

DESIGN LESS ORDINARY

The Brick Lane Gallery, 196 Brick Lane, London E1 65A

Open Daily: 12 - 6pm

Secret Wars live graffiti: Wed 23rd September, 3 - 4pm

Private View: Wed 23rd September, 6pm onwards

Workshop / talk times TBC

Nearest tube: Liverpool St - Aldgate East

23 / 09 / 09

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27 / 09 / 09

Geoff Marsh and Michael Antrobus launch 'Design Less Ordinary' at this years London Design Festival.

'Design Less Ordinary' is a collection of 30 new works from 11 London based product and furniture designers, including the internationally renowned **Ryan Frank**.

The exhibition showcases each designers personal response and reconsideration of the familiar, through new objects. Their varied styles, concerns and disciplines have resulted in an exhibition that features a wide array of project outcomes, ranging from the conceptual through to the industrial.

The work is not about invention. All of the pieces on display demonstrate a real fascination with the world in which they exist. Some are playful; holding up a mirror to the everyday world around us, while others come with a more potent message... yet all have a real warmth - something too often missing in contemporary design.

The opening day (at 3pm) will see Ryan Frank collaborating with graffiti collective **Secret Wars** on an exclusive project for this years London Design Festival. A handful of their best artists will work directly onto a one-off, special edition of Ryan Franks critically acclaimed 'Hackney Shelf', live in the gallery.

Other days will see free interactive workshops as well as talks by guest designers - names to be announced soon.

(All this half way down Brick Lane, just three minutes walk from Tent London)

Exhibitors:

**Owen Wells
Pedro Mealha
Alejandra Mata
Geoff Marsh
Yuhun Kim
Helena Karelson
Rikako Iwamoto
Ryan Frank
Tom Brett
Ben Atkinson-Willes
Michael Antrobus**

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Main image:

Hackney Shelf by Ryan Frank (illustrations by Toby Leigh)

Full page image:

Detail of some works to be featured at
'Design Less Ordinary'

(photography by Yu Hun Kim)

**the
icon
design
trail**



About the exhibitors.

'Design Less Ordinary' is Geoff Marsh and Michael Antrobus' first collaborative effort as curators and features varied and exiting work from a group of designers who's work is characterized by a fascination with human behavior and interaction, and ranges from industrial products through to conceptual installations.

Recent work by the group has been published in Design Week, commended by D&AD and Creative Review, as well as being featured on numerous design blogs such as Dezeen, Designboom and Moco Loco. Further information about those featured in the show is available at:

www.designlessordinary.co.uk

About Ryan Frank

Sustainability, reclamation and his African roots are some of the influences and inspiration behind Ryan Frank's collection of free-range furniture. The frequent use of natural or salvaged materials has resulted in a series of functional, eco-sensitive and often unique designs - from the public graffiti canvas of the 'HackneyShelf' to the eco-luxury look of the 'Isabella' range.

The alternative techniques and materials used are notably experimental, creating products of integrity and depth that comfortably explore the underbelly of the furniture industry.

For more information go to www.ryanfrank.net

About Secret Wars

Secret wars is the worlds premier live art battle - working in similar ways to Fight Club, Secret Wars battles are set up / promoted through word of mouth.

These live art battles are being hosted in the darkest corners of each city, sometimes you might stumble across one in the basement of a bar in the East end of London or even in a deserted meat factory in Malmo Sweden. This creative battle network grows bigger by the day, every month or so they add more battle locations while new and very exiting artists enter the frame.

For more information, go to www.secretwars.co.uk

