



Tramshed 2011

The Tramshed event returned to the London Design Festival in September for its second year, bringing together a diverse range of exhibitors known for their vibrancy and capacity to innovate

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as 'A complete lifestyle event', Tramshed 2011 offered everything from furniture and lighting to cookware, cosmetics, textiles, ceramics, music, and fantastic food housed in an artful pop-up cafe. A departure from traditional trade exhibitions, this free Shoreditch event was home to over 40 product launches and aimed to inform and entertain both professionals and the public alike.

Supported by the Society of British Interior Design for the first time, Tramshed 2011 improved upon the successes of last year's event by introducing the concept of a department store of great design, not just in terms of exhibitors and layout, but also when it came to their diversity. Falcon Enamelware, an icon of British home life since the 1920s, presented a pop-up shop selling classic blue-rimmed Pie and Bake Sets.

The hospitality area featured a pop-up cafe concept by Vonsung, a glasshouse that nurtures the food within whilst emanating soft architectural light through its walls. Authentic Vietnamese food from the family-run Viet Hoa was enjoyed in the dining area featuring work from Fritz Hansen, Ligne Roset, and Konstantic Grcic for FLOS.

Listening to the Light, an interactive art installation by Leif.designpark and LS, aimed to create new visualisations of sounds by fusing music and lighting.

Driven by De La Espada, the anchor tenant, the event featured over 20 new products from their seven designer-led brands: Autoban; Benjamin Hubert; Charlene Mullen; Leif.designpark; Matthew Hilton; Søren Rose Studio; and Studioilse.

The Tramshed 2011 Seminar Series were also designed to be fun rather than conventional. The series aimed to engage, challenge and entertain with feature presentations and discussions from designers, journalists and entrepreneurs on some of the most pertinent issues in the design world today.

'Welcome to Today. Where Are We?' discussed the current state of design in a world with boundless influences and references; and 'The Designer's Craft' focussed on the role of craft in modern design.

Everything came together and with just over 4,000 visitors - a 10 per cent increase on last year's inaugural event - Tramshed is set to become a reference for innovative trade shows and a lively part of the London Design Week programme. ●