

LONDON DESIGN FESTIVAL 2025

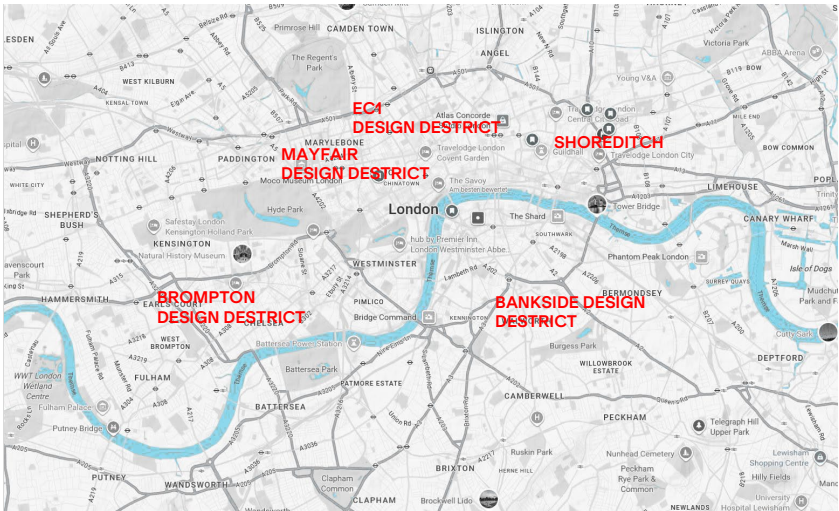
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ABOUT LONDON DESIGN FESTIVAL 2025

The 23rd edition of the London Design Festival took place from **September 13 to 21, 2025**. With over **300 events** across **10 official Design Districts**, the city transformed into a hub for contemporary design over the course of nine days. The festival was supported by the **Mayor of London, Bloomberg Philanthropies, and Lotus**, among others. Highlights included landmark installations, exhibitions, talks, and collaborations with museums and brands. Overall, the design fair is a stage for the experimental design solution and not mass-related outcomes. Is a playground for creatives.



LONDON DESIGN FESTIVAL, 17-18. Sept. 2025, London

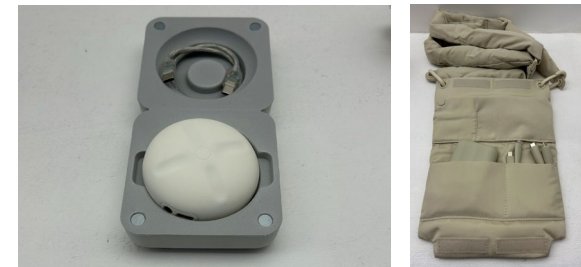


1. USER EXPERIENCE IS KING

Consumer Electronics Premium Brands showcases solutions that focus on niche product use and a unique experience. Complemented by high-quality materials and production, it underlines the distinctive design archetype. Emotionally driven design and “must have” feeling of design appearance.



Sigma / inhouse



STEMTECH / inhouse



Caligra / Pentagram

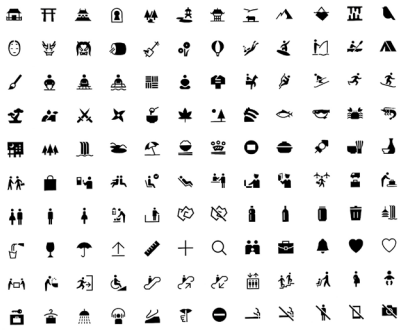
2. CELEBRATE GRAPHIC DESIGN AND UI/UX

Japanese rituals and their cultural significance are translated and decoded into pictograms. The country's essential characteristics distilled to their core. A breath of fresh air to celebrate graphics and pictograms in a fast-paced, AI-generated mass culture of icons.

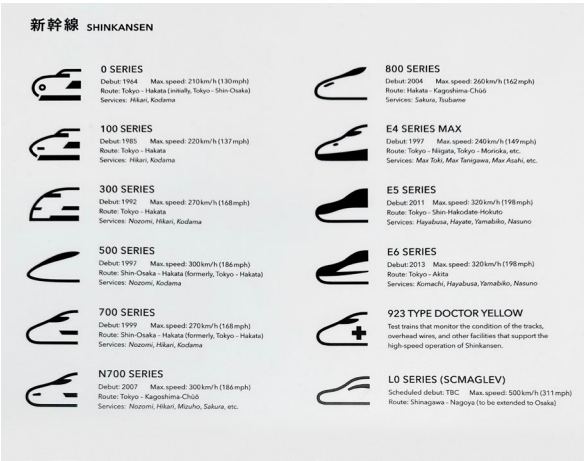


The Tokyo Olympic Games, 1964

EXPERIENCE JAPAN PICTOGRAMS

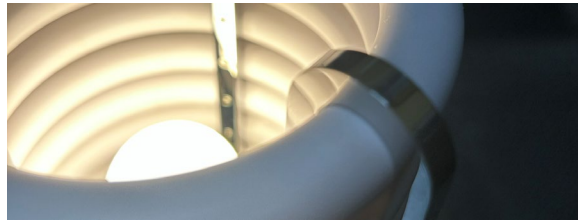
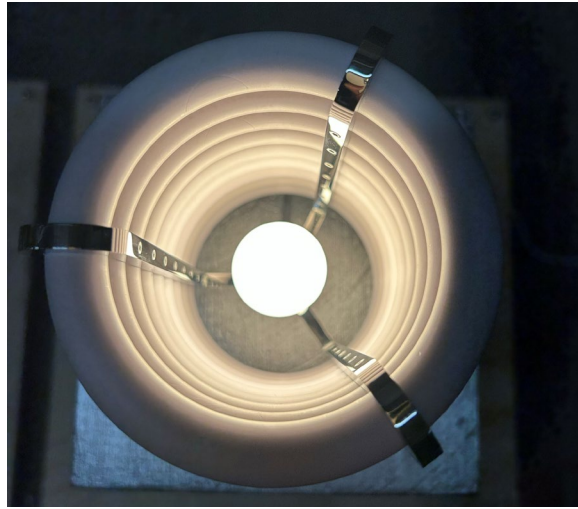


The Nippon Design Center, 2019

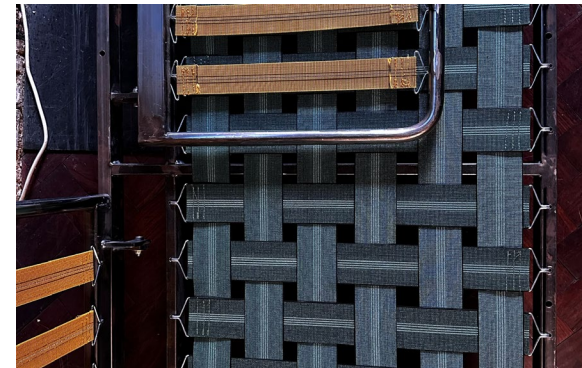


3. UP CYCLING

Existing materials and products are recontextualised and enhanced through the application of unique CMF (Colour, Material, Finish) characteristics, becoming new products with bold traits. It shows how creative designers can experiment with fixed-form solutions and bring them into another perspective.



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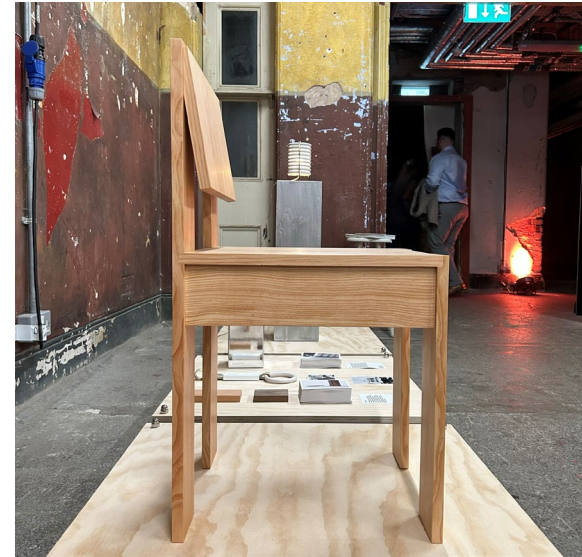
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4. JOINERY- THE PASSION OF CRAFTSMANSHIP

Refinement in detail. Inspiration from classic craftsmanship reinterpreted. Single material used to meet sustainability requirements. Simple disassembly allows for the combination of new items as well as shipping or recycling.



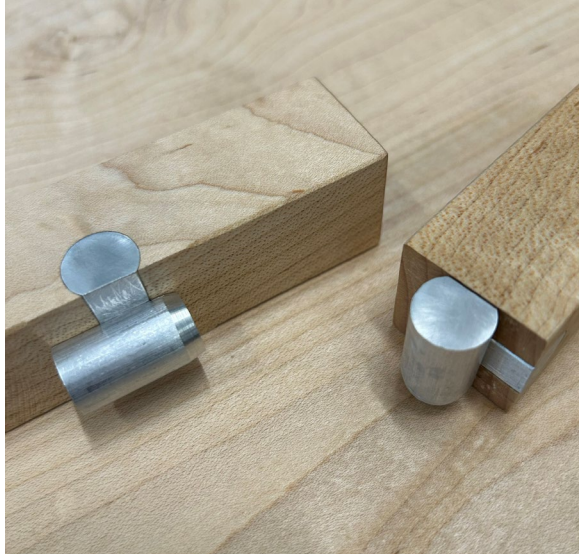
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Akasaki&Vanhuyse



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5. 3D PRINTING IS EVERYWHERE

3D printing is being used more creatively, offering more possibilities for small series, new design characters or more creative CMF finishes. Additionally, a channel for faster visualisation of product solutions. Minimising costs and risks. Giving the customer a different experience and a new stage of solutions.



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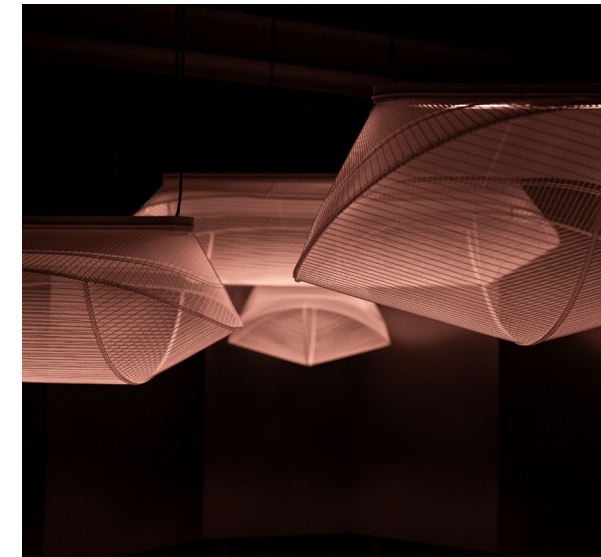
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6. ALL ABOUT A STOOL

A stool as a new canvas, a playground for creative experiments. Anything is possible, new visual appearances and emotions; only the interaction with the user remains the same - just a stool.



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7. ACCESSOIRES - A SANDBOX FOR EXPERIMENTS

A playground for experimentation, material trials, graphic characters or sculptural objects. Focusing on more art and unique pieces, rather than mass production and broader acceptance.



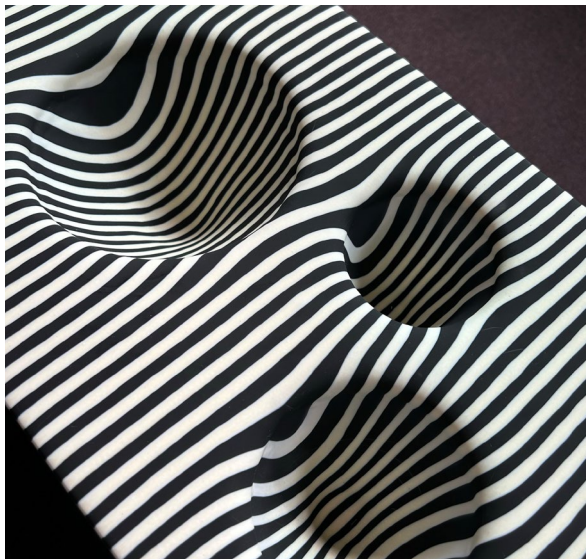
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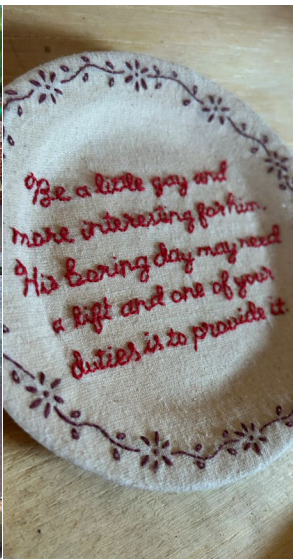
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Steinunn Bjarnadottir



Chaeun Kim



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8. NEW FACETS OF WOOD

Wood is a natural material that captivates with its character and not just its perfection. Reuse, recombine or break new ground in finishing. Strengthen and showcase character, making products appear unique.



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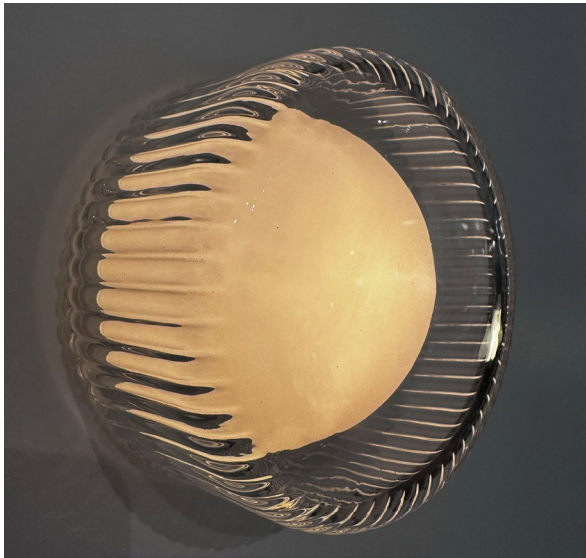
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9. JUST A LIGHT

The festival brought a big array of lights. Simple, classic archetypes with subtle new expressions. Fascinating details, different structures, and unexpected material solutions.



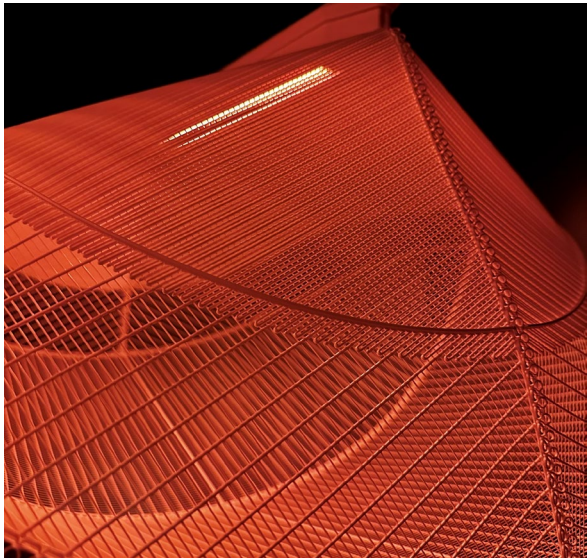
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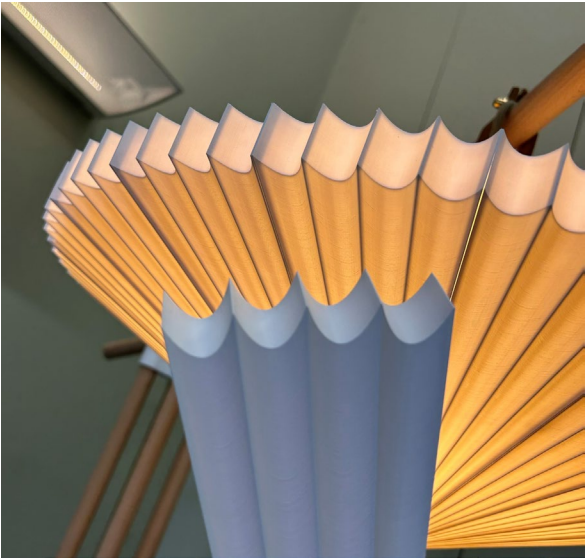
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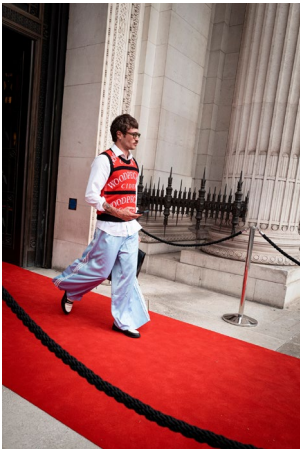
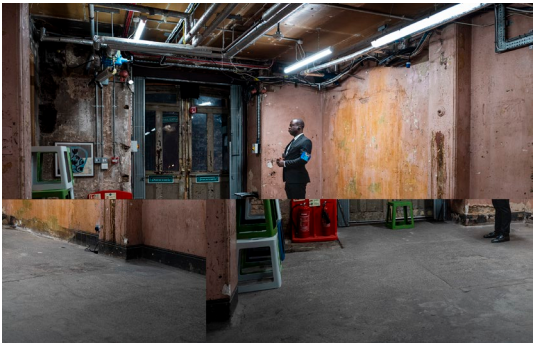
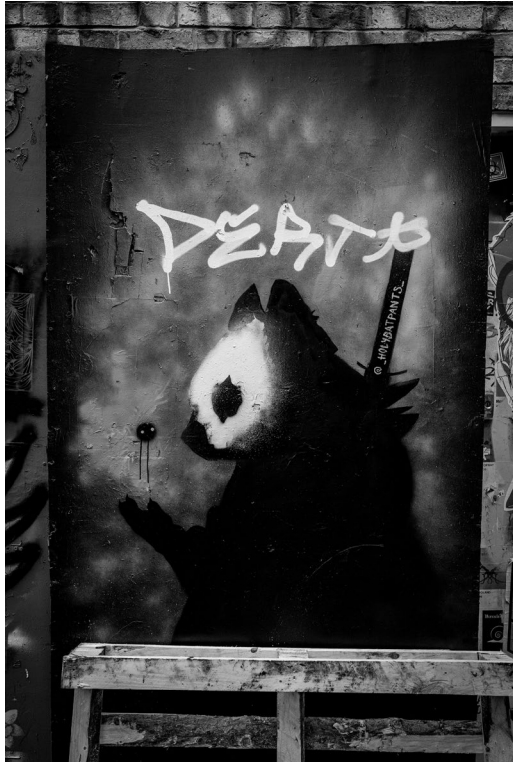
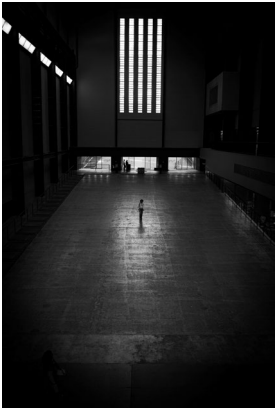


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IMPRESSIONS OF A METROPOLIS



* The designer/company has not been specified.
Please be aware that we sent a representative to the fair, and
that is what he brought back for inspiration for the team.
We will be happy to give ownership of the work we use as
examples here. Please get in touch with us to request a credit.

IMPRINT **2025**

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