



17-19 September 2020
The Old Truman Brewery • Shoreditch • London



What is [d]arc room?

[d]arc room is a curated, creative lighting exhibition for specifiers and designers brought to you by **arc** and **darc** magazines and light collective, the team behind the **[d]arc awards**.

Returning for its fourth year in London, **[d]arc room** is different because it understands that the lighting industry is a creative one and we therefore need to present it to an extended design audience in a creative way. The creativity in lighting design is brought to life by the way that **[d]arc room** presents product to visitors as part of the London Design Fair, a vital component of London Design Festival.

Your product is exhibited in pods in a pared down way that allows visitors to understand how each specific tool for lighting design works. This focused approach helps to broaden the appeal of architectural and decorative lighting to a wider audience and ensure the content of the exhibition is accessible to all. Each manufacturer has an opportunity to customise their pod while adhering to cohesive display guidelines that will ensure that the entire event visually achieves a high end gallery feel.



Where is [d]arc room?

Taking place on 17-19 September, **[d]arc room** has its very own hall at the Old Truman Brewery, home to London Design Fair, which is part of London Design Festival.

According to **arc** magazine's 2020 International Lighting Design Survey there are now over 100 lighting design practices in London alone. These account for half the UK's total of lighting design practices and that's not to mention the thousands of interior designers and architects that are based in the UK's capital and beyond. The vast majority of these designers not only specify in the UK but have a significant portfolio overseas. This makes London the capital of international specification.

We all know that it is extremely difficult to get architects and designers out of their studios to visit any event. Having a central location as part of a large design event will make it easier for these specifiers to attend and **[d]arc room** will give exhibitors the chance to tap in to this market in such a convenient location.

Being part of London Design Fair during London Design Festival has an obvious advantage in that the city is already buzzing with designers who are looking for inspiration and who set aside time to leave their studios knowing there is so much to see.

LONDON DESIGN FAIR FACTS & FIGURES 2019

THE FAIR

- Located in the creative heart of east London, the Truman Brewery, Shoreditch
- **14** years in the same location
- **4-day** period; 2 trade only days, and 2 trade and public visitors

OUR EXHIBITORS

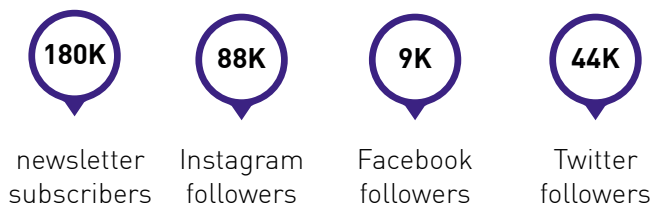


THE SPACE



OUR MARKETING & PR REACH

321,000 subscribers (12% increase)



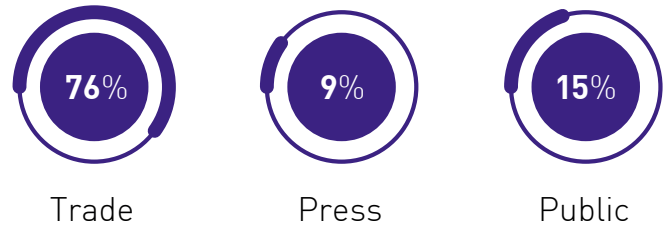
- **314** pieces of coverage (print & digital)
- **499m** readership and **1.68m AVE**
- **120m** total media partner & other partners online & social audience

OUR ONLINE AUDIENCE

- **150,000** unique website visitors
- **430,000** page impressions

VISITORS

29,000 (11% increase)



TRADE VISITOR BREAKDOWN

		YOY INCREASE
Agent / Distributor	7.15%	(1.03%)
Architect	17.37%	(5.57%)
Property Developer	3.47%	(0.67%)
Designer	31.71%	(0.67%)
Interior Designer	26.30%	(6.60%)
Retail Buyer	5.11%	
Collector / Gallerist	4.03%	(1.83%)
Specifier	4.86%	

84%
of our visitors are from the UK

16%
of our visitors are international

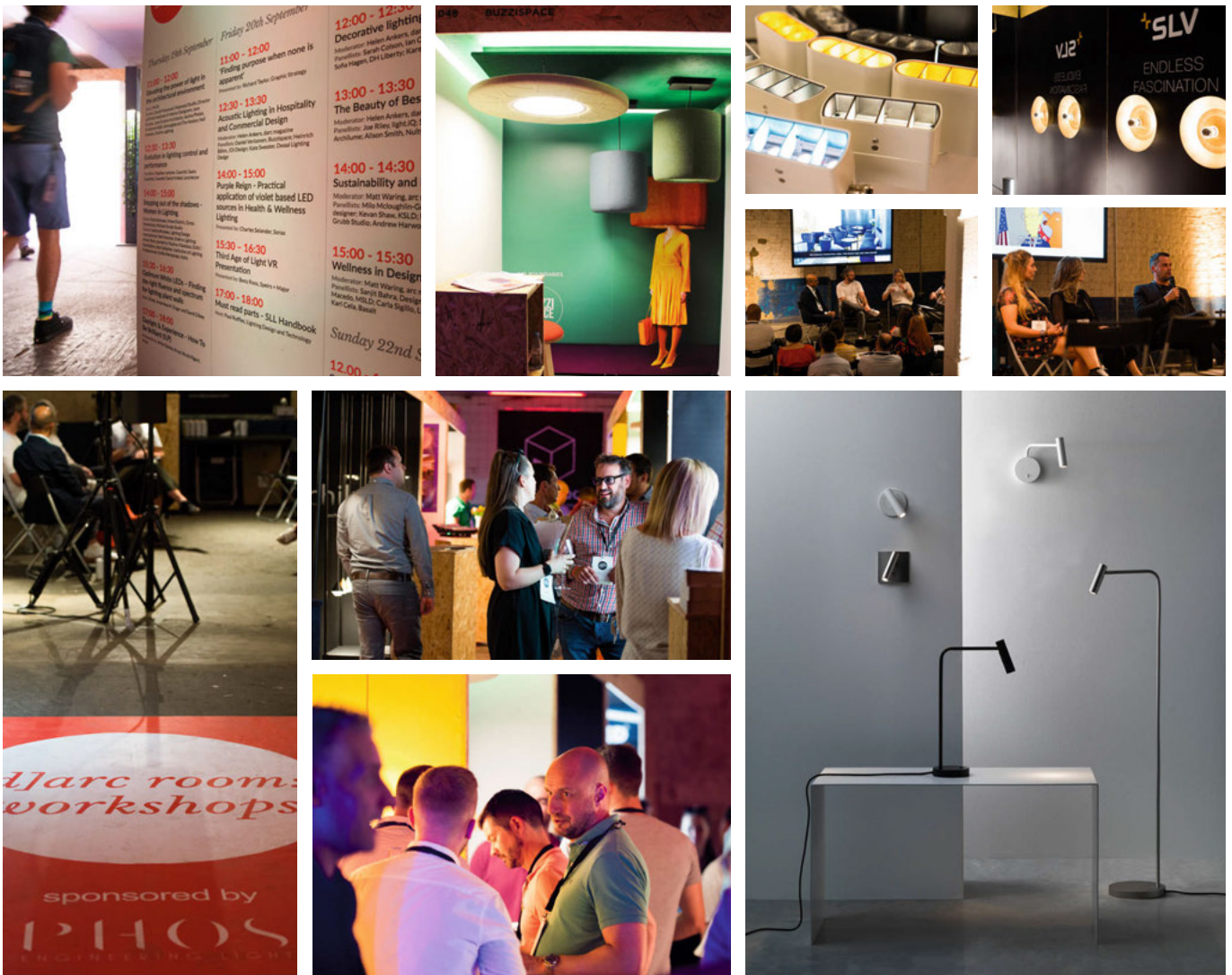


Why Exhibit?

[d]arc room will have its own hall at London Design Fair in The Old Truman Brewery and will benefit from its extensive marketing campaign and its 29,000 visitors as well as our own targeted marketing to the lighting design community.

These impressive visitor figures will be added to by our own specific lighting design audience, which attracted over 4,500 visitors last year.

Last year, exhibitors included Acclaim, ADO Lights, Archilume, Arkoslight, Astro Lighting, Avivo Lighting, Axalight, B Light Group, Bert Frank, Blond, Buzzispace, Cameron Design House, Casambi, CLS, Dyson, Edison & Mansfield, ELR By Truelux, ENTTEC, EPS / Elumeros, Ergo Aircharge, Feelux, Forge, formalighting, Fritz Fryer, Gap Lighting, Global Design Solutions, IBL Lighting, Innermost, Insta UK, Kreon, LED I Bond, LED Limited / Madrix, LightGraphix, Lightly Technologies, Linea Light Group, Lite / Lumenpulse, Lucenti, Lumino, Luminus, Megaman, Mesh Lighting, Mode, Nicolaudie, NJO, Nulty Bespoke, Original BTC, Orluna, Osram, Performance In Lighting, Pharos, Phos, ProLED, Pulsar, Radiant Architectural Lighting, Reggiani, Sagitario Lighting, Seoul Semiconductor, SLV, Sora, Specialty Lighting Industries, Targetti, TLS International, Tryka, UFO Lighting, Unonovesette, Vexica, Whitegoods



Visitor Breakdown

Below are just some of the visitors to [d]arc room in 2019.

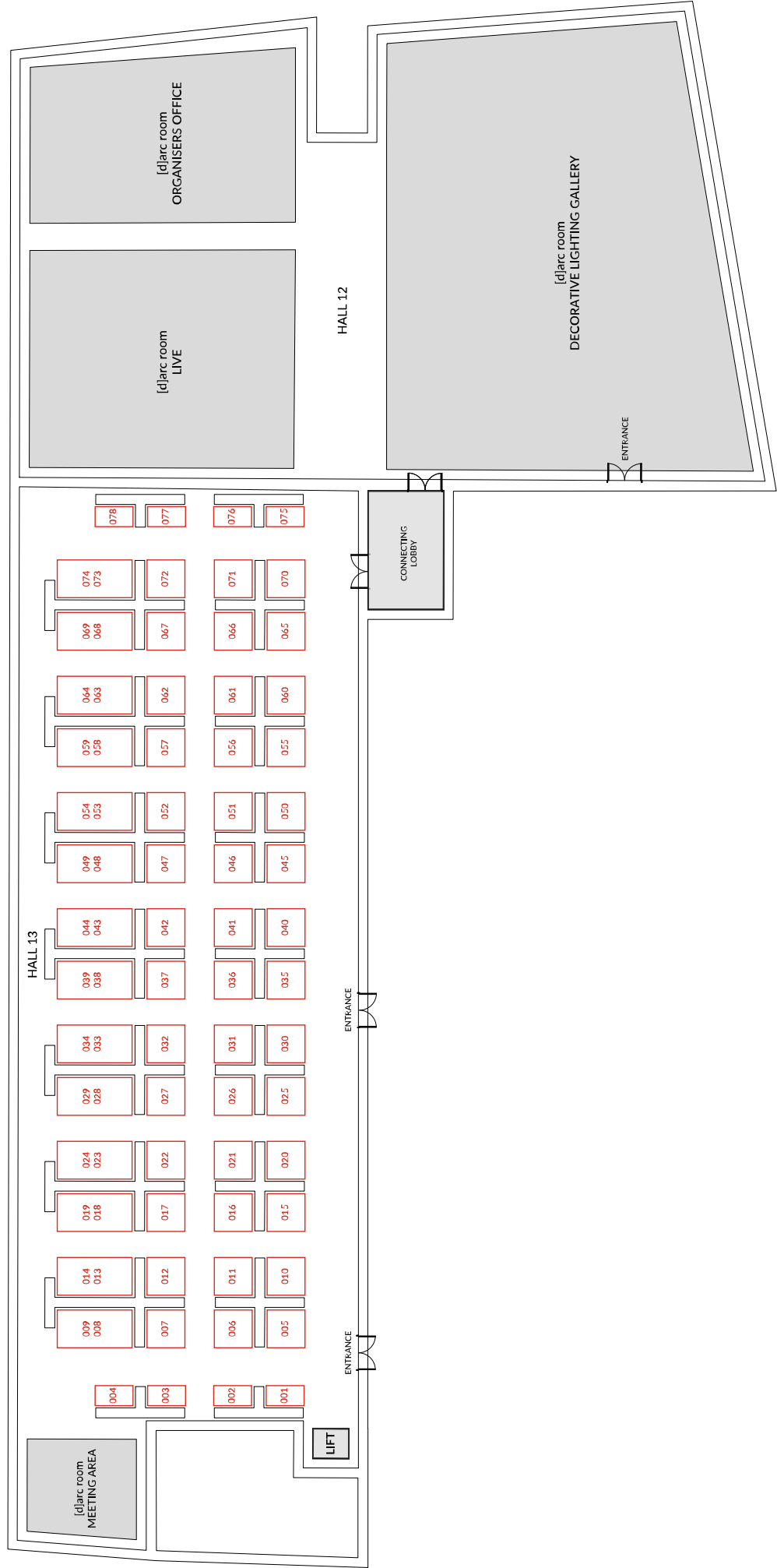
lighting designers: 18 degrees Aecom Arup Atkins BDP Buro Happold ChapmanBDSP Cinimod CM Kling & Associates Concepto dpa DesignPlusLight Elektra FPOV Foundry Future Group George Sexton Associates GIA Equation Hoare Lea Ideaworks Illuminationworks Into Lighting Isometrix JPLD Kate and Sam Kate Beard Lighting LAPD Light Bureau Light Follows Behaviour Light IQ Lighting Design Collective Lighting Design Studio Lime Lumen Lighting Design International Lux Populi Max Fordham MBLD ME Engineers Michael Grubb Studio Mindseye MS Lighting Design NDYlight Nulty PointOfView Pritchard Themis Seam Design Speirs + Major Studio ZNA Sutton Vane Associates Visual Energy WSP

architects / interior designers: AEDAS Ab Rogers Design Benoy Billings Jackson Blacksheep DesignLSM Foster + Partners GA Design Gensler Goddard Littlefair Heatherwick Studio HWO Architects Imagination Joi Design Kelly Hoppen Interiors MBDS MCM Architects Mizzi Studio Seesaw Zaha Hadid Architects

global brands: Accessorize Amazon Aston Martin B&Q BBC Bloomberg BMW Canary Wharf Group Chanel Debenhams Deloitte Farrow & Ball Google Gucci Habitat Heal's House of Fraser IKEA Jaguar Land Rover Jigsaw John Lewis L'Oreal Lush Mastercard Michael Kors Next NHS Rolls Royce Sainsburys Selfridges Sky Starbucks Unilever WeWork



Floor Plan



Booth Options

Let us give you freedom from choice and take the stress out of stand building and hiring contractors with our own creative team.

We have created a unique display template that will appeal to visitors whilst making it easy for you to participate in. All you need to do is supply your product display and we will do the rest to create the **[d]arc room** concept. Customisation with graphics, screens and finishes is also possible within the **[d]arc room** ethos to create a truly inspiring creative lighting show.

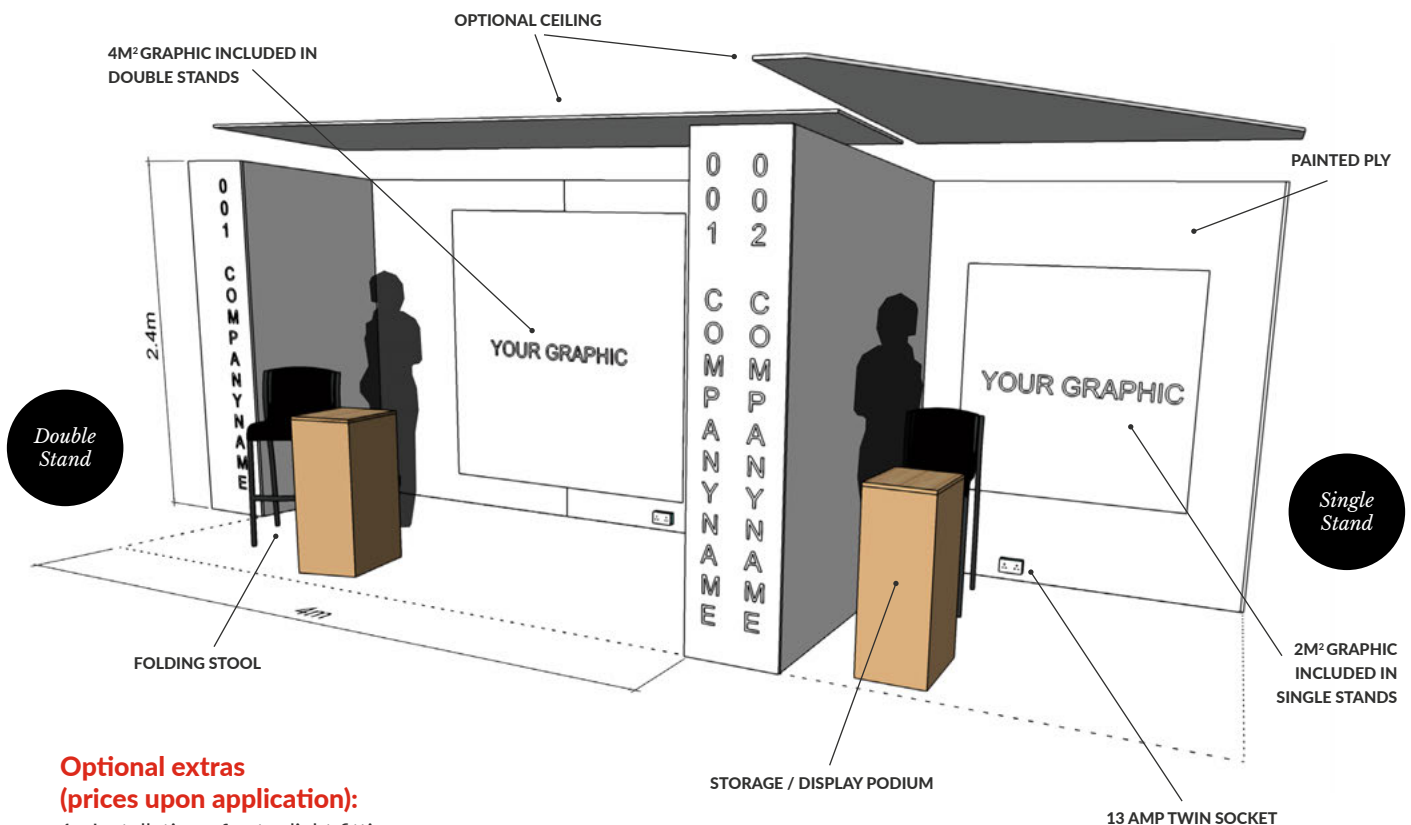
At the end of the exhibition, we'll then pack up for you and you can arrange collection of your luminaires from our contractor!

Lighting is a creative industry and **[d]arc room** is a creative show. Let's inspire our visitors together by making **[d]arc room** different. Every exhibitor will liaise with our team and with our contractors to go through the different designs, ideas and concepts to maximise your presence at **[d]arc room**.

Included in Single Stand Package for £7,000:

1. A 2m x 2m stand (2 open sides) with ceiling if required for fittings (4m x 2m for double stand*).
2. Ply walls painted to standard colour (white, black or grey).
3. Installation of up to 6 (12 for double stand) light fittings (recessed, surface or pendant - track counts as one fitting).
4. Optional ceiling for ceiling fittings.
5. 13 amp twin socket.
6. 2sqm graphics (4sqm for double stand).
7. A stool and plinth unit with internal storage for display or use as laptop stand.
8. Company name in standard font.

* Double stands cost £14,000.



Optional extras (prices upon application):

1. Installation of extra light fittings.
2. Extra wall graphics.
3. AV equipment.
4. Customisation of pod (shelving, flooring, boxing etc).
5. Extra furniture.
6. Different paint finishes.

Decorative Lighting Gallery

London Design Festival, and in particular London Design Fair, is renowned for its popularity with interior designers and specifiers of decorative fixtures and fittings. 58% of the 29,000 visitors in 2019 described themselves as interior designers or designers with 17% describing themselves as architects.

For decorative lighting companies there is an extra option if a stand is not for you - the **[d]arc room decorative lighting gallery**.

The **[d]arc room decorative lighting gallery** will incorporate all aspects of decorative lighting - pendants, chandeliers, floor lights, wall lights and table lights.

We will be curating the gallery to create a spacious, free-flowing space in Hall 12 next to the **[d]arc room live** educational area.

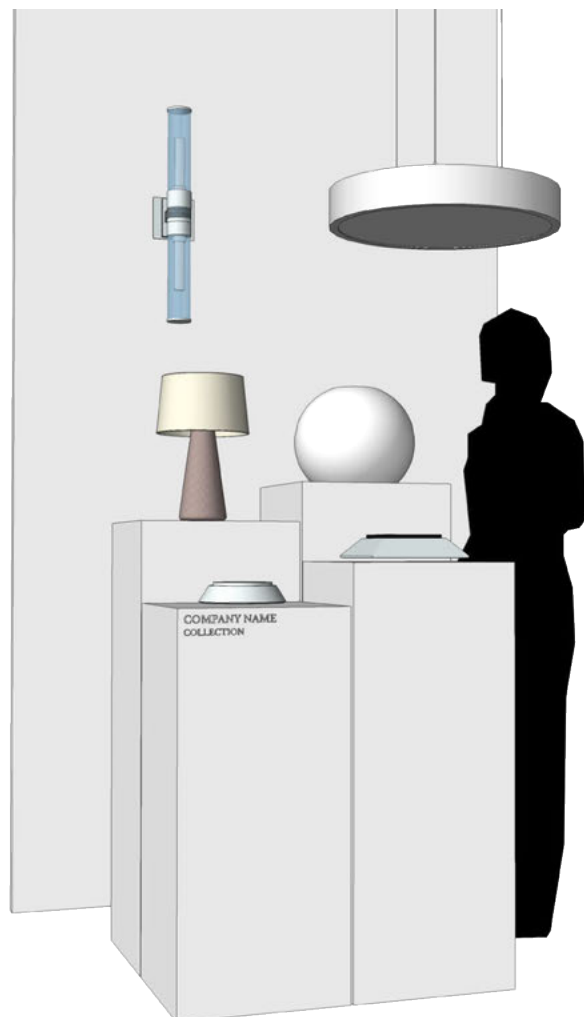
For a cost of just £1,500 per product (£500 per day), simply send your fixture(s) to our contractor so that they can deliver them to the venue ready for you to install before the show begins.

At the end of the exhibition, you can either take your fittings away or we'll pack up for you and you can arrange collection of your luminaires from our contractor.

It couldn't be easier!

Included in the £1,500 fee per product:

1. A display solution, built by us, for each type of fitting (eg, plinth for table fittings, hanging for pendants / chandeliers, wall for wall fittings).
2. Power supply.
3. Company / luminaire name on display.
4. Literature display area.



* image is representative of potential display solutions.

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