

EVENT UPDATE 2017



The Shoreditch Design Triangle is a cultural event that celebrates the creative industry in East London. It was established in 2008 as a vehicle for the designers, companies and institutions of the East End to collaborate on the promotion of their activities during the London Design Festival and other key times of the year. For 2017, we have a number of updates to share with participants and partners.

Website

A new Shoreditch Design Triangle website is being developed.

- a new responsive website is being built to work across platforms, launching in July 2017. It has an integrated events calendar, a geo-locating map function and an editorial style home page.
- participants will have their own dedicated profile page to present their company profile, their event profile, and related images and film.
- a revamped journal section will allow participants to upload their own news stories, features and cultural content, with a one step approval system in place.

During the London Design Festival

The Shoreditch Design Triangle has averaged over 60 participants since 2013, the benefits of signing up are:

- all participants receive event signage in the form of vinyls and one of our pre-existing bespoke made street signs with a new 2017 topper, to be decided upon.
- SDT publishes a map and walking guide.
- SDT is aiming to get event wide drinks sponsorship, to supply all of the events on the Tuesday 19th night opening.
- the press preview is held on the morning of Tuesday 19th, this is a well attended preview, and participants can expect a mix of visitors from international and national press.
- a dedicated press hub is hosted by the ACE Hotel London for the duration of the event.
- SDT are aiming to print a special editorial event supplement, this is dependent on either sponsorship or partnership.

Creative Partnerships

This year we are making connections between brands interested in being involved with the Shoreditch Design Triangle and the creatives who work, live and play in the area. Initiatives that we are seeking partners in are:

- design and production of a walking guide and map of the area.
- design and production of a special editorial supplement.
- design and production of event bags.
- name and logo sponsorship of bike seat covers.
- designers and companies able to undertake creative workshops (making, training, masterclasses, etc.).
- companies, agents and organisations that can make spaces available for use for events and exhibitions.
- restaurant, bars and eateries willing to host partner events or make spaces or windows available for exhibitions.

The Fringe

After a number of years of fielding requests from potential participants that are just beyond our existing map boundaries, this year we hope to accommodate and promote an official Shoreditch Design Triangle Fringe. This will only be possible if we receive a critical mass of applications from companies in these areas. Those areas are Haggerston, De Beauvoir Town, Hackney Road, Broadway Market and Bethnal Green. If you are interested in being part of The Fringe, let us know. Ideally, creative clusters of events in these locations will make visiting the Fringe worthwhile.

Other Shoreditch Design Triangle Activity

For the annual one-off sign up fee, participants are also entitled to inclusion in other activities during the calendar year:

- a press preview for Autumn / Winter & Christmas products, this is held in July and happens on a set date across the Triangle, specially geared towards long-lead press pieces and product guides.
- invitation to two annual Social events, where participants can share ideas and meet other participants.
- inclusion in the Shoreditch Design Triangle Christmas event, which sees stores and studios across the area hold weekly late night shopping events, including workshops, masterclasses and festive themed promotions.

Fees

Standard entry fee for local independent entrants is £150+VAT.

We offer a 30% concession to students, graduates, schools and charitable fundraising projects.

We also welcome applications from large brands and companies who want be part of the Shoreditch Design Triangle, but do not have an outlet or permanent presence in the area. Contact us to discuss fees and opportunities for one-off events, installations and experiences in the district.

Enquiries

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