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# 3 THE NEW FROU-FROU AND OTHER TALES FROM LONDON'S 100% DESIGN

**3a**  
Pretty Big Wall London-based designer Afroditi Krassa offers an embossed wallpaper with mirror elements as part of the pattern.

**3b**  
Sway perching stools by TheIermont Hupton are made from either roto-moulded plastic or ceramics, feature a curved bottom for a rocking effect, and come in a variety of lipstick shades.



By Rachel Pulfer



"Decoration is back big time." So pronounced up-and-comer Afroditi Krassa at the 10th edition of London's 100% Design. Krassa was clearly on to this trend, presenting flocked and mirrored wallpaper that grabbed attention the minute showgoers walked into London's Earls Court 2. And her stand was just the beginning. The new frou-frou was literally everywhere: cut into upholstered chairs, stencilled onto wallpaper, stamped on metal and printed onto tiles using digital technologies barely dreamt of when 100% started a decade ago.

The frivolous styling suited the mood. The dominant feel of the show was young, fun and exuberantly expressive, with the show's key exhibit, 10x10, setting the tone. Ten now-established Britain-based designers nominated 10 newcomers as "designers to watch" over the next decade; the resulting display put the emphasis squarely on the youthful and future-forward. With a bigger roster (over 450 exhibitors, as compared to 400 last year) and a 10-year anniversary to celebrate, London's little-furniture-show-that-could pulled out all the stops, ensuring a feast for the senses, whatever the sensibility.

Linking old and new was a British taste for pop. Wandering past established Brit design icon Simon Pengelly's white Pill table brought to mind Damien Hirst's cabinets of pharmaceuticals from the mid-'90s: Pill is a large roto-moulded polyethylene disc shaped like an enormous aspirin. Meanwhile, newcomer Chris Jackson and Paul Stafford presented clocks made out of parcel boxes and young designer-maker Alex Garnett of Mixko



...to keep your feet from getting too hot. Knowing one the proper way an ability of produce... (text is partially obscured)

"That guy said, 'they were phony... (text is partially obscured)'"

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A... (text is partially obscured)



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