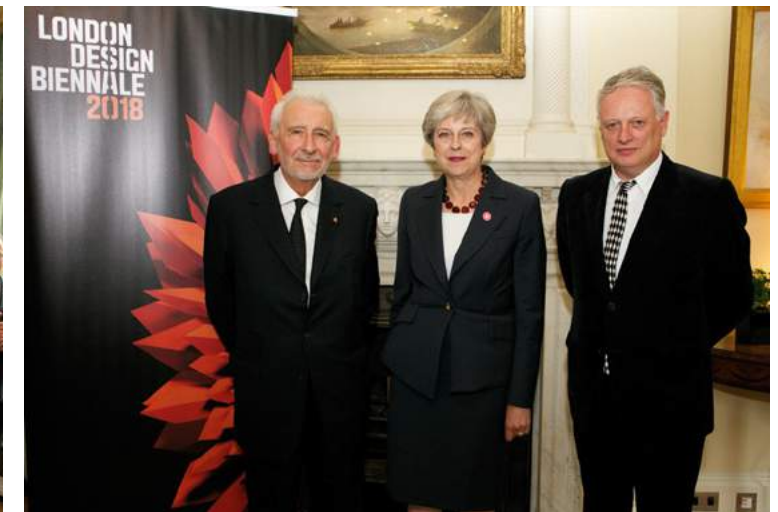
# EVENTS & OFFICIAL RECEPTIONS

Located in the heart of the capital, London Design Biennale is a three-week exhibition attended by the global design community, international cultural and business leaders, diplomats and government bodies, and a design-interested public. During the event, high-level receptions are held at Somerset House as well as at government offices and embassies across the centre of the city, celebrating the Biennale and the unique reach of its community. In 2018, Prime Minister Theresa May hosted a reception for London Design Biennale at 10 Downing Street. The exhibition is officially launched with an Opening Ceremony, held in the historic Portico Rooms of Somerset House, at which Medals are awarded to the most significant contributions. This is followed by an exhibition-wide VIP Private View, which offers an exclusive preview, and the opportunity to meet fellow participants and the Biennale's distinguished guests.



“I am particularly pleased that the UK is the home of this Biennale. We are proud of our long history of excellence in design, and of the many diverse communities that make this island such a hub of creativity.”

**PRIME MINISTER THERESA MAY**  
ADDRESSES GUESTS AT THE LONDON DESIGN BIENNALE RECEPTION IN THE STATE ROOMS OF 10 DOWNING STREET



“Great design is part of everyday life in London. Yet, in a quickly changing world, design is also a powerful way to imagine an alternative. London Design Biennale has proved a vital international forum for this important conversation towards our collective future.”

**SADIQ KHAN**, MAYOR OF LONDON

“This event presents the most exciting in international design thinking... and it is a pleasure to welcome 40 countries, cities and territories to Somerset House.”

**JEREMY WRIGHT**, SECRETARY OF STATE FOR DIGITAL CULTURE, MEDIA AND SPORT, OPENS THE SECOND LONDON DESIGN BIENNALE







# THE MEDALS

London Design Biennale awards four medals each year to the best contributions from the participating countries, cities and territories.

There are four categories:

## London Design Biennale Medal

awarded to the most outstanding overall contribution

## London Design Biennale Theme Medal

awarded to the most inspiring interpretation of the theme

## London Design Biennale Best Design Medal

awarded to the contribution with the most exceptional design

## London Design Biennale Public Medal

voted for by visitors

The first three medals are selected by the Biennale's International Jury, a group of 14 world-leading design experts and influencers. As part of the exhibition, a special display at Somerset House is dedicated to the medals and winners.



# INTERNATIONAL ADVISORY COMMITTEE & JURY

From left to right: Mohamed Elshahed (Egypt), Caroline Baumann (USA), Arthur Analts (Latvia)



The 2018 International Advisory Committee and Jury members were, from left to right: Dr Christopher Turner, James Lingwood MBE, Professor Jeremy Myerson, Adelia Borges, Kayoko Ota, Sir John Sorrell CBE, Paola Antonelli, Ben Evans, Mitra Khoubrou, Ana Elena Mallet, Hadeel Ibrahim and Dr Tristram Hunt. Not pictured are Jonathan Reekie CBE and Lord Richard Rogers of Riverside CH.

The 2020 International Advisory Committee and Jury will be announced in Spring 2019.







# THE VENUE, SOMERSET HOUSE

Somerset House is one of the UK's finest and largest 18th century buildings and is of international historical and architectural importance.

Today it is a unique part of London's creative and cultural scene and is one of London's most visited attractions with 3.2 million visitors annually.

Positioned on the banks of the River Thames in the heart of London, and located on the Strand between London Bridge and Waterloo Bridge, it is in close proximity to Trafalgar Square, Buckingham Palace and London's famous theatre land. It is now home to the biggest community of creative organisations in central London including the Courtauld Gallery and Institute of Art, King's College London Cultural Institute and over 400 other creative businesses.

The recently launched 'Somerset House Studios' programme serves to cement Somerset House as a key cultural and design hub in London.

We are delighted that Somerset House is again the host for London Design Biennale, an event which is now firmly established on the global cultural map as a highlight of design inspiration, celebration and wonder.

Somerset House is a new kind of arts centre, a place where culture is imagined, created and experienced. In 2000, we began our reinvention as a cultural powerhouse for contemporary arts and culture. Today, we are home to one of the UK's largest creative communities, consisting of over 400 organisations, who work in or support the creative industries. Since 2016, we've also been the home to around 450 of today's most pioneering and ground-breaking artists and designers who are part of Somerset House Studios, our experimental workspace connecting artists, makers and thinkers with audiences, some of whom have taken part in the previous editions of London Design Biennale. The Biennale is also an important moment when we reinforce our enduring ties to the international creative community.

It is with great excitement and anticipation that we look ahead to 2020 and the diversity of creative visions that we know will emerge from participating countries, and which will continue to inspire audiences.



**JONATHAN REEKIE CBE**  
**DIRECTOR, SOMERSET HOUSE**



# EXHIBITION SPACES

The beautifully restored galleries at Somerset House vary in size, from rooms of approximately 30m<sup>2</sup> to spaces over 100m<sup>2</sup>. All dedicated exhibition spaces offer participating countries or cities the opportunity to exhibit in one of London's leading venues. Gallery spaces can be linked: interconnecting to create a suite of larger rooms to cater for all space requirements. There are also some dramatic external areas available as outdoor exhibition spaces within the Edmond J. Safra Fountain Court; and on the Riverside Terrace, overlooking the Thames.

The London Design Biennale Project Team will work collaboratively with participating countries and cities to match participants with the most effective exhibition space at Somerset House to meet the requirements of their design proposal and budget.

We highly recommend visiting Somerset House to gain a full understanding of the potential of each space to best complement design proposals. Please let us know if you would like to arrange a tour of the exhibition spaces available.





# TAKING PART

Diplomatic offices and institutions who represent their country or territory can secure a place in London Design Biennale 2020 from February 2019 by contacting the London Design Biennale team. This involves agreeing a contract and returning a deposit.

The team will then guide and assist you through our Application Process, which is designed to ensure your exhibition meets our criteria and is a success.

Participants have managed their entries in different ways, including:

- Running a competition for the designer/studio of the national pavilion, ranging from an open call, to a private bid process with specific, invited designers;
- Embassies and Ministries have engaged a specific cultural institution (for example, a museum or gallery);
- Some Embassies and institutions have curated and produced the shows themselves

We also accept applications from designers, design teams and independent curators from all design disciplines, including product design, graphic and typographical, industrial, digital, architecture, interior, fashion, engineering and system design amongst others.

Successful applications, as well as meeting the criteria, should have the endorsement of Central Government, UK Embassy, or a major recognised cultural institution. London Design Biennale can help to connect Design Teams with Embassies and Institutions.

An unimaginable connection of creativity, innovation and impact from across the globe! For sure one of the most amazing design experiences I have encountered.

**DIEGO OLIVERO**  
DESIGNER, GUATEMALA

London Design Biennale acted as a spring board for the opening of our new London office and a new creative chapter for Tinkah. It brought us closer to a global collection of creatives and also to a beautiful melting pot of people that inhabit the city.

**CARLOS GRIS**  
DESIGNER, UAE

The Biennale allowed us to challenge what we understand the role of design to be in contemporary life and to tell necessary stories.

**NATALIE KANE**  
UK CURATOR, V&A



# BENEFITS: DIPLOMATIC OFFICES & INSTITUTIONS

London Design Biennale offers a rare opportunity to communicate an important message about individual cultural and design identity, and to take part in a compelling conversation about contemporary design on London’s world stage.

Diplomatic offices and institutions play a key role in the event. By enabling your country or territory’s participation, you give a voice to your most innovative and imaginative curators and designers, and make visible your support of unique and influential ideas.

- Invitations for Ambassadors, Directors and CEOs to high-profile diplomatic events
- Complimentary tickets for the Biennale’s Opening Ceremony and VIP Private View
- Discounted tickets to the exhibition and its public programme
- Specially negotiated rates for private events at Somerset House during the exhibition
- Specially negotiated rates for tours of the exhibition for groups of up to 10 delegates
- Exclusive access to the LDB VIP Lounge during the exhibition
- Complimentary exhibition catalogues
- Opportunity for inclusion in London Design Biennale newsletters circulated to a database of 60,000

# BENEFITS: DESIGN TEAMS

Design teams participating in London Design Biennale join a global community of visionary and renowned creative industry professionals. Working across a broad range of design disciplines, designers and curators have the opportunity to present their ideas in the context of a highly anticipated international design event and a vital forum for considering the role of design in our collective future.

Working closely with their Administering Body, design teams receive dedicated benefits:

- Opportunity to meet the Biennale’s International Advisory Committee and Jury on the Preview Day
- Complimentary tickets for the exhibition’s Private View
- Discounted tickets to the exhibition and its public programme
- Specially negotiated rates for private events at Somerset House during the exhibition
- Discounted rates for Somerset House cafes and restaurants



# CRITERIA FOR LONDON DESIGN BIENNALE 2020 EXHIBITS

- Newly commissioned and curated works
- Ability to engage or interact with visitors from diverse backgrounds
- Unique, stand-alone works. Although the installation may contain objects made for production, it should not be a trade or product showcase
- Directly respond to the Biennale theme, which can include tying the theme to the country’s own design history, and/or responding to the theme to demonstrate the important role and potential of design
- Installations of a high calibre — both in terms of content quality and design aesthetics

# APPLICATIONS, PARTICIPATION FEES & RESPONSIBILITIES

- Participation fees to London Design Biennale are dependent on the size of the allocated exhibition area and its relative location within the venue
- A deposit will be due by July 2019 along with the Agreement. The remainder of the participation fee will be invoiced in December 2019
- It is important to consider that the participation fee only represents one part of the financial obligations of taking part
- Countries are responsible for fully funding their exhibition and all costs — including research, conception, design and production. Please get in touch with the London Design Biennale team to receive a full list of responsibilities
- The London Design Biennale team can provide advice on project implementation, including the special requirements of working in a historic, protected building with Grade 1 conservation status
- Please do not hesitate to be in touch with us with any questions regarding the application process, the nature of your proposal, queries about the theme or the spaces available





# PARTNERSHIP OPPORTUNITIES

London Design Biennale is a celebration of the importance and universal relevance of design in contemporary life, business and culture, and offers an exceptional opportunity for Partners to be represented on a world stage. A partnership with the Biennale demonstrates a Partner's standing as a thought-leader; major influencer in the international design field; and as a supporter of problem solving, ambition and talent.

London Design Biennale offers a number of opportunities for brands and services to engage with its influential international audience.

In addition to the above, London Design Biennale will create bespoke Partner packages and tailor opportunities to best suit your requirements. Working closely with the Biennale team and its PR and media partners, a Partner will receive numerous exciting benefits.

## PARTNERSHIP OPPORTUNITIES TO EXPLORE IN 2020 INCLUDE

HEADLINE PARTNER OF LONDON DESIGN BIENNALE

ASSOCIATE PARTNER OF LONDON DESIGN BIENNALE

LONDON DESIGN BIENNALE MEDAL PARTNERSHIP (4 CATEGORIES)

OFFICIAL BIENNALE EVENTS SUPPORT

BESPOKE PRIVATE EVENTS

PUBLIC PROGRAMMING

LONDON DESIGN BIENNALE SYMPOSIUM

“London Design Biennale 2018 demonstrated the UK's place as a world leader in design and a global focal point for the creative industries. It was a great privilege to be part of the Biennale and we're excited to have recently expanded the capability of our Panasonic Design studio here in London, in one of the most thriving, creative economies in the world.”

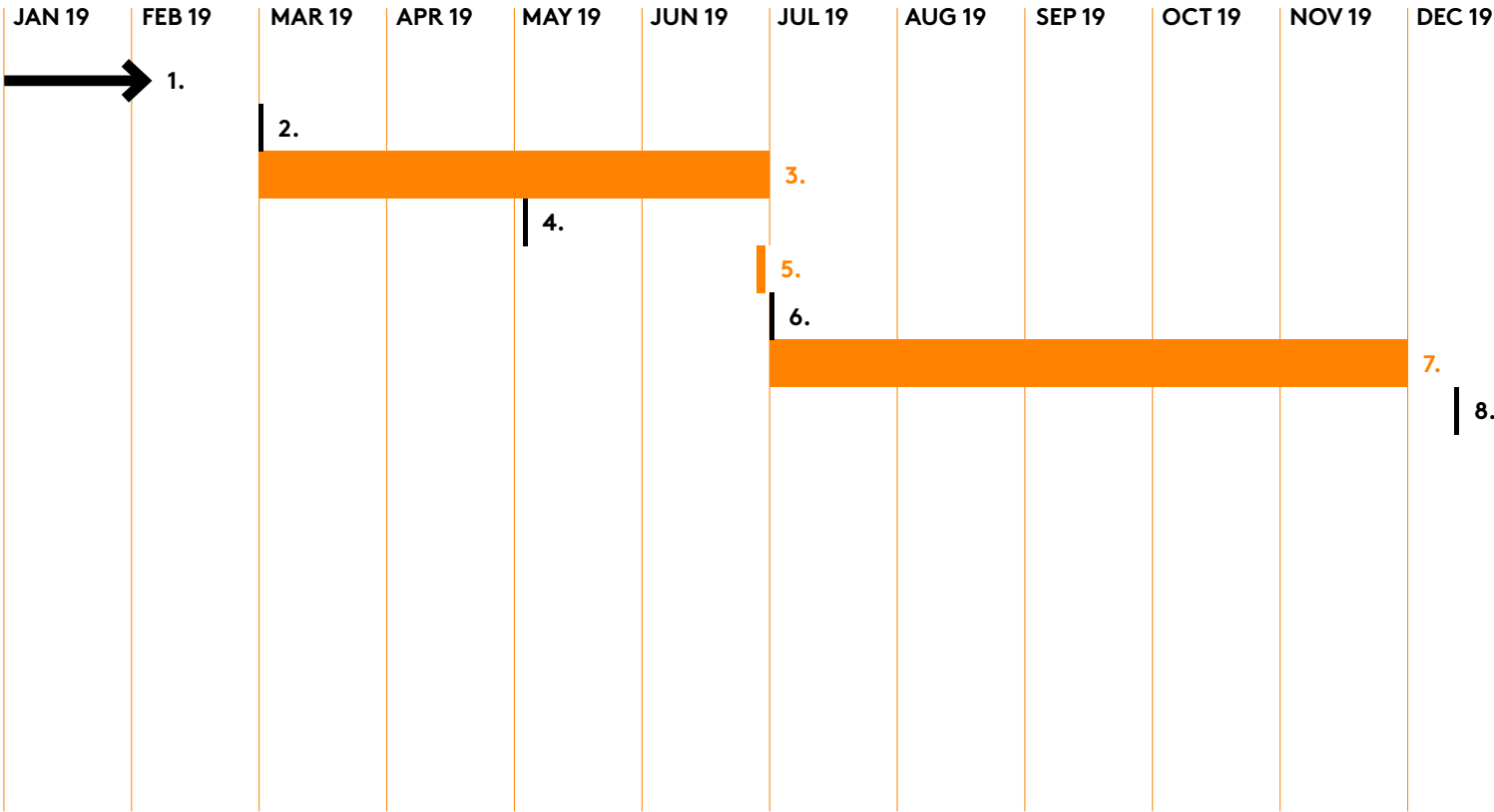
SHIGEO USUI, DIRECTOR  
PANASONIC DESIGN

“Poly Culture was very honoured to participate in London Design Biennale. We look forward to continuing a prosperous partnership together and hope to use the power of art and design to positively change the world.”

JIANG YINGCHUN, CEO  
POLY CULTURE GROUP



# TIMELINE



**1. JAN 2019 ONWARDS**  
**SECURE PARTICIPATION**  
 From January 2019, Diplomatic Offices and Institutions can secure their country’s participation in London Design Biennale.

**2. 01 MAR 2019**  
**APPLICATIONS OPEN**  
 Online applications open to designers and independent curators. Applicants submit initial information on the project concept, set-up and partners.

**3. MAR–JUL 2019**  
**DESIGN DEVELOPMENT: CONSULTANCY PHASE**  
 Development of design concepts. London Design Biennale team will be available to support applications including exhibition space requirements; and to support diplomatic offices and institutions with open calls.

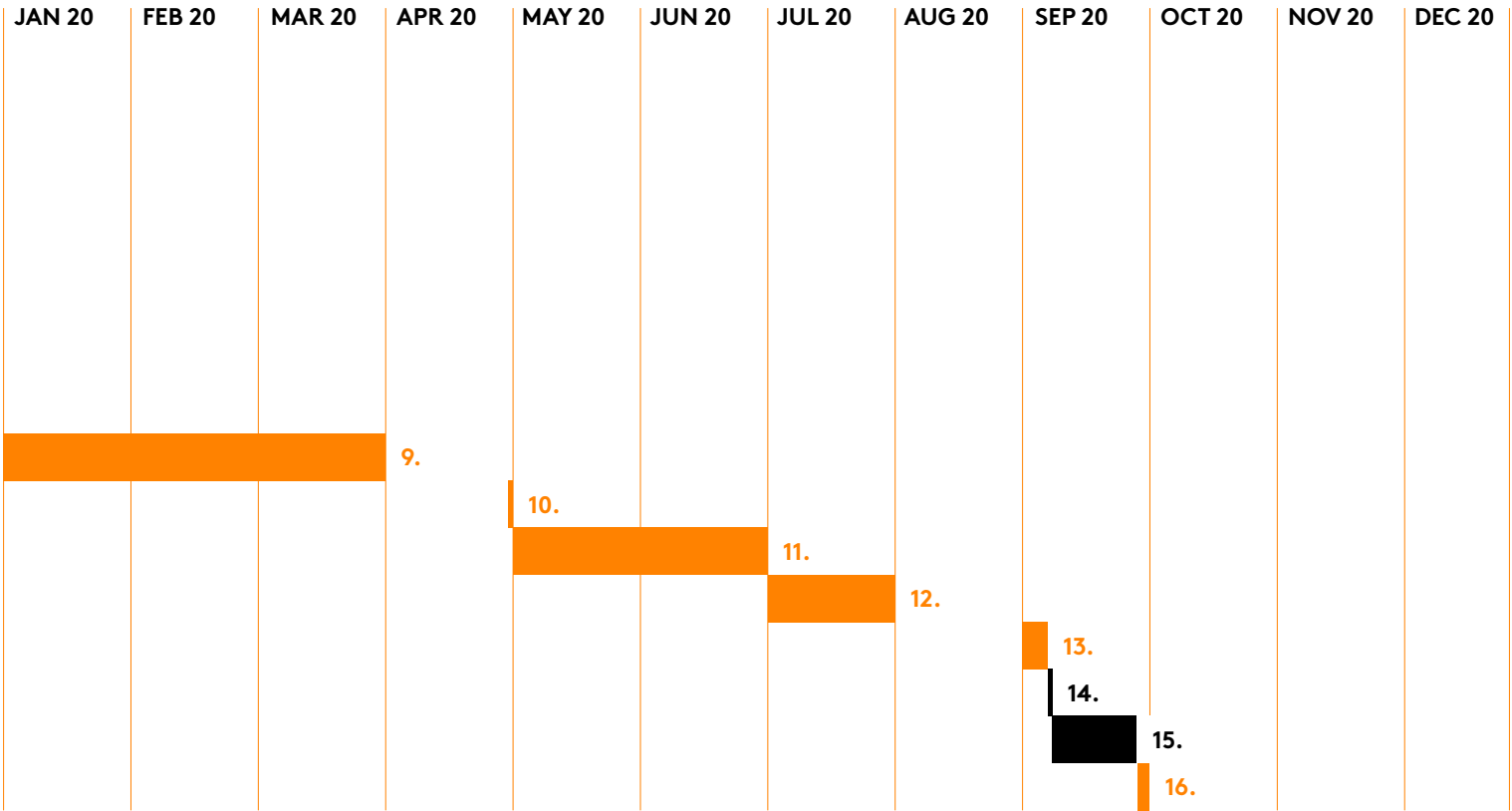
**4. 03 MAY 2019**  
**DEADLINE TO RECEIVE FREE TICKETS TO THE SYMPOSIUM**  
 Participants who have returned a deposit by this date will receive three complimentary tickets to the London Design Biennale Symposium.

**5. 25–26 JUN 2019**  
**SYMPOSIUM**

**6. 01 JUL 2019**  
**SUBMISSION: DESIGN CONCEPT & RETURN OF DEPOSIT**  
 Return deposit and submit detailed design concept, including sketches, images, prototypes, references and inspirations. Applications will be assessed, and teams will be formally notified within a few weeks regarding their participation.

**7. JUL–DEC 2019**  
**DESIGN DEVELOPMENT: FEASIBILITY**  
 Successful participants will receive a second review with the Artistic Director. Detailed conversations between Design Teams and London Design Biennale team, to address any feasibility concerns.

**8. 12 DEC 2019**  
**SUBMISSION: FINAL DESIGN PROPOSAL & REMAINING PARTICIPATION FEE**  
 Participants submit their final design proposal – a detailed plan and elevation view, with information on materials, and any AV requirements. Remaining participation fee is invoiced.



**9. JAN–APR 2020**  
**CONTRACTOR / FABRICATION QUOTES**  
 We will put you in touch with Somerset House approved contractors to receive quotes for installation, fabrication & shipping; and guide you through the detail of making your project a reality.

**10. 30 APR 2020**  
**DESIGN DEVELOPMENT: FINAL PROJECT SUBMISSION**  
 At this point your design and project plan will be finalised, and there should be no further changes to design. Our operations team will give advice on Health & Safety requirements.

**11. MAY–JUL 2020**  
**DESIGN PRODUCTION**  
 All deliveries must arrive in London by mid August so they can be consolidated before being delivered to Somerset House.

**12. JUL–START OF AUG 2020**  
**FREIGHT TO LONDON**  
 Deliveries arrive in London by mid-August so they can be consolidated before being delivered to Somerset House together.

**13. 01–06 SEP 2020**  
**INSTALLATION AT SOMERSET HOUSE**  
 Access during these dates will depend on the installation schedule.

**14. 07 SEP 2020**  
**LONDON DESIGN BIENNALE KEY EVENTS**  
 Press Preview, Medal Ceremony and Opening Event —our most important, invite only events (schedule to be confirmed).

**15. 08–27 SEP 2020**  
**LONDON DESIGN BIENNALE 2020**  
 Biennale is open to visitors and public.

**16. 27–30 SEP 2020**  
**DEINSTALLATION AT SOMERSET HOUSE**  
 Access during these dates will depend on the deinstallation schedule.

\* The dates set out are subject to adjustments, and as such further correspondence from the London Design Biennale Project Team should be closely noted.



**LONDON  
DESIGN  
BIENNALE  
2020**



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**PHOTOGRAPHY**  
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Mark Cocksedge. London Design  
Biennale Medal image courtesy  
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