

the icon design trail

ICON'S GUIDE TO THE BEST OF
THE LONDON DESIGN FESTIVAL

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IN ASSOCIATION WITH



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WELCOME TO THE ICON DESIGN TRAIL 2009

Goodwill and determination are the hallmarks of the 2009 London Design Festival. Since it launched in 2003, the LDF has been the product of the boom years. Meaty marketing budgets and sponsorship packages greased its wheels. Well, not this year. But if anything the recession has only galvanised London's design community. There's been a real sense of coming together to make things happen, resulting in unpredictable partnerships and the sharing of scant resources.

It has been gratifying to watch the events flood in to the icon design trail in the same numbers that they always do - alright, a bit later than usual, but at icon we're used to flying by the seat of our pants.

As ever the design trail brings you our highlights of the festival. It's not exhaustive but there's more than even the most dogged design buff can handle. Essentially the guide looks and works as it did last year - there are a few improvements here and there but you will probably

appreciate them without noticing them.

If you're going to 100% Design, make sure to enter icon's prize draw. We've curated a room full of furniture by the likes of Jasper Morrison, Hella Jongerius, Konstantin Grcic and many others, and we're giving it all away to one lucky winner. See page 4 for more details.

Have a wonderful week!

Justin McGuirk
editor, icon magazine

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