

clerkenwell 21-23 design week may

the UK's leading design festival

SMEdenmark

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About Clerkenwell Design Week

Clerkenwell, as an area in London, is home to more creative businesses and architects per square mile than anywhere else on the planet, making it one of the most important design hubs in the world. Clerkenwell Design Week (CDW) has created a truly unique way of showcasing the worlds leading design and interior brands.

Throughout the three days, the area will transform with showroom events, curated exhibitions, installations, topical talks, design destinations – attracting buyers from all over the world. CDW has thereby established itself as the UK's leading design festival and taking place 21st-23rd May 2024 – and this year, SMEdenmark and the Royal Danish Embassy in London will collaborate on hosting a curated stand under the name 'Designing for Circularity by Denmark'.



2023 recap

37,725

2023 visitors

91,297

business leads captured

160+

participating showrooms

300

exhibiting companies

66

countries represented (visitors)

79%

visitors with spending power

£1.5m

average spending power per visitor

visitor types

83%

Trade

11%

Public

3%

Press

3%

Students/Lecturers

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The Venue at Clerkenwell Design Week

SMEdenmark and the Royal Danish Embassy in London have been offered a unique opportunity to takeover the Paxton Locker House, situated right in the heart of Clerkenwell.

This unique open-space building, with its split-level floors, is an architectural gem. With no actual windows, the architects instead created a space flooded with natural light by adding skylights and a large retractable glass ceiling over the central atrium. This transforms into a beautiful open internal courtyard – and with its minimalistic structure and style, fits perfectly for showcasing the best of Danish Design within the space.

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Designing for Circularity

SMEdenmark and the Royal Danish Embassy in London will organise a curated stand, taking over Paxton Locker House, under the name 'Designing for Circularity by Denmark'. A selected group of Danish designers and architects will get to showcase their designs within a designated area. The house will be curated together to create a natural flow amongst the Danish designer featured at Paxton Locker House in Clerkenwell.

SMEdenmark will carefully select the designers who will be featured at CDW based on their engagement in circular design and sustainability.

Designers can apply to be part of this initiative with three different packages:

Small package: 19.450DKK (app. 5m²)

Medium package: 38.900DKK (app. 10m²)

Large package: 50.000DKK (app 15m²)

All packages includes: Participation at 'Designing for Circularity by Denmark', Registration fees, Insurance, Marketing and Digital features, as well as a seminar on sustainable designs, exposure to relevant buyers, specifiers, interior designers, architects and other relevant industry figures.

Not included: transportation costs of furniture and materials, flights, accommodation and meals.



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Application Information

To apply to showcase at 'Designing for Circularity by Denmark' please send an email to Jens Kvorning from SMEdenmark: kvorning@SMVdanmark.dk or Carina Simonsen from the Royal Danish Embassy in London: carsim@um.dk.

Please include the following information*:

- Company details and contact person.
- Which products you would like to exhibit with a few accompanying pictures.
- Short description on how your product(s) will fit within the circular and sustainably focus for this initiative and represent something innovative.
- Your company's circularity and/or innovative solutions – and describe how you have initiated and/or support circular and innovative designs.
- Preferred package size for the exhibition (5m², 10m² or 15m²).

*Please note that there will be a selection process conducted by CDW and SMEdenmark. A place is therefore not guaranteed by applying to showcase 'Designing for Circularity by Denmark'.



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