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For immediate release



Press release

Pop into a world designed to inspire

An innovative pop up festival, aimed at inspiring new generations of designers, architects, scientists and engineers, is coming to London.

[The Society for British and International Design](#) (SBID) is the standard-bearer organisation of the profession of interior design in Britain. It is one of the partner organisations for Technopop and will be hosting events.

Vanessa Brady, President of SBID, said: "What I love most about the Technopop festival is that it will give thousands of UK children a chance to learn about industries and possible careers they might know nothing about.

"One of the key aims of SBID is raising standards in the interior design industry. That process needs to start with education. I'm hoping some of the next generation of great British design professionals will get their first spark of inspiration at Technopop."

Technopop is aimed at 6 to 19 year olds, as well as teachers, families and school groups. The free festival runs from 1 March to 21 April 2014 at The International Quarter (TIQ), Stratford City, London.

The official launch for the festival takes place on 12 November, hosted by The Crystal, an initiative by Siemens, at their sustainable cities exhibition in the Royal Victoria Docks, London. However more than 11,000 people have already registered to attend.

For more information go to: www.technopop.co.uk/

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International Design
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Note to editors:

About SBID (Society of British and International Design)

SBID is the standard-bearer organisation of the profession of interior design in Britain and represents members in practice, higher education and industry. The organisation supports the profession locally, nationally and internationally and is part of a global network of 50,000 designers who are professionally accredited.

SBID is the British organisation selected by the 16 nation members of the European Council of Interior Architects and the NCIDQ in the USA and Canada to represent their professional accreditation standards in Britain.

www.sbid.org

For additional media information or pictures please contact Lavinia Engleman, Events and Marketing Manager, 0207 235 4155 or lavinia@sbid.org