

## **Text by Blaire Dessent**

After two-years of online only activity, PAD London returns for a week of celebrating design, craftsmanship and innovation in an elegant tent in London's Berkeley Square, in the heart of Mayfair. With a mix of contemporary and 20th century design galleries and projects, the fair will highlight new talent as well as established names, new techniques and innovations in materials and sustainability, and how age-old methods are informing cutting edge work.

PAD London was established in 2007 and remains the only design fair

in London to focus on 20th century and contemporary design. Running concurrently with Frieze Art Fair gives PAD a unique edge, pushing forward the value of seeing design along with fine art and how collectors, industry professionals, as well as the artists and designers themselves, can be inspired and excited by these shared connections.

For this year's edition, PAD will spotlight certain relevant themes in design and craft including Sustainable Design – through work being presented by designers like Fernando Laposse (Sarah Myerscough)



and the design-duo, ad hoc, (Ammann Gallery); the land and reuse of natural resources as seen in the wood works by Nic Webb and Julian Watts (Sarah Myerscough), or a new table by Studio T-Sakhi. Heritage and Innovation are on display through the work of Italian-Taiwanese duo, Vezzini and Chen, who will present a new glass installation, while American artist, Alex Zablocki presents stunning ceramic vessels made with remains of utilitarian vessels. Spazio Nobile Gallery will present work by Bela Silva and a new Urushi paper bench by Loewe Craft Prize finalist, Pao Hui Kao.

What has always distinguished PAD from other design fairs is its presentation of 20th century design icons with contemporary design. Eclecticism and originality are on view in such unique dialogues as Nilufar, who will show examples of legendary 1960s Brazilian design alongside the retrofuturistic work of David/Nicolas and the sleek metal furniture of Xavier Lust, and the Athens-based gallery, Stefanidou Tsoukala, who will present work by two contemporary Greek artists, Vana Xenou and Liana Vassalou, together with work by French modernism and late 1960s American

## furniture.

Many leading interior decorators and designers will be making their first appearance at the fair, such as Charles Zana, who will premiere his new furniture line, and UK-based designer, Francis Sultana. Recycled materials in high-end jewellery will be on display at the fair this year as will unique wearable art pieces, including a new collection by Italian artist, Giuseppe Penone, as well as other stand-out jewellery.

Patrick Perrin, Founder and CEO of

PAD fairs, says: "It is a joy to be back in London. This new edition of PAD captures all the elements that constitute the fair's DNA: a curated gathering of the world's most visionary gallerists and creators, driven by a common goal to champion exceptional work, new talent, innovation and craftsmanship; a desire to inspire the most spectacular interiors by sparking a conversation between past and present and most of all, a commitment to break down barriers between the disciplines of art, design and jewellery in order to foster creativity."

The fair is open to the general public from October 12-16. Tickets can be purchased online or at the entrance.

www.padesignart.com/en/london/

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#PADLondon





David Nicolas, Chaise Maurice, Courtesy of Nilufar, Photo by Amendolagine e Barracchia



Pao Hui Kao, Red Urushi Side Board, Courtesy of the Artist and Spazio Nobile



Francesca Villa, Above the Clouds Ring in orange, Courtesy of Objet D'Emotion





Hanne Friis, Magenta, Courtesy of Galerie-Maria Wettergren, Photo by Margot Montigny



Aneta Regel, Landscape, Ceramic works, Courtesy of Sarah Myerscough

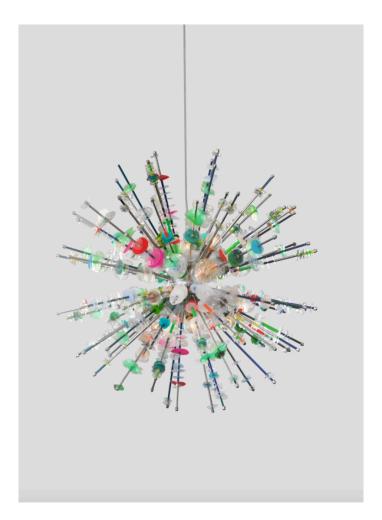


HyperFocal: O Jallu, Clement Side Table, Courtesy of Jallu, Photo by Xavier Scheinkmann





Hervé Van Der Straeten, Applique Pirouette #451, Courtesy of Hervé Van Der Straeten, and Cecil Mathieu



Thierry Jeannot, Transmutation Chandelier, Courtesy of Ammann Gallery