

FoodMarketo

An everyday life market

About FoodMarketo

FoodMarketo is a joint project by *Apartamento* magazine and DesignMarketo. Both ventures are interested in the design sphere and decided to collaborate for *FoodMarketo*, an exclusive event at the Milan Design Fair 2010. After the huge success of the event, we would like to reiterate the event and do a London version for the London Design Festival 2010.

FoodMarketo will be a pop up shop and gallery, selling contemporary design objects (made specially for this event), a Lab presenting a selection of handpicked designers, as well as showcasing the last issues of *Apartamento* Magazine.

For *FoodMarketo*, we invited a range of international designers to react to a brief based around coffee (as a drink and as a place). We will select twenty objects to be made and presented for the first time during *FoodMarketo*. Two London based designers have been specially commissioned to design furniture for our shop and event space. We will also invite a few 'guest' designers to organise workshops during the week.

What: Popup shop, Lab, and workshops

Where: London Brompton District

Address: FoodMarketo
8B Egerton Garden Mews
London SW3 2EH

When: 18—26 September 2010

Why: Presentation of a new collection of products together with emerging designers.

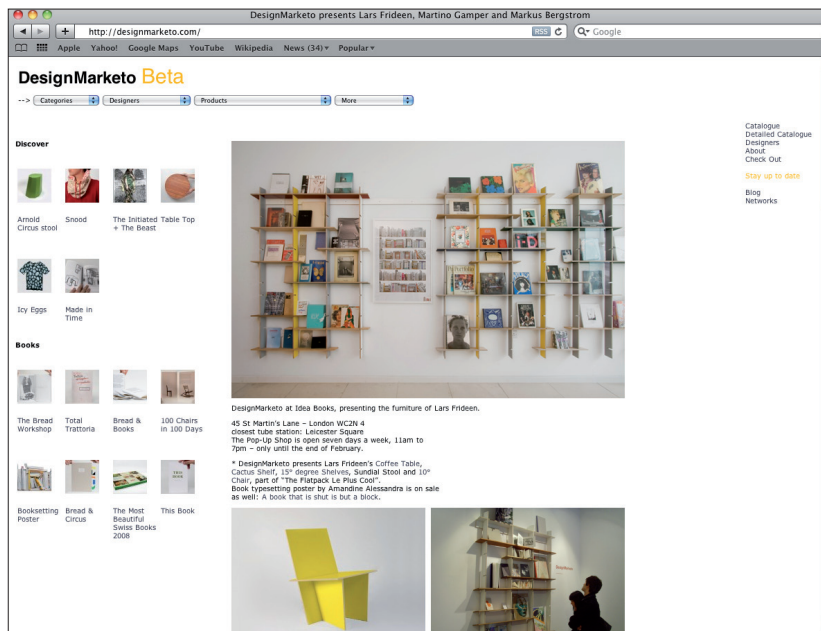
How: with you!

About DesignMarketeto

www.designmarketeto.com

DesignMarketeto is a shop and platform (online and on occasions as pop-up shop) selling and promoting a handpicked collection of designer's products and projects. We started off with a range of designers operating in the London area — mostly in East London — and mostly through personal encounters within our networks. Meanwhile our reputation and experience has grown to include a wider range of designers and our vision is of having a global sight and outreach — the selection of designers is concerned as well as our fields of operation.

Recent events include *FoodMarketeto*, a pop up shop and workshop at the Milan Furniture Fair, a pop up shop for the *London Design Festival* (2009), a pop up shop at *St Martin's Lane Hotel* and a spread in *Wallpaper* magazine (March 2010).



DesignMarketo: Lab

The DesignMarketo Lab will be showcasing between 5 and 7 young designers from UK and abroad. We will ask them to present a *work in progress* (based on food), and to share with the audience their *way of thoughts*, exhibiting the various steps of their own research: drawing, mock-ups, tests, experiments (etc) by showing 2D and 3D models and illustrations. We want to keep the ‘curating’ of the space quite loose, giving the chance to each of them to maybe interact between each other, or to use the space and the audience to develop their research.

For this, we would like to use the larger space available on the first floor.

Coffee and Friends

Presented as a similar set-up as during the Milan Furniture Fair FoodMarketo, we would like to create an environment mixing a shop, a cafe, and a workshop.

The *shop* will be selling product made by young designers who responded to a brief (tailored for this event) about Coffee (as a drink, as a place to meet, to relax, etc). The brief has already been sent, and we will select a range of 20 products that will be available to buy in situ.

The *cafe* will be serving fresh coffee, tea, cold drinks and light food (tbc). Visitors will be able to sit down and relax, looking at the displayed products, speaking to the designers or taking part to one of the workshops. More than 60% of the designers selling products at *FoodMarketo* in Milan were present in our space during the week.

The *workshops* were a huge success in Milan, and brought us a great deal of visitors. For our event in London, we are thinking to do workshops based around coffee, and drinks in general: tea tasting, wine tasting (tbc), pastry making, beauty salon, bread workshops, etc.

For this, we would like to use the smaller space available on the second floor.

Contact

Feel free to get in touch with one of us if you have any questions. We are very much looking forward to collaborate on this project. Many thanks for your time and support.

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London Design Festival, 18—26 September 2010

Thank You!