PAD
LONDON
DESIGN



PAD LONDON AFFIRMS ITS POSITION AS THE UK'S PREMIER DESIGN FAIR DURING LONDON'S MOST IMPORTANT CULTURAL WEEK

A new generation of collectors, record opening attendance and influx of international buyers fuelled robust sales at the fair's 18th edition

LONDON, 19 OCTOBER 2026 – PAD London's 18th edition, which took place in its iconic location on Berkeley Square from 13 - 18 October 2026, concluded with solid sales spanning from museum-quality historical works to visionary contemporary pieces and exquisite jewellery. Acquisitions were driven by a new generation of collectors, the appetite of international buyers and a particularly active London market. Visitors were out in force at the UK's premier design fair, eager to discover highlights from the 67 prestigious exhibitors from 18 countries across the UK, Europe, Asia, US and the Middle East, including 12 newcomers.

A new generation and attitude to collecting

This iteration welcomed a new generation of collectors, aged between 30 and 45, that collect across both art and design. Rather than limiting themselves to one discipline, this demographic is drawn to craftsmanship and narratives. This new attitude to collecting perfectly aligns with PAD, which creates a dialogue between disciplines, eras and styles through carefully curated juxtapositions and encounters across the fair. Reflecting the rising appetite for cross-collecting, and the exponential growth of the design market, major art collectors attended the collector's preview, such as Maja Hoffmann, Patrizia Sandretto Re Rebaudengo and Patricia Marshall. Many galleries reported strong sales and a positive experience:

- **VOENA** enjoyed an excellent start to the fair, selling a rare painting by Michelangelo Pistoletto (b.1933) for £250,000. Presenting both design and art pieces on their booth, the gallery noted the cross-pollination between the two disciplines amongst young buyers. *"We see a shift in the collectible design world towards younger buyers who want to imbue their homes with unique works and stories. It's been wonderful to bridge the gap between the art and design world".*

- **Yves Salomon Editions**' booth drew considerable attention, selling several pieces by Carlo Bugatti (1856-1940) to new and established buyers for £25,000 each. They explained that this edition welcomed affluent international buyers collecting across various disciplines and confirmed that they will be returning to PAD London next year.

- Contemporary design gallery **Objects with Narratives** reports that all their sales were by new collectors, with many art collectors acquiring design pieces for the first time. Sofie Middernacht's (b.1985) PAD London debut was met with an astounding success, with all her works on the booth selling out (c. £28,000 - £37,000 per piece)

- A world-class authority on Portuguese and Brazilian modernist design, **Bessa Pereira** sold as many works of art as historic design pieces during their PAD London debut. The gallery presented *The Ways of Seating*, an exceptional showcase of chairs, stools, and sofas by acclaimed masters such as Joaquim Tenreiro (1906-1992), Sérgio Rodrigues (1927-2014), Zanine Caldas (1919-2001), and Carlo Hauner (1927-1996).

- South Korean gallery **Lloyd Choi** reported on meeting new international clients in their 30s as well as established ceramic collectors. They confirmed that they will return to the fair next year due to PAD London being *"a great platform. Without it, many of the conversations we've had this week wouldn't have happened."*

- **Initio Arts & Design** sold over half of their booth and met many new clients aged between 30 and 40 years old. They were delighted by the fair's *"buzzy atmosphere"* and observed that this edition allowed them to connect with buyers who don't usually come to fairs in Europe.

- Specialising in 20th century design, **Gallery B.R** sold one of their principal pieces to a new collector, noting that this edition welcomed significantly more new collectors than previous editions.

A rise in international collectors

- New collectors from the Middle East were evidenced at the booth of **Galerie Boketto**, which sold most of their pieces to clients from Kuwait. Notable sales include the *Arachne chair* by Wojtek Jozefowicz, an *ABCD Sofa* by Pierre Paulin (1927-2009) and the floor light *Dark Romance* by Thibault Philip (b.1996) which was acquired within the first 7 minutes of the fair. The gallery was pleased to announce that they will be returning next year.

- Debuting with their groundbreaking collection *77*, **Nikos Koulis Jewels** also met new collectors from the Middle East, remarking on the affluence and connoisseurship of the buyers.

- **Buccellati** was thrilled by their PAD London debut, explaining that their participation reflected a *"desire to further strengthen Buccellati's relationship with the international world of collecting"* noting PAD London's capacity "*to attract all the international clients present in London"* during this crucial week.

- **Georges Lenfant x Durazzo** had a very successful debut at PAD London, selling the majority of their pieces and having ongoing conversation for further acquisitions. 50% of their new contacts hailed from Turkey, and they met many emerging collectors. The gallery noted on the new collecting zeitgeist: "*when has good quality in design ever been this relatable"*?

- Newcomers **MAY – Maylis and Charles Tassin** were delighted with their first participation at PAD London. They connected with over 200 serious buyers, ranging from interior decorators and architects to private collectors. They remarked on the *"wonderful appetite of London collectors"* and the new hybrid collecting approach combining art and design. They also confirmed their return to PAD London next year.

- **Charles Burnand Gallery** was thrilled that their participation at PAD London generated a high number of visitors to their new flagship space on Bruton Place.

They also reported on meeting many collectors from the Middle East and receiving numerous commissions for the works they showcased by new representation Niamh Barry and the British designer Ian Milnes.

- Lebanese gallery **PIK'D** connected with new collectors from the US and felt that this edition welcomed more curious and serious buyers. Amongst the gallery's notable sales were the seductive glass *Almond Tree Centerpiece* and *Judas Candle Holder* by Simone Crestani (b.1984).

- **Sarah Myerscough Gallery** sold works to a new collector from India and reported meeting buyers from the Middle East, Morocco, and the US. The gallery remarks *"kicking off the season at PAD was an energizing experience. Our focus on crafted, material-based work resonated strongly with visitors, capturing a real appreciation for quality, process, and natural materials".*

A record start followed by sustained robust sales

This year's edition welcomed 34,000 visitors, with over 2,000 collectors visiting PAD London within the first two hours. Strong sales were achieved from day one, followed by a steady stream of acquisitions throughout the duration of the fair.

- **Galerie Kreo** had an excellent start to the fair, selling the majority of their booth on the first day. The pieces sold ranged from contemporary to historical pieces including *Leopard Console* by Jean-Baptiste Fastrez (b.1984) and *Quobus 1,3,6 multicolored* by Marc Newson (b.1963), both for £42,000, as well as a rare Robert Mathieu (1921-2002) *Floor lamp* for £25,000.

- Returning US gallery **Friedman Benda** met on the first day *"people across the spectrum: new and established collectors, curators and interior designers"* they added that *"everyday was busy"* and that they sold throughout the fair.

- **Adrian Sassoon** kickstarted with strong sales during the collectors' preview, followed by important acquisitions the following days. They noted a significant rise in the number of visitors this year. Highlight sales included ceramics by star-ceramicist Kate Malone (b.1959), *Floating Chandelier; Spirea* and *Floating Chandelier; Pistia* by Junko Mori (b.1974) and a series of large porcelain bowls by Hitomi Hosono (b.1978).

- Works by contemporary designers Jeremy Anderson (b.1977) at **Gallery FUMI**, Tiffany Bouelle (b.1992) at **Dumonteil Design** and Philippe Anthonioz (b.1953) at **Galerie Dutko** all received considered attention from collectors on the first day. This was amplified by the PAD London prize jury who awarded the designers honorary mentions.

PAD London returns to Berkeley Square for its 19th edition from 12-17 October 2027

NOTES TO EDITORS

ABOUT PAD LONDON

Founded in 2007 by fourth-generation Parisian antique dealer Patrick Perrin, PAD London is the only fair in the UK exclusively dedicated to historical and contemporary design. The week-long event takes place every October during Frieze within an elegant tent pitched on Berkeley Square, in the heart of London's affluent Mayfair district. PAD London is the sister fair to PAD Paris which was launched in 1998 and takes place every April in the Jardin des Tuileries. In July 2026, PAD launched its first-ever edition in Saint-Tropez, taking over Maison Jean Despas on the legendary Place des Lices.

A permanent fixture of the two capitals' vibrant art and design circuits, PAD fairs have become a byword for connoisseurship, exquisite taste and curatorial flair, showcasing the very best in modern and contemporary design from the world's leading galleries. With their distinct approach to collecting, PAD fairs epitomise how artistic genres across time and periods interact to reveal surprising combinations and create eclectic, unique and striking interiors. Their refined setting is designed to inspire collectors, art consultants, museum experts, interior specialists, design practitioners and the public, making PAD the only event of its kind.

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