



African & African-Caribbean Design Diaspora

"Re-Loved"

The British European Design Group /
African & African-Caribbean Design Diaspora

Waste-me-not Lounge Project

at

100% Design

Earls Court 2

22nd – 25th September 2011

An initiative of the
British European Design Group
www.bedg.org



Supported by

100% design
london





June 2011

Waste-me-not - The African & African-Caribbean Design Diaspora "Re-Loved" Lounge of up-cycled furniture at 100%design

The British European Design Group (BEDG) and its African & African Caribbean Design Diaspora Initiative (AACDD)* have been invited to create one of the major lounge areas at 100%design, the UK's foremost trade event for contemporary interior design, which will be held from 22nd to 25th September 2011 at Earls Court 2 in London.

In the months leading up to 100%design, a team of some of our best black talent in furniture, lighting, textile and soft furnishings design in collaboration with student volunteers from various colleges will collect discarded and damaged furniture items, lampshades and other interior design objects from scrap yards, street markets and second-hand stores all over London in order to up-cycle* them to beauty and usefulness.

Repaired, restored, recovered and redesigned with love, imagination and inspiration using expressive, vibrantly colourful fabrics based on African and African-Caribbean patterns, the results of these collective efforts will then create the major seating lounge in the Futures section of 100% Design.

Some of them will be for sale at the end of the show either by the individual designers or to raise funds for the promotion of black creative talent in the UK.



The Waste-me-not 'Re-Loved' Lounge

The 'Re-Loved' Lounge at 100% Design in September will consist of three zones, which will blend formal and informal seating areas providing a total of fifty chairs and twelve tables including a long communal table with approximately 30 seats, sofas, armchairs and low seating on an overall space of 96m².

The Re-Loved Lounge will be situated at the top right hand side in 100% Futures and Crussh, who will be selling healthy food and drinks nearby.

The Initiative

The African & African-Caribbean Design Diaspora (AACDD) www.aacdd.org is the new three-year Initiative by the British European Design Group (BEDG) www.bedg.org, which aims to promote the creative skills and commercial potential of ethnic minorities of African and African-Caribbean descent in the UK, Africa and the Caribbean.

This initiative is co-funded by BEDG and the Arts Council England/Lottery Fund and takes place in partnership with the London Design Festival until the Olympics in 2012.

The major purpose of AACDD is to provide a positive insight into the design skills of people from the African & Caribbean communities, whether trained or untrained, to engage and inspire others and to create a promotional platform for black creative talent in the United Kingdom, Africa and the Caribbean.

For further information please contact:

African & African-Caribbean Design Diaspora (AACDD)

The Printhouse
18 Ashwin Street
London E8 3DL, UK
T: +44 (0)20 3051 3817
E: info@aacdd.org
W: www.aacdd.org