
Press Release

'Emotional States' | London Design Biennale, 4-23 September 2018

#LDB18
@londonbiennale

London, UK - London Design Biennale announces details of the second edition, taking place at Somerset House from 4 – 23 September 2018. Over 40 countries will present work responding to the theme 'Emotional States', across the entirety of the site.

Today, Gallup also release their Global Emotions Report 2017, based on 149,000 interviews across 142 countries, measuring feelings and emotions that traditional economic indicators ignore. This index finds Paraguay as the country with the highest positive emotional experiences, and Yemen the lowest (Syria, previously bottom, was too dangerous to survey).

The UK is positioned at no 38, alongside Mali, South Africa, USA and Bolivia; with 50% of UK respondents reporting they felt that they were struggling. In the two years leading to Brexit, there was a 15% decline in the number of people rating their lives 'thriving', the largest drop in the history of polling. However, 75% stated that they had smiled and laughed in the previous day.

"London Design Biennale will similarly feel the global pulse, and design installations will investigate the important relationship between design, strong emotional responses, and real social needs", says Dr Christopher Turner, Director of the London Design Biennale.

'Emotional States' has been chosen to provoke a broad interpretation across design disciplines, with immersive and engaging installations that interrogate how design affects every aspect of our lives – the way we live and how we live – but also influences our very being, emotions and experiences.

Turner elaborates: “Design is at the forefront of change-making, with architects and designers working imaginatively to try and create positive conditions for human flourishing. But, for every problem designers solve, inevitably more are created. In their installations and exhibits, design teams will propose radical and provocative ideas that will examine the full spectrum of emotional experiences, from anger to joy, sadness to disgust.”

There was overwhelming support and enthusiasm from the international design community for the Biennale’s debut in 2016, which saw 37 countries and territories from six continents take part. Works were inspired by the theme ‘Utopia by Design’, in conjunction with Somerset House’s UTOPIA season, which celebrated the 500th anniversary of the publication of Sir Thomas More’s seminal text, *Utopia* (1516).

Justine Simons, Deputy Mayor for Culture and the Creative Industries, said: “From Harry Beck’s iconic tube map to Zaha Hadid’s visionary Aquatics Centre in the Olympic Park, great design is part of everyday life in London. Yet design is also a powerful way to bring people together to solve global problems and ignite worldwide debate. London Design Biennale has proved a vital international forum for this important conversation towards our collective futures and shows that London is open to talent, ideas and people from around the world.”

About London Design Biennale

London Design Biennale, 4-23 September 2018, is an independent production from the founders of London Design Festival. The curated, three-week long Biennale is a prestigious global event, which will bring over 40 of the world's nations to exhibit newly commissioned works across the entirety of Somerset House.

Nations, territories and cities are increasingly recognising the power of design to bring social change and economic growth. London Design Biennale, now in its second edition, celebrates design as an international language and provides a platform for creativity.

Sir John Sorrell, Ben Evans and Dr Christopher Turner are president, executive director and director of the London Design Biennale.

London Design Biennale's International Advisory Committee and Jury includes: David Adjaye, Paola Antonelli, Adelia Borges, Hadeel Ibrahim, Mitra Khoubrou, James Lingwood, Jeremy Myerson, Jonathan Reekie, Ana Elena Mallet, Kayoko Ota, Richard Rogers and Paula Scher.

www.londondesignbiennale.com | @londonbiennale | #LDB18

About Somerset House

A unique part of the London cultural scene, Somerset House is a historic building where surprising and original work comes to life. From its 18th-century origins, Somerset House has been a centre for debate and discussion – an intellectual powerhouse for the nation. Somerset House is today a key cultural destination in London in which to experience a broad range of artistic activity, engage with artists, designers and makers and be a part of a major creative forum – an environment that is relaxed, welcoming, and inspirational to visit while providing a stimulating workplace for the cultural and creative industries.

Since its opening in 2000, Somerset House has built up a distinctive outdoor public programme including Skate, concerts, an open-air film season and a diverse range of temporary exhibitions throughout the site focusing on contemporary culture, with an extensive learning programme attached.

In October 2016, Somerset House launched Somerset House Studios, a new experimental workspace connecting artists, makers and thinkers with audiences. The Studios provide a platform for new creative projects and collaboration, promoting work that pushes bold ideas, engages with urgent issues and pioneers new technologies. Somerset House is also one of the

biggest community of creative organisations in London including The Courtauld Gallery and Institute of Art, King's College London Cultural Institute and over 100 other creative businesses. It currently attracts approximately 3.4 million visitors every year.

www.somersetshouse.org.uk

Gallup: Global Emotions Report 2017

To download a copy of the Gallup Global Emotions Report 2017, please click here:

<http://www.gallup.com/opinion/gallup/212138/world-report-people-live-going.aspx>

About Exposure

Exposure is an independent communications group with offices in London, New York, and Tokyo. Within the group are PR, digital and creative agency, Seen and boutique luxury and lifestyle agency, ThrSxty. Founded in 1993, the Company comprises a team of 195 people and provides some of the world's biggest brands with integral services including strategy and planning, PR, social and digital, creative services, content marketing and brand events and experiences. Our client list includes Coca-Cola, Levi's, TUI, Nike, Dove, Heineken and Microsoft.

www.exposure.net