

designjunction

22–25 September 2016

designjunction announces new London home in King's Cross

PRESS RELEASE ANNOUNCEMENT



Custom exhibition spaces in Granary Square (©Ruth Ward, E Jarvis)

Critically acclaimed international design show designjunction today announces its relocation to an exciting new long-term home in King's Cross, one of most exciting urban redevelopments in the UK.

With the support of the King's Cross development partnership, designjunction will take over the area for its flagship show during London Design Festival, 22-25 September 2016.

The 67-acre King's Cross site has a rich history and a unique appeal. This former industrial heartland is being transformed into one of the capital's most exciting destinations, with the redevelopment of the area creating 1,900 new homes, 20 new streets, 10 new public parks and squares and 3 million square feet of commercial office space as well as cultural attractions.

The theme of the 2016 designjunction show will be 'Immersed in Design', with the move to the larger King's Cross site marking the next chapter for designjunction and the creation of the King's Cross Design District at this year's London Design Festival.

“This is an incredibly exciting time for designjunction. King’s Cross stands at the heart of the design and architectural community, with an inspiring cultural scene, thriving business district and strong industrial heritage,” said managing director of designjunction, **Deborah Spencer**.

“Our choice of location is pioneering – King’s Cross is on the brink of transformation, attracting renewed commercial interest, new development, new occupiers and regeneration. King’s Cross is fast emerging as a creative hub and we are delighted to bring one of the most influential and exciting elements of the London Design Festival to this increasingly dynamic and contemporary London destination.”

Anna Strongman, partner at Argent commented: *“King’s Cross has a rich history of industrial design – the gasholders, grain stores and railway itself were all outputs of our country’s creative heritage.*

“This is coming to the fore once more as the area attracts students, businesses and residents with a passion for the Arts. We are excited about designjunction arriving, and see it as further endorsement of King’s Cross’ great reputation.”

designjunction 2016 will host four distinct exhibition sites against the industrial backdrop of King’s Cross:

The centrally located **Granary Square** will feature ten custom exhibitions for headline sponsored projects and installations. **Cubitt**, a two-floor pavilion in Lewis Cubitt Square, will have a strong trade focus, featuring the best in contemporary lighting in the ‘lightjunction’ as well as furniture from international design brands. Key brands include Haberdashery, Lindholt, Northern Lighting, String, Kirkby Design, Modus and Rubn.



Granary Square (left) - site of custom exhibition spaces, and Lewis Cubitt Square (right) - home to Cubitt, designjunction’s lighting and furniture zone

The Canopy will be a temporary pop-up venue for premium retail brands, including everything from fashion accessories to technology, textiles and stationery. Located between Central Saint Martins and Waitrose, the large market area will take shape under a heritage protected wrought iron structure and will attract retail buyers and design-savvy consumers.



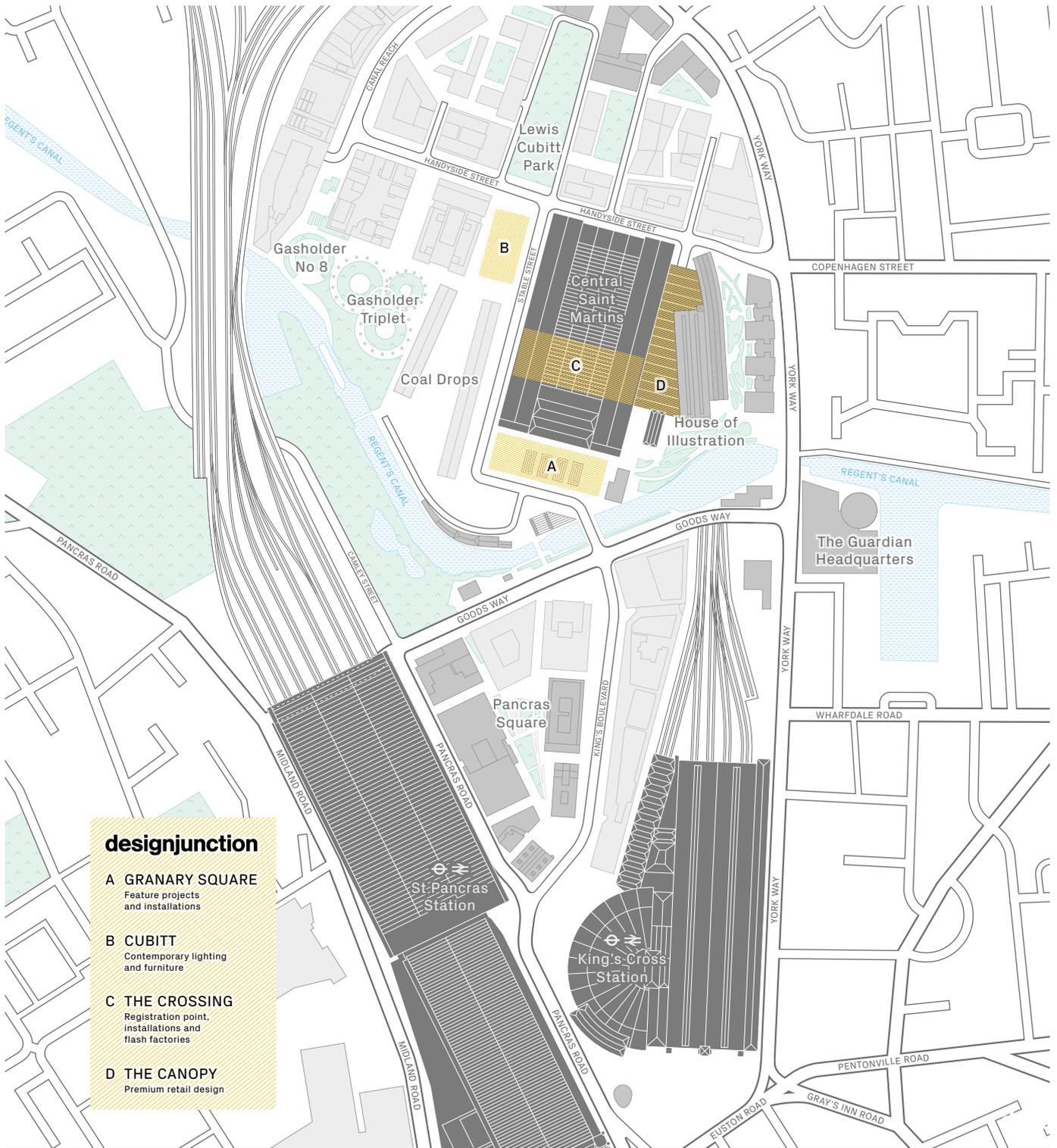
The Canopy, site of designjunction's retail area

The Crossing, running through the Central Saint Martins building, will provide the show's registration point as well as a platform for specially commissioned installations and flash factories. Both Granary Square and The Crossing will remain accessible to the public throughout September's festival.



The Crossing, Central Saint Martins Building

The designjunction chevron symbol will spread throughout the site - acting as a recognisable wayfinding tool to maximise visibility and footfall as the event opens to visitors in September.



designjunction in King's Cross – Map of key locations

The full programme for designjunction 2016 will be announced soon. Visit designjunction.co.uk for more details.

designjunction London 2016
Thursday 22 September – Sunday 25 September

Ends

Contacts

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Notes to Editor

About designjunction:

designjunction is a leading exhibition for contemporary interior design and culture, held annually in London and New York. The flagship show takes place in London as part of the London Design Festival each September – where more than 200 contemporary brands present their new collections to an international audience of architects, interior designers, retailers and media. In 2015, the five day exhibition attracted more than 26,000 visitors through its doors.

thedesignjunction.co.uk

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About Kings Cross:

King's Cross is a critically acclaimed 67 acre, 8 million sq ft development in Central London. The developer, the King's Cross Central Limited Partnership, is creating a piece of the city, which includes 20 new and refurbished office buildings, nearly 2,000 new homes, as well as new shops and restaurants. Aside from the sheer scale, what makes King's Cross different is the determination to create an interesting place with a varied mix of uses. The area benefits from a lively and diverse arts and events programme that makes use of the world-class public spaces that are being delivered.

kingscross.co.uk
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