

Designed in Hackney Day: 1 August 2012



Curated and hosted by Dezeen and Beatrice Galilee

**1 August 2012
10.00-17.00**

Evening event from 19.00

**Hackney House
186 Shoreditch High Street
London E1 6HU**

Welcome

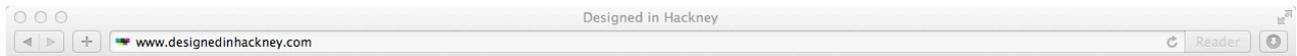
By Marcus Fairs, Dezeen

Welcome to our Designed in Hackney Day. Dezeen is based in Hackney and we've always been amazed by, and extremely proud of, the dizzying range of talent clustered around us. This day-long event gives us the opportunity to showcase some of this talent and to make a powerful statement about our neighbourhood, which we believe is a creative powerhouse of international importance.

The day, presented in partnership with Hackney Council and Beatrice Galilee, is part of a wider Designed in Hackney initiative launched by Dezeen earlier this year, which also includes an online showcase of architecture and design from Hackney, a shop selling a curated selection of products from the borough, a digital map locating all the creative studios in the area plus the showcase of Hackney design that you can see in the entrance corridor to Hackney House.

Dezeen will be filming the talks throughout the day and these will be published online in due course. For more details visit www.designedinhackney.com and www.dezeen.com.

We hope you enjoy the day.



Designed in Hackney Day: 1 August 2012

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zeen**

Designed in Hackney Day outline

By Beatrice Galilee

Scratch the surface of the many dilapidated former industrial buildings, warehouses and low-rise terraces that make up the landscape of Hackney and you'll find clusters of buzzing shared office spaces, artist studios and workshops. The affordable rents, creative cafes and impromptu workspaces found in Hackney Wick, Hackney Downs, Shoreditch, Dalston and Stoke Newington are the incubators for a new generation. It is their work and ideas which we are focusing on today.

From a group of young architects whose work covers social practice, planning and art to radical innovators and technologists and critics who are setting a global agenda on contemporary design from their Hackney base, the day's programme reflects the diversity of emerging talent and inspiration in the borough.

Digital Poets

We begin with a panel introducing Hackney's 'Digital Poets'. The theme reflects the immense central government investment in tech start-ups to the area. Speaking will be BERG who describe themselves as an 'ideas' studio, inspired by the possibilities of new technologies to provide playful, witty or inspiring design solutions. James Bridle, a critic for the Observer, has been discussing the notion of a 'new aesthetic' across art, design, publishing that has emerged directly from the digital age. Liam Young, director of futuristic think-tank Tomorrow's Thoughts Today has recently exhibited his experimental flying drone robots to great success. Troika, an office who practice digital design on a world stage present the beauty and poetry of digital fabrication.

Imagine: The Science of Design

Interdisciplinary design is a key theme for the next generation and we have chosen to highlight the relationship between science, design and technology in our second panel. Super Collider are a young team who recently created their own hand-made particle accelerator. Loop.PH are part of the collection of MOMA and their studio fluctuates between science, design biology and art. Sugru are one of the most impressive young start-ups in the borough and the GB Fencing team is using their wonder-product. Technology Will Save Us are concerned that despite our intimate relationship with phones, laptops and gadgets there is little understanding about how they work - their work is devoted to breaking down the barriers and introducing the public to the science of technology.

Emerging Architects

It is a tough economic climate to practice architecture and it's even harder to be a young office. We are introducing four groups Erect Architecture, Studio Weave, We Made That and Gort Scott who have survived and are working on projects within out of the borough. From schools and installations to floating cinemas and self-initiated projects, the work of these studios is innovative, creative, collaborative and inspiring.

Pecha Kucha

We'll follow up with an all-star Hackney-design Pecha Kucha, a format which is known and loved for its high-velocity. The theme will be 'designed for Hackney' and participants will be introducing designs in Hackney, for Hackney.

Reflections on Hackney

We will then talk to some of the critics and writers who live and work in the borough. Rob Anderson is the editor of the art, design and culture magazine, It's Nice That. Kieran Long is the architecture critic for the Evening Standard, Sarah Ichioka is the director of the Architecture Foundation and Oliver Basciano will be representing Shoreditch-based Art Review and reflecting on the strong relationship forged between art and design.

Design Market

As well as the speakers there will be a selection of invited designers who will be forming the 'design market'. It will be possible to buy DIY kits from Technology Will Save Us, obtain free architectural advice from Raw Architecture Studio and buy doll-house sized rows of terraced houses of Hackney by Make Do and Draw.

Designed In Hackney Day programme

08.45 **Press breakfast and general registration**

10.00-10.15 **Introduction**

Jules Pipe, (Mayor of Hackney), Marcus Fairs (Dezeen) and Beatrice Galilee (curator)

10.15-11.15 **Digital Poets**

Chaired by Marcus Fairs

1. BERG
2. Troika
3. James Bridle
4. Tomorrows Thoughts Today

11.30-12.30 **Imagine: The Science of Design**

Chaired by Beatrice Galilee

1. Loop PH
2. super/collider
3. Sugru
4. Technology Will Save Us

12.30-13.30 **Lunch**

13.30-14.30 **The Next Generation: Young Hackney Architects**

Chaired by Marcus Fairs

1. We Made That
2. Erect Architecture
3. Studio Weave
4. Gort Scott

14.30-15.45 **Designed in Hackney Pecha Kucha**

Hosted by Marcus Fairs and Beatrice Galilee

1. Tracey Neuls
2. Jason Bruges
3. Dominic Wilcox
4. CREATE
5. Pearson Lloyd
6. Roger Arquer
7. Office Sian
8. The Decorators
9. Something & Son

16.00-17.00 **Reflections on Hackney**

Chaired by Marcus Fairs and Beatrice Galilee

1. Kieran Long (Evening Standard)
2. Oliver Basciano (Art Review)
3. Sarah Ichioka (Architecture Foundation)
4. Rob Alderson (It's Nice That)

19.00-late **Designed in Hackney Evening**

An evening of music and entertainment courtesy of Dalston Superstore DJ Dan Beaumont and electro-indie band Clock Opera. This event is FREE but requires separate registration at:

<http://www.hackneyhouse.org/design-day>

Biographies

Roger Arquer

Born in Barcelona in 1975, Roger Arquer graduated from ESDI (Escola Superior de Disseny Industrial, Sabadell) in 1998. Soon after graduating, he moved to New York, where he worked for several designers and artists. In 2003, he moved to London to attend an MA in Design Products (under Ron Arad) at the Royal College of Art (2003-2005). He opened his studio in London in 2005 and since then has worked for companies such as Royal VKB, Eno, Muji, Bosa, Zilio, Boo in Barcelona, Thorsten Van Elten and Mathmos. Roger teaches at Central Saint Martins and in Camberwell, in London. www.rogerarquer.com

Oliver Basciano

Oliver Basciano is a London-based critic writing on contemporary art. He is assistant editor at *ArtReview* magazine whilst contributing to various other titles including *The Guardian*, Channel 4 News, *The Wire*, *Map*, *Modern Painters* and *Building Design*. His writing covers a broad range of areas within contemporary art, but he has a particular interest in emerging practice and artist-initiated projects. He sits on the board of trustees for the Woodmill gallery and studios in southeast London and is on the curatorial committee for the Bold Tendencies, the annual Peckham sculpture park. In 2012 he was writer-in-residence for Enclave, a new gallery and studio complex in Deptford. www.artreview.com

BERG

BERG is a design consultancy, working hands-on with companies to research and develop their technologies and strategy, primarily by finding opportunities in networks and physical things. Their connected product platform bergcloud.com and it's first product Little Printer are released this year. berglondon.com

James Bridle

James Bridle is a writer, publisher and technologist. His writing has been featured online and in print in *Wired*, *Domus*, *Icon* and others, as well as a regular column in the *Observer*. His work has been exhibited in galleries in Europe, the US, and Asia, and he speaks at events worldwide about culture, technology and the network. His work can be found at booktwo.org

Jason Bruges

Jason Bruges Studio, formed in April 2002, design and build interactive installations across 4 key sectors. These sectors include architecture, art, experiential marketing and lighting design consultancy. The company has a design studio and workshop in house, all based in Old Street, London, the hub of the creative and digital industry in Europe. The studio has also recently expanded to include a team based in New York, USA. The studio produces innovative and engaging spaces that connect people with their environment. The studio generates significant press interest and has received several prestigious design awards including The Lighting Design Of The Year Award for Platform 5 and more recently have been nominations for The Brit Insurance Design Of The Year for both Mimosa and The Green Box Project. www.jasonbruges.com/

CREATE

CREATE brings inspiring, engaging art and performance to hundreds of thousands of people. By building virtuous circles between artists, creative organisations and locals, we strive to nurture and grow the creative ambitions of our community. We bring art out of traditional spaces and into east London's parks, playgrounds, rooftops and tucked-away places. CREATE invites people to explore the city every summer and to jump feet-first into the extraordinary projects and performances they encounter. We commission and produce work by emerging local artists and established international figures, and bring our young residents behind the scenes with a programme of workshops, skills development and job placements. CREATE is proud to have worked with Assemble, Jason Bruges, Caught by the River, Duckie, Punchdrunk, Sukhdev Sandhu, Joshua Sofaer, Something & Son, Somewhere To, Michael Smith, Station House Opera, Studio Weave, Gavin Turk, Richard Wentworth, You Me Bum Bum Train and Theodore Zeldin. www.createlondon.org

The Decorators

The Decorators are an interdisciplinary group of practitioners working with space, designing experiences that invite people to engage with objects and architecture. Architecture, psychology, landscape, interior and graphic design are their tools. www.the-decorators.net

Erect Architecture

Erect Architecture is an award-winning team of architects led by Barbara Kaucky and Susanne Tutsch. Our projects range from architecture to public space design to different kinds of interiors. We provide full architectural services, interior design, undertake community participation projects and offer fundraising advice. Our solutions are creative and hard-working, tailored to the varied requirements of our clients. www.erectarchitecture.co.uk

Marcus Fairs

A furniture design graduate, Marcus began his journalism career writing for publications including Blueprint, The Guardian, The Independent on Sunday and Conde Nast Traveller. He launched ICON, the international architecture and design magazine, in 2003, and edited the publication until November 2006. Under Marcus, the magazine rapidly established itself as one of the world's most influential and respected design journals, winning a string of awards including Launch of the Year and Designer of the Year in 2003 and Monthly Magazine of the Year in 2005 and 2006. Marcus himself has won numerous awards, including Journalist of the Year (2002) and Architectural Journalist of the Year (2004). He also regularly appears on radio and TV, writing and presenting a documentary about French designer Philippe Starck for the BBC in 2003 and appearing in the major BBC series Home in 2006.

Marcus is founder and editor-in-chief of online architecture and design magazine Dezeen, the world's most influential design website, which gets over a million visits a month. Marcus is author of the best-selling book Twenty-First Century Design, published in 2006 by Carlton Books, which is now sold out and will be reissued in June 2009. His second book, Green Design, was published in March 2009 by Carlton Books. Marcus edited Dezeen's first book, Dezeen Book of Ideas, which was launched in September 2011. www.dezeen.com

Beatrice Galilee

Beatrice Galilee is a London-based curator, writer, critic, consultant and lecturer of contemporary architecture and design. Trained in Architecture at Bath University, and in History of Architecture at the Bartlett School of Architecture, UCL, Beatrice is the Chief Curator for the 2013 Lisbon Architecture Triennale, 'Close, Closer'.

She is the co-founder and director of The Gopher Hole, an exhibition and event space in London, architectural consultant and writer at DomusWeb, and associate lecturer at Central St Martins. She is a curator at the 2011 Gwangju Design Biennale in Korea, which is directed by Ai Wei Wei and Seung H-Sang, and a freelance contributor to a number of international publications on architecture and design. In 2009 Beatrice was invited to work in Beijing as European curator of the 2009 Shenzhen Hong Kong Bi-City Biennale of Architecture and Urbanism. From 2006-2009 Beatrice was Architecture Editor for Icon Magazine, one of Europe's leading publications in architecture and design. In 2008 she won the IBP Architectural Journalist of the Year Award. www.beatricegalilee.com

Gort Scott

Gort Scott was founded by Jay Gort and Fiona Scott in 2007 after meeting at Cambridge University and has quickly become a leading young architectural practice known for their expertise in working within the complex urban environment. Gort Scott's founding principle of making a positive, imaginative and considered contribution to the built environment has seen them design a portfolio of projects ranging from leisure, retail, education, cultural and residential buildings to urban masterplans. Gort Scott's work draws on a commitment to direct relationships with clients and in depth consultation to draw value from existing contexts and create innovative design solutions. Their experience of the planning process and informed use of technology and materials has led to repeat commissions from clients and their designs winning numerous competitions. Gort Scott is a RIBA chartered practice and offers a range of services from design consultancy to detailed design and full project management. www.gortscott.com

Sarah Ichioka

Sarah Ichioka is Director of The Architecture Foundation, a non-profit agency that advances the cultures of contemporary architecture and urbanism in order to enrich lives. Ichioka is also a co-director of the London Festival of Architecture, chaired the advisory panel for the 2010 British Pavilion at Venice, and has served on a wide range of juries including the European Prize for Urban Public Space and the UK Young Architect of the Year Award. Ichioka was Consultant Curator for the exhibition *Global Cities* at Tate Modern and Exhibition Content Coordinator for the 10th Venice Architecture Biennale, for which she also coedited the catalogue.

Amongst other previous roles, Ichioka has been a founding Research Associate of the Urban Age, an interdisciplinary project investigating the future of global cities, and a Community Development Fellow at New York City's Department of Housing Preservation and Development. She trained at Yale University, the University of Paris, and the London School of Economics & Political Science.
www.architecturefoundation.org.uk

It's Nice That

Launched in 2007, It's Nice That exists to champion creativity across a whole host of art and design disciplines. We publish and promote exciting, original and engaging work from both established names and talented newcomers online, in our magazine and through our series of live events.

Rob Alderson has a background in newspaper journalism and joined It's Nice That in July 2011. He oversees all editorial across the website and the publications. www.itsnicethat.com

Kieran Long - The Evening Standard

Kieran Long has worked for 12 years as a journalist and editor with architecture and design magazines. I have also curated exhibitions, written two books and appeared on a wide variety of broadcast media commenting on architecture and the city.

Now as a journalist, broadcaster and design consultant with a wide variety of institutions and firms, am currently the architecture critic of the Evening Standard newspaper, am filming a television series about historic architecture for BBC2, and am pursuing a PhD in the history and philosophy of architecture at London Metropolitan University. One of my main activities at the moment is consulting for the London Development Agency and Design for London, for example working on the London Housing Design Guide as a policy advisor and writer. Kieran Long is the assistant director of the 2012 Venice Architecture Biennale.

Loop PH

Loop.pH is a London based art and design studio intervening at an urban scale to re-imagine life in the city. The studio was founded in 2003 by Mathias Gmachl and Rachel Wingfield to create a new design practice reaching beyond specialist boundaries, mediating between digital & biological media and facilitating participatory design and urban crafts. Loop.pH specialize in the design and fabrication of ephemeral textile architecture and living environments to create urban interventions informed by ecologically based parametric design and principles of community engagement. The studio has consulted on creative strategies and future scoping for industry, start-ups and the public sector with healthcare and regeneration agencies. Recent R&D has been supported by the Leverhulme Trust, Medical Research Council, Audi Design Foundation and the Technology Strategy Board. Their installation work can be seen in the permanent collections of the Museum of Modern Art (MoMA), NY and the V&A Museum, London. www.loop.ph

Tracey Neuls

Tracey Neuls has, over the last 9 years, established herself as a vital force in contemporary design. Since graduating from Cordwainers, she has built a reputation for innovative yet idiosyncratic shoe making. With a string of awards under her belt (including New Generation, Design Week Benchmark, and Royal Society of Arts), she continues season upon season to present mould-breaking collections - unique yet always distinctively Tracey Neuls. Tracey is the author of TN_29 and signature Tracey Neuls. Like Eileen Gray last century (to whom she has been compared), her work shuns mainstream fads, opting for a more timeless approach. Each shoe bears the mark of a questioning mind and instinctive feel for form and material. She describes herself as sponge-like - attracted to the small things in life. Fugitive moments that have inspired, forms and textures she has moulded or admired, re-surface in her collections. If you like playing detective, the details worked into her designs - maps imprinted into the sole, the upper pulled down over a heel, a fastening that mimics a stationery clasp - are clues to be discovered. www.tn29.com

Office Sian

Office Sian is an RIBA Chartered Architecture and Design Studio based in London. Established by Architect Gurmeet Sian, the studio is involved in a number of domestic, corporate and arts projects, for both private and developer clients in the UK and abroad. Office Sian also works with various charity organisations in and around London. Office Sian's completed commissions have been shortlisted for international, national and local architecture and arts awards. The 'Hackney Shed' Project was shortlisted by the Architect's Journal as one of the 24 best small projects in the UK, and the 'East End' Project was chosen by New London Architecture as one of the 50 Best Home Improvement Refurbishments in 2010. www.officesian.com

PearsonLloyd

PearsonLloyd is a London based design studio working across a wide variety of disciplines including furniture, product, transport and the public realm. The studio was founded by Tom Lloyd and Luke Pearson in 1997. Tom and Luke met while studying at the Royal College of Art in the early 1990's, and the partnership was formed out of a shared desire to bridge the often disparate cultures of furniture and product design. The natural territory for our design practice lies within the commercial and industrial realities of mass production, where we believe the challenges and opportunities for the profession are at their most alive. We thrive on the restrictions imposed by product type, function, material, process, market, client and all else that defines the brief. Within this context, our practice is as much to do with observation and collation as with pure invention. In contrast, the opportunity to define new patterns of behaviour and types of product that is stimulated by the constantly developing socio-economic trends and technologies of today's global economy is one we embrace daily. At either end of the spectrum, our desire is to produce compelling solutions that are intelligent, appropriate and timeless, and contribute to what for us, is the still embryonic craft of industrial design. www.pearsonlloyd.com

Something & Son

Something & Son is a design practice rooted in a long history of British inquisitiveness and experimentation, applied to the creation of a more sustainable world. Their work reflects our varied backgrounds and shared passion for social enterprise, the environment, engineering and art. Something & Son create popular, provocative and witty work that tackles the big design and social challenges of our time. A keenness to collaborate has led us to work alongside swift experts, mushroom men, scrapyards merchants, farmers, scientists and sociologists. www.somethingandson.com

Studio Weave

Studio Weave is a young and energetic architecture practice working on a diverse mix of projects across the country. Our work ranges from furniture and exhibition design, through shelters, follies and buildings, to urban landscapes and urban planning. We have experience working with both public and private clients and in collaboration with a diverse network of craftspeople.

Since setting up in 2006 we have delivered a number of award-winning projects including 'The Longest Bench', a seafront regeneration scheme in Littlehampton, West Sussex; 'Freya and Robin', two allegorical pavilions peering over Kielder Water in Northumberland; and the 'Floating Cinema', a project for the Olympic Delivery Authority to transform a canal boat into a travelling host for film screenings. www.studioweave.com

sugru

sugru is the exciting new air-curing rubber that can be formed by hand. It bonds to most materials and turns into a strong, flexible silicone rubber overnight. Developed by a team of product designers and materials scientists, sugru's patented technology is unique in its combination of hand-formability, self-adhesion and flexibility when cured. It feels like modelling clay, and it's that easy to use too. Once cured, its durable properties mean it's comfortable in extreme environments from the dishwasher to the ocean to Antarctica. sugru.com

super/collider

Founded in 2006, super/collider is a not-for-profit collective devoted to exploring & promoting science through the creative industries. Working with illustrators, photographers, filmmakers, artists, designers and other creative folk, they draw on the myriad worlds of science to create and commission art exhibitions, installations, expeditions, publications, products and content for a variety of websites and magazines –

ranging from AnOther to Vice. Recent projects include the Handcrafted Particle Accelerator, a rooftop summer solstice party, a fieldtrip to Sweden to witness the Transit of Venus and a project for the Design Council exploring the interface between science and design. Upcoming projects include a publication on subatomic particles, a look at the Deep Future beyond the year 3000 and a very special dinner party celebrating mankind's last steps on the moon.

As their name implies, super/collider revel in bringing people together to see what such collisions reveal – creating projects that mix scientists and stylists, chemists and creatives, artists and astronomers.

www.super-collider.com

Technology Will Save Us

Technology Will Save Us exists to educate and enable people to make and experiment creatively with technology. Whether it be learning how to sew, garden, build furniture or bake bread – the desire to produce, invent, make and fix things is re-emerging in London. There are also skills we have never actually learnt about, which are key to understanding many of the modern technologies we take for granted. We see an opportunity to 'pre-skill' people around these modern technologies and see what new services and products we can create together. We believe technology can play a much more creative role in people's lives. Technology Will Save Us. www.technologywillsaveus.org

Tomorrow's Thoughts Today

Tomorrow's Thoughts Today is a London-based think tank exploring the consequences of fantastic, perverse and underrated urbanisms. TTT reacts against a torrent of professional conservatism in the urban and regeneration industries and seeks to revive dormant ideas as new sources of inspiration from para-disciplinary fields. Often this leads to reappraisals of dysfunctional milieu. We want to know why pop, pulp and vulgar are so engaging and persistent. www.tomorrowsthoughtstoday.com

Troika

Troika is a London based studio founded by Eva Rucki, Conny Freyer and Sebastien Noel who are known for their experimental practice and projects that employ a cross-disciplinary approach and intersect between sculpture, architecture, and contemporary installation. Often merging technology with their projects as a point of departure but also to actify their installations, their work explores the intersection of rational thought, observation and the changing nature of reality and human experience. Since establishing the studio in 2003 Troika's work has been exhibited, amongst others, at the Victoria & Albert Museum London, The Art Institute of Chicago, Tate Britain and MoMA New York. In 2010 Troika were selected to create three art installations for the UK Pavilion at the World Expo Shanghai. Troika's work is represented in the permanent collections of the Israel Museum Jerusalem, British Council, The Art Institute of Chicago, Victoria and Albert Museum and the Museum Of Modern Art New York. www.troika.uk.com

We Made That

Established in 2006, We Made That is an architecture and design studio concerned with a broad range of different disciplinary and cultural contexts - predominately delivering work in the public realm. Drawing on wide experience from architectural practice, they approach projects through a process of discovery and invention, seeking to produce considered, pragmatic and charming designs. We are committed to conversation and collaboration throughout the design process as a method of developing unique spaces and delicious objects. Our Practice relishes opportunities to develop creatively diverse solutions to everyday problems and to bring these proposals to fruition.

Dominic Wilcox

Dominic Wilcox is a British designer who creates unique and innovative objects, drawings and installations. His work has been exhibited and published extensively worldwide. After studying a degree in Visual Communication at Edinburgh College of Art, followed by a period of time living in Japan, Wilcox later undertook an MA at the Royal College of Art on the renowned Design Product course led by Ron Arad. Since 2002 Wilcox has worked on his own projects as well as major art and design commissions for organisations such as Nike, Vipp and Esquire. In 2009 he started a Webby award nominated ideas site called Variations on normal, where he puts his sketchbook ideas and observations. He is currently developing new work, experiments and ideas. www.dominicwilcox.com

Hackney Design

By Marcus Fairs

Hackney is London's right-brain hemisphere, home to a greater concentration of talented designers than anywhere else in the city – and quite possibly of any district of any city in the world.

World-class design studios across the borough create furniture and lighting, vehicles, buildings and products that are recognised internationally and that win awards around the globe. Earlier this year the Design Museum named the London 2012 Olympic Torch, designed by Shoreditch-based industrial design company **BarberOsgerby**, as the Design of the Year. Last year the same accolade went to another product of Shoreditch: the Plumen low-energy light bulb, designed by **Sam Wilkinson**.

Shoreditch is also home to **Jasper Morrison**, one of the greatest product and furniture designers of our time, and **PearsonLloyd**, who revolutionised business-class air travel with their 2003 fold-flat bed for Virgin Atlantic, to name just two more.

Elsewhere in Hackney are dozens of similarly important and influential studios, including many of the young design talents that have been tipped as future stars. **Okay Studio**, **Philippe Malouin**, **Stuart Haygarth**, **Dominic Wilcox** and **Paul Cocksedge** are just a few of the names that are already on their way to becoming major international figures.

Designers are drawn to Hackney because of its unique mixture of location and culture: it's close to the centre of London yet is raw, vibrant and diverse: it's a rich source of the kind of edgy, avant-garde inspiration that all creative individuals thrive on.

It's not just furniture, lighting and product designers who cluster here. A new wave of young, technology-savvy studios are making waves with projects that cross the boundaries between design, science and art. **Jason Bruges** has made a name for himself with his high-tech installations and now younger designers and studios such as **Revital Cohen**, **Troika** and **BERG** are blazing a trail in this arena.

The Designed in Hackney Day that Dezeen is curating at Hackney House on 1 August will see many of the exciting designers mentioned in this article explaining both their work and their relationship with this dynamic, inspirational area of London. For more details, plus a blog showcasing many of the best designs from Hackney as well as a map locating the best creative in the borough, visit www.designedinhackney.com

Marcus Fairs is editor-in-chief and founder of online architecture and design magazine Dezeen: www.dezeen.com. This article was originally written for the Hackney House brochure.

Hackney House

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www.twitter.com/hackneyhouse

Hackney House has been created by Hackney Council with the support of UK Trade & Investment. It is a 1,000sqm urban pop-up space in Hackney's Shoreditch district which will showcase the area's business and cultural offer during the 2012 Olympic and Paralympics Games. The project is a partnership between London Borough of Hackney and UTKI and is supported by private sponsorship and membership.

During the day Hackney House will host a series of events based around themed days, these include tech, creative tourism, fashion and expo style events and conferences. The aim is to show the world what Hackney and East London have to offer and increase investment and jobs in the area. At night Hackney House will showcase performance. From local artists singing and performing to the area's top comedians and cabaret artists.

Hackney House will be home to the world's top non-sports media who are here to report on the incredible socio and economic legacy of the 2012 Games. Our vision is about using Hackney House to bring new investment to the borough and supporting those local businesses with their plans for growth.