

PAD London: 15 Years of Design in Mayfair



'Crushed Love'. Courtesy of Ammann Aallery. © Gimhongsok

PAD London, the renowned international design fair, reopens celebrating its 15th anniversary this Frieze week in Mayfair's Berkeley Square

Since PAD London was founded in 2007 by Parisian antique dealer Patrick Perrin, it has remained the only fair in the UK exclusively dedicated to 20th-century and Contemporary **Design**. Attracting approximately 70 galleries from Europe, Asia, and North America, the design fair draws a diverse audience, from collectors, consultants, interior experts and art connoisseurs to casual browsers and the general public.



Assiette de la mer by Superpoly. Courtesy of Florian Daguet-Bresson

Patrick Perrin commented on the milestone anniversary of the fair: “Over the course of fifteen years, our dedicated efforts have transformed PAD London – the only design fair in the UK – into the popular and vibrant platform it is today: a place of boundless inspiration, dedicated to **creativity**, quality, learning and discovery for all.”



Blonde Drinks Cabinet by Christopher Kurtz (2022). Courtesy of Sarah Myerscough

Eight prominent contemporary and high-end **jewellery** galleries will also take part in the fair. **Elie Top** will make his debut at PAD, unveiling jewellery inspired by nature; an emerald crocodile Bouclier ring and a diamond Serpent cuff adorned with rubies are featured. **Elisabetta Cipriani** presents jewellery by male artist jewellers of Italian heritage, emphasising traditional techniques.



Lose Control Table (2021) by Mircea Anghel. Courtesy of Mircea Anghel © Richard John Seymour

PAD London has always included renowned designers but this year many more new 20th century-designers will be amongst the more familiar names, including [Giulia de Jonckhere](#), who is collaborating with the Belgium-based gallery [New Hope](#) and Luiz Kessler who will be presenting a selection of 20th-century Brazilian furniture by renowned designers like [Lina Bo Bardi](#), [Jorge Zalszupin](#), and [Jose Zanine Caldas](#), among others.

[PAD London](#) will be taking place from the 10th to 15th October 2023 at Berkeley Square, Mayfair.