

The logo for the London Design Biennale 2018 features the words "LONDON", "DESIGN", and "BIENNALE" stacked vertically in a bold, black, sans-serif font. The year "2018" is positioned below "BIENNALE" in a larger, bold, orange font. The text is centered on a white background with faint, thin grey circular lines in the background.

**LONDON  
DESIGN  
BIENNALE  
2018**

4th - 23rd September 2018  
Somerset House, London

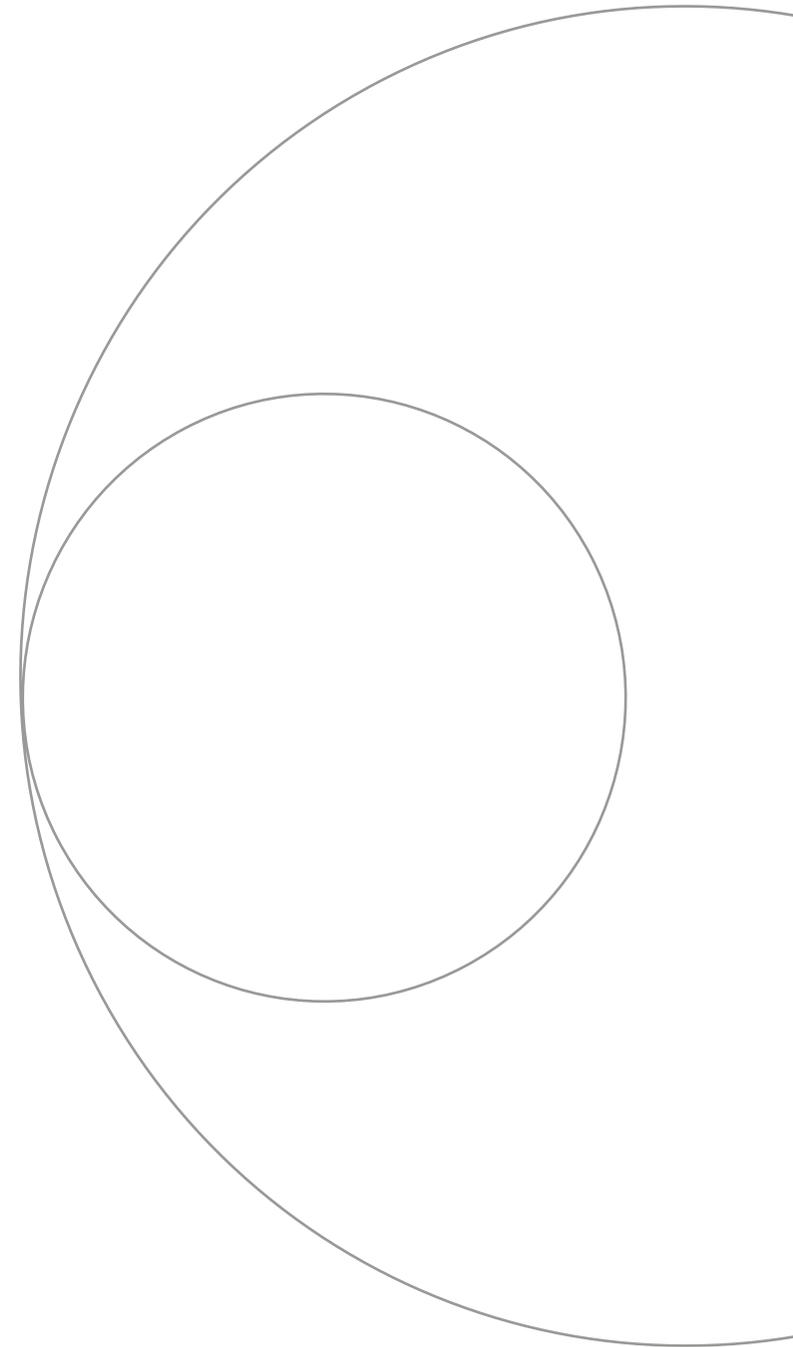


**LONDON  
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LOOKING TO RAISE YOUR INTERNATIONAL  
BRAND PROFILE TO THE WORLD'S MAJOR  
CONSUMER AND BUSINESS MARKETS?

**LONDON  
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BIENNALE  
2018**

LOOKING TO ADD A UNIQUE  
PROPOSITION TO YOUR 2018  
MARKETING CAMPAIGNS?



# LONDON DESIGN BIENNALE 2018



THIS IS A UNIQUE OPPORTUNITY TO  
PARTNER YOUR BRAND WITH THE  
INDIA PAVILION AT THE LONDON  
DESIGN BIENNALE 2018



## THE LONDON DESIGN BIENNALE 2018

**A major exhibition of original design installations from 37 of the world's most ambitious countries. It provides a prestigious global stage for the world's leading contemporary design, design-led innovation, creativity and research.**

The 2018 London Design Biennale will be devoted to the theme Emotional States. National entries will explore how design affects every aspect of our lives - the way we live and how we live - and influences our very being, emotions and experiences.

Visceral exhibits and experiences will evoke distinct moods and explore a particular country's design story. National entries will ask: how does design evoke, communicate and manipulate emotions? How can design promote and support well-being and sustainability?

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# LONDON DESIGN BIENNALE 2016

## SUMMARY OVERVIEW



The first London Design Biennale took place from 7-27 September at Somerset House, with 37 of the world's most ambitious nations and territories, from six continents participating. Their inspiring designs and challenging content made our inaugural year a resounding success, creating a moment in the design world of great significance.

- During the Biennale, **a quarter of a million people visited Somerset House**, including the venue's highest weekly visitor figures ever recorded.
- The Biennale welcomed **over 28,000 people to the exhibition**, including the highest weekend visitor figures recorded for any ticketed exhibition previously held at Somerset House.
- Press coverage achieved an **AVE of over 2.2 million** and an **overall reach of over 100 million**.
- **645 international journalists** visited the Biennale, resulting in over 400 press articles and broadcast media coverage.
- **97% of visitors surveyed** by Somerset House said their whole experience was **'Very Good'** or **'Good'**.
- There were almost **1.5 million total impressions** on the Biennale's social channels, and **over 180,000 page views** on the Biennale's website.
- **Over 200 VIP international guests were welcomed at the Opening Ceremony** and **1,200 to the Opening Reception**.

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# LONDON DESIGN BIENNALE 2016

## SUMMARY WHAT THE PRESS SAID



“For the field of design the Biennale presents a watershed moment”

### Financial Times

“This new event exhibits the creme de la creme of world design creativity, with more than 35 nations from six continents taking part, each lined up with their own best museums, institutions or foundations”

### Vogue Italia

“The best bits remind you of the power of critical, speculative, truly utopian design”

### The Guardian

“With raw innovation, creativity and research, this will inevitably become a major design event”

### Absolutely Home

“The commissions – all new works by renowned architects, designers, artists and scientists – are richly varied, including fantastical virtual-reality cities, large-scale kinetic sculptures, and culinary pop-ups”

### The Telegraph

“There are too many great pavilions for us to mention and they’ve been designed to be engaging and often interactive. The whole biennale is really accessible, very impressive”

### Londonist

“Imaginative, diverse, inspiring”

### The Sunday Times

“A new highlight of the cultural calendar”

### FX Magazine

“The new London Design Biennale....turns out to be perfect. In fact, amid the 37 offerings scattered engagingly around the corridors and courtyards of Somerset House, you’re bound to find something to provide pleasure or arouse righteous indignation”

### ICON

“The most engaging installations are those that show design’s power to inspire and delight”

### Creative Review

“The imaginative, thoughtprovoking and intuitive work on offer...proves design’s role in both tackling world issues, and helping to highlight them”

### Design Week

# LONDON DESIGN BIENNALE 2018

# LONDON DESIGN BIENNALE 2016

## SUMMARY MARKETING

An outdoor advertising campaign appeared at over 60 locations, with over 140 individual adverts.

- Between 29 August - 11 September, an outdoor campaign appeared at 62 targeted tube and train locations.
- These focused on high-traffic tube and rail stations in zones 1-2 such as: Blackfriars, Charing Cross, Covent Garden, Euston, Highbury & Islington, King's Cross, Leicester Square, Liverpool Street, Oxford Circus, Piccadilly Circus, South Kensington and Waterloo.
- The marketing campaign also appeared at the V&A Museum and at key London Design Festival sites, as well as being targeted to the Design Museum's 2.5 million twitter followers. There was also a special promotion through the Evening Standard.



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# LONDON DESIGN BIENNALE 2016

## SUMMARY ONLINE & DIGITAL OPPORTUNITIES



**Circa 1.5 million total impressions on the Biennals's social channels, and over 180,000 page viewson the London Design Biennale website.**

- 270 posts across all channels
- #LDB16 received over 257,000 impressions
- #UtopiaByDesign received over 90,000 impressions



**@londonbiennale**

1 - 30 September:  
407,000 impressions, 31,400 visits,  
50% follower growth

**@Somersethouse**

271K followers (Oct 2016)

1 - 30 September:  
41% of tweets Biennale related,  
443,000 impressions, 57 tweets  
Av. reach: 7.5K per tweet



**@london\_design\_biennale**

1 - 30 September:  
65,573 impressions, 2800 video views

**@somersethouselondon**

53.4k followers (Oct 2016),

1 - 30 September:  
8.5% follower increase (Biggest month for  
audience growth in 2016)  
6 instagram takeovers



**facebook.com/londondesignbiennale**

1 - 30 September:  
957,505 impressions, 2,511 post engagements,  
92.6% follower growth, 11,500 video views

**facebook.com/somersethouse**

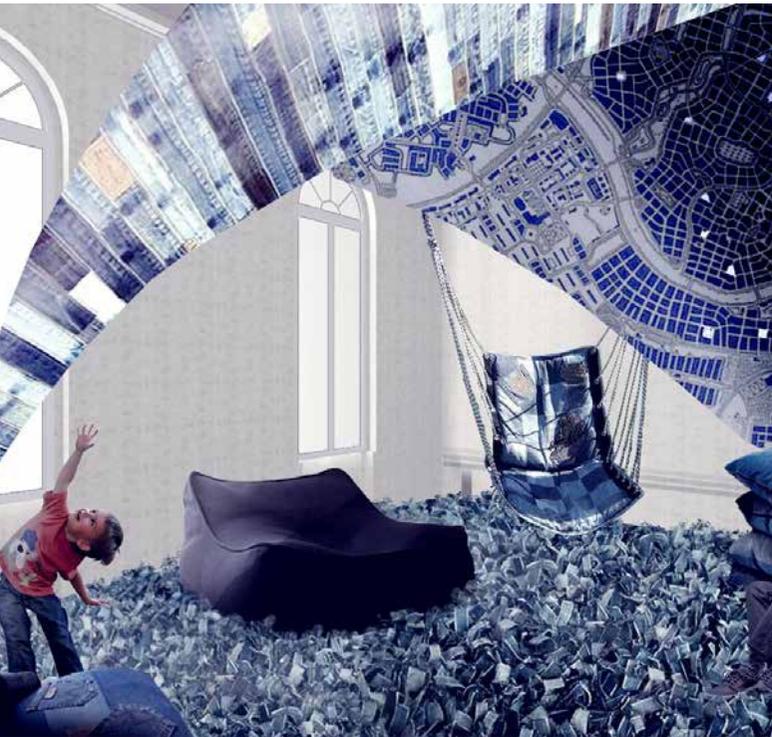
104,095 likes (Oct 2016)

1 - 30 September:  
131,000 total reach, 215,400 impressions  
Av. reach: 7K per post

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# India

INDIA PAVILION  
- URBAN FABRICS  
(Officially Endorsed By  
The National Institute Of Design)



**India's thought-provoking installation will be themed 'Urban Fabrics', a visually striking structure made with experimental textiles to reflect the highly topical issues of urbanisation and sustainability. Using fragments of real-life waste denims, the structure will be handmade to represent the patchwork urbanism of the city of Ahmedabad, where denim production is concentrated.**

Hung like a cloud between buildings and shading the street to claim a collective space, it will represent ecological concerns about the city and globalisation related rapid urban transformations.

Beneath the 'denim clouds' will be various objects, such as furniture and furnishings, created by different designers, who deliver a rich diversity of expressions that represent the pluralism of India.

Here people can sit, feel, touch and experience different textures and emotional states of the individual experience.

Sustainability - The installation will be made of denim 'rests', the off cuts from denim production to highlight that when waste materials pass through the mind and hands of designers, they can transform the problem of waste and support sustainability.

We are defying stereotypes about Indian design and aesthetics and through a new visual language which tackles a real contemporary issue that genuinely affects India. Thanks to the universality of its themes, it will have the potential to be exhibited at other festivals, galleries and museums across the world.



### CURATOR

**Priya Khanchandani** is a curator and writer on Indian design and culture. Until recently, she worked as the Head of Arts Programmes for India at the British Council based in New Delhi. She graduated from Cambridge University and worked as an international lawyer at Clifford Chance before obtaining an MA in the History of Design - Asia with Distinction from the Royal College of Art. She went on to work at the Victoria and Albert Museum as lead of the Design Fund for contemporary acquisitions. Priya has published dozens of articles for publications ranging from Disegno Magazine to Bloomsbury's Encyclopaedia of Design and has spoken about culture at festivals, conferences and on BBC Radio 4.

[priyakhanchandani.com](http://priyakhanchandani.com)

## THE INDIAN PAVILION TEAM



Wall House by Anupama Kundoo at Venice Architecture Biennale

### LEAD DESIGNER

**Dr Anupama Kundoo's** architecture practice has a strong focus on material research to achieve architecture of low environmental impact and the development of building techniques that are socio-economically beneficial. Kundoo established herself as an architect in Auroville in India where she designed and built many economically innovative buildings. Also an academic, her practice is supported by extensive research and theory. She has exhibited at Milan Triennale, BCN Reset in Barcelona and at Roca London Gallery. Her installation at Venice Architecture Biennale was described by the New York Times as "a gem among rubble".

[anupamakundoo.com](http://anupamakundoo.com)

### COMMISSIONING BODY

#### National Institute Of Design (NiID)

The National Institute of Design is India's foremost university of design. It is based in Ahmedabad with five other campuses across India. It was declared an institution of national importance by Act of Parliament in 2014. We will be working with Tanishka Kachru, who is a faculty member in Exhibition Design and previously worked as an assistant curator of architecture at the Victoria and Albert Museum in London. She runs courses in History & Theory of Design, Design for Museums and Design for Public Spaces.

### CONTACT

If you are interested in supporting the India Pavilion at London Design Biennale 2018, please contact [sbough@india-pavilion.com](mailto:sbough@india-pavilion.com) or **07887656165**

The Indian Pavilion will be immensely grateful for your interest in this non-profit venture motivated by a desire to promote cutting-edge design that matters.



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# India

## INDIA PAVILION SPONSOR BENEFITS



Sir John Sorrell CBE, President, London Design Biennale

### PARTNERSHIP ACTIVITY

- Opportunities to create partnership activity and messages with India Pavilion design team to support your brands
- Touring Exhibit - mini installation available for your own tours (costs separate to sponsor package)
- Co-branding on all of your marketing comms material and activity

### OPEN MINDS

- We are open to ideas from partners for additional opportunities and marketing comms to link with your own marketing activity

### SOCIAL AND ONLINE MEDIA

- Opportunity to work with the London Design Biennale 2018 marketing team on content for the Biennale website, social channels and highlights films
- Mention in The London Biennale 2018 e-newsletter (60,000 subscribers)
- Logo embedded and linked on the Indian Pavilion page of the Biennale website

### VIP OPPORTUNITIES & ENGAGEMENT

- Invitation to the grand opening of London Design Biennale (strictly invitation only)
- Invitation to the partners' VIP afternoon and tour with the Indian Pavilion Team and Biennale Directors
- Opportunity to contribute to a 'welcome bag' for the grand opening
- Invitation to a press morning, and option to invite your own PRs; we will provide a spokesperson if you wish to create your own news stories as a partner of The India Pavilion
- General admission tickets to visit the Biennale for each partner
- Option to host private tours and events in the hire spaces at Somerset House for your network.

### NETWORKING

- The Biennale will facilitate networking opportunities with all countries and partners

### ACKNOWLEDGMENTS

- Logos and contact details on all signage and printed matter

- Listing on the interpretation in the exhibition space of The India Pavilion
- Acknowledgement in the official London Design Biennale 2018 catalogue
- Circulated to VIPs, press, participating countries and available to the public to buy during the Biennale
- Acknowledgement of support on the 'Thank You' panel at the start of the exhibition as an official country partner
- Acknowledgement in the 'notes for editors' of relevant press releases including: the announcement of participants and launch of the Biennale Online & Digital space
- Complimentary copies of the Biennale catalogue available for each partner

### GENERAL

- Access to the Indian Pavilion and Biennale's official photography and imagery
- Access to the Biennale's social assets and jpegs
- Use of installation images, logos, partner associations etc. within your existing marketing campaigns and also for specific campaigns that you would like to link with the event

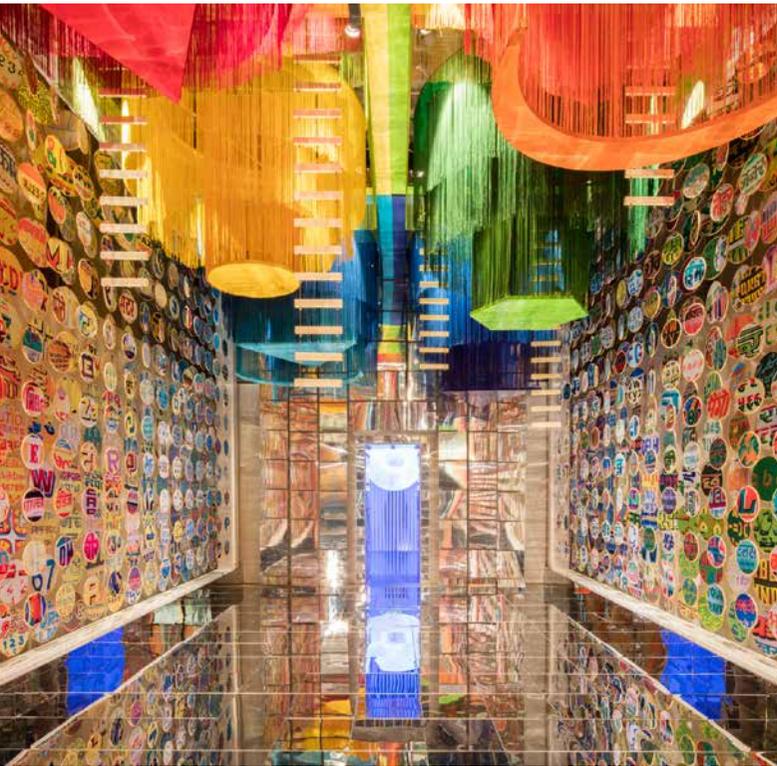
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# India

## SPONSORSHIP PACKAGES



Lebanon, London Design Biennale 2016



India, London Design Biennale 2016

**As an Indian Pavilion national design team partner, your brands will be supporting the most innovative and forward looking designers and institutions from across the globe to participate in this pioneering design exhibition.**

In addition, you will benefit from the association with this prestigious international exhibition, recognised by global designers, curators, Ministers of Culture, Ambassadors and dignitaries from around the world as the place to celebrate the power of design.

On receiving initial interest from potential partners, we will create bespoke packages subject to your individual objectives, requirements and budgetary parameters.



Indonesia, London Design Biennale 2016

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# LONDON DESIGN BIENNALE 2018

contact [sbough@india-pavilion.com](mailto:sbough@india-pavilion.com) or 07887656165