



19-22 September 2019
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 third year in a new venue in the centre of 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.

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 19-22 September, **[d]arc room** will have 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 2019 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 2018

THE SHOW

- Located in the creative heart of east London, in the **Old Truman Brewery** — Now in its **13th** year
- **4-day period**; **2** trade only days, and **2** trade and public visitors
- If you are a consumer brand you should consider all our visitors consumers.

OUR EXHIBITORS

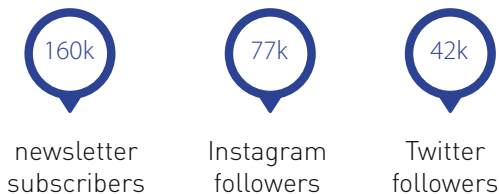


THE SPACE



OUR MARKETING & PR REACH

289,000 subscribers



- **240** pieces of coverage (print & digital) — **11.4m** Circulation and **1.16m** A.V.E
- **120m** total media partner & other partners online & social audience

OUR AUDIENCE

- **29,000+** visitors attend from **77** countries
- **150,000** unique website traffic
- **430,000** page impressions

29,432

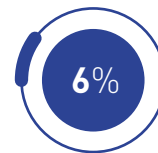
Total fair visitors
(internally)

135,000

Total site-wide
visitors (externally)



Trade



Press



Public

If you are a consumer brand you should consider all our visitors consumers

Trade visitor breakdown by job function: Agent / Distributor 6.2% | Architect 11.8% | Brand Manager / Consultant 2.2% | Design Consultant 7.4% | Designer 28.6% | Interior Designer 19.7% | Project Manager 2.9% | Retail Buyer 10.3% | Sales & Marketing 8.7% | Senior Leadership 12.2%

Trade visitor breakdown by company activity: Advertising 2.1% | Agency / Distributor 1.9% | Architecture 9% | Design Consultancy 18.6% | Hotel, Restaurants, Bars & Leisure 2.8% | Interior Design 22% | Manufacturer 20% | Museum / Gallery / Collector 2.2% | Product Design 6.1% | Retail Design / Contract Specifying 4.9% | Retailer 10.4%



% increase in
visitors year-
on-year



% of visitors
attended more
than once



% increase of
average time
spent at the fair

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 30,000 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 2,000 visitors last year.

Last year, exhibitors included acdc, AionLED, Alto, Applelec, Artemide, Art et Floritude, Axalight, Bion Technologies, Casambi, Chroma Q, Citizen, CoeLux, Color Kinetics, Concept Light, Delta Light, Eaton, EcoSense, e:cue; ELR, Elumeros, Erco, ES-System, Exenia, Factorylux, Feelux, Forge, formalighting, Hadler, Hera, Insta, ledbcn, LED Ltd, LED Linear, LensVector, LightGraphix, Lightly Technologies, Ligman, Ligeo, Linea Light, LITE, Lumenpulse, Lumid, Madrix, MP Lighting, ProLED, Pulsar, Quasar Science, Radiant Architectural Lighting, SAAS, SGM, Studio Due, Targetti, tossB, Traxon, Tryka LED, Whitegoods, Zico Lighting.



Visitor Breakdown

Below are just some of the visitors to [d]arc room in 2018.

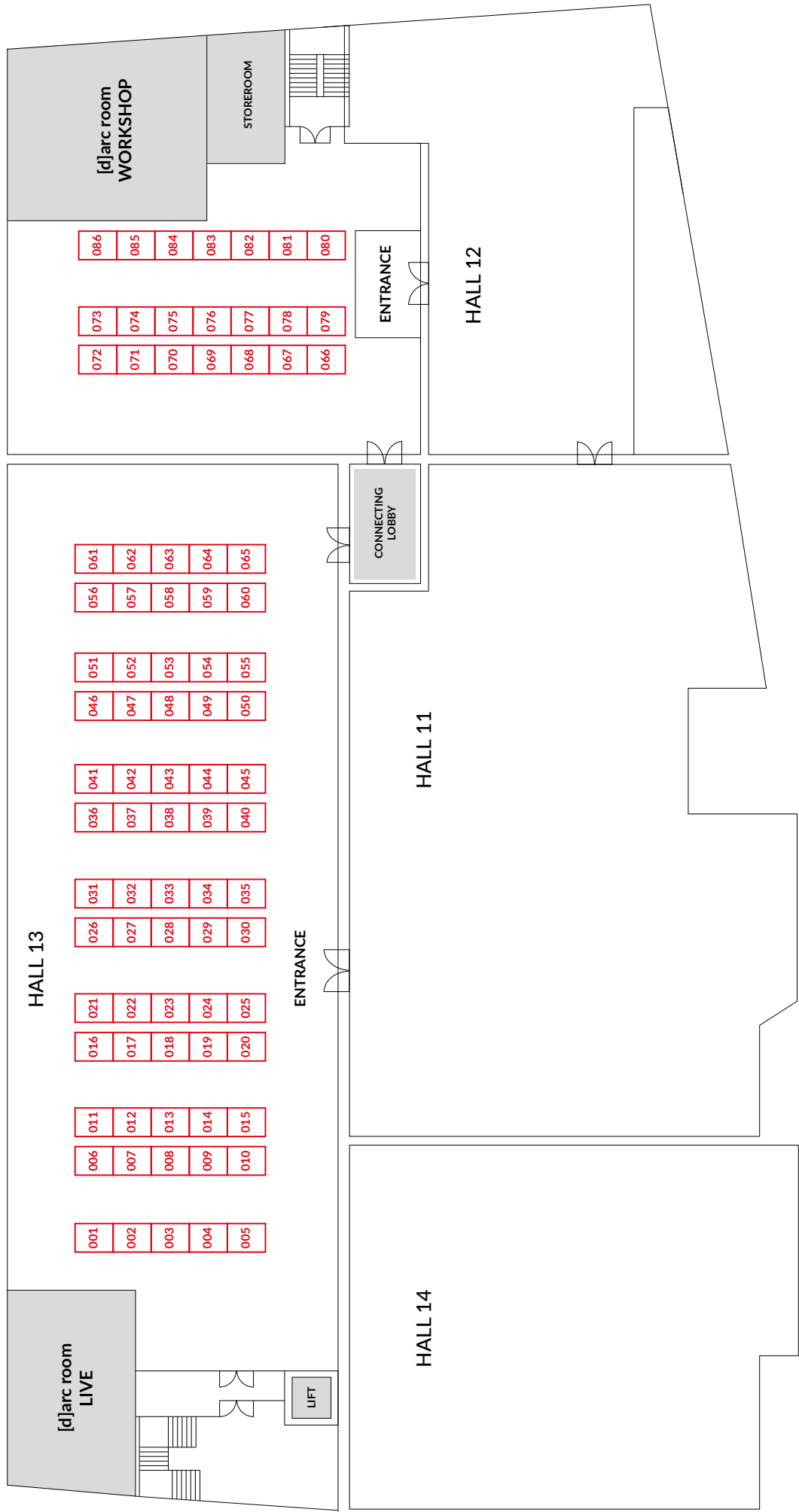
lighting designers: 18 degrees Aecom Arup Atkins BDP Buro Happold ChapmanBDSP Cinimod Darklight DHA Designs dpa EFLA Elektra Firefly George Sexton Associates GIA Equation Hoare Lea Into Isometrix LAPD Light Bureau Light IQ Lighting Design International Lux Populi Max Fordham MBLD ME Engineers Michael Grubb Studio Mindseye NDYlight Nulty PointOfView Pritchard Themis Seam Design Speirs + Major Studio ZNA Sutton Vane Associates Visual Energy WSP

architects / interior designers: AEDAS Atmos Barbara Weiss Architects Bergman Interiors Billings Jackson Design4Retail Foster + Partners GA Design Gensler Goddard Littlefair Graven HWO Architects II By IV Design MBDS MCM Architects Mizzi Studio Seesaw Zaha Hadid Architects

global brands: Ace Hotel Amazon Canary Wharf Group Crown Paints Dixons Carphone Google IKEA Jaguar McLaren Renault Shell Selfridges Swarovski WeWork Whitbread



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.

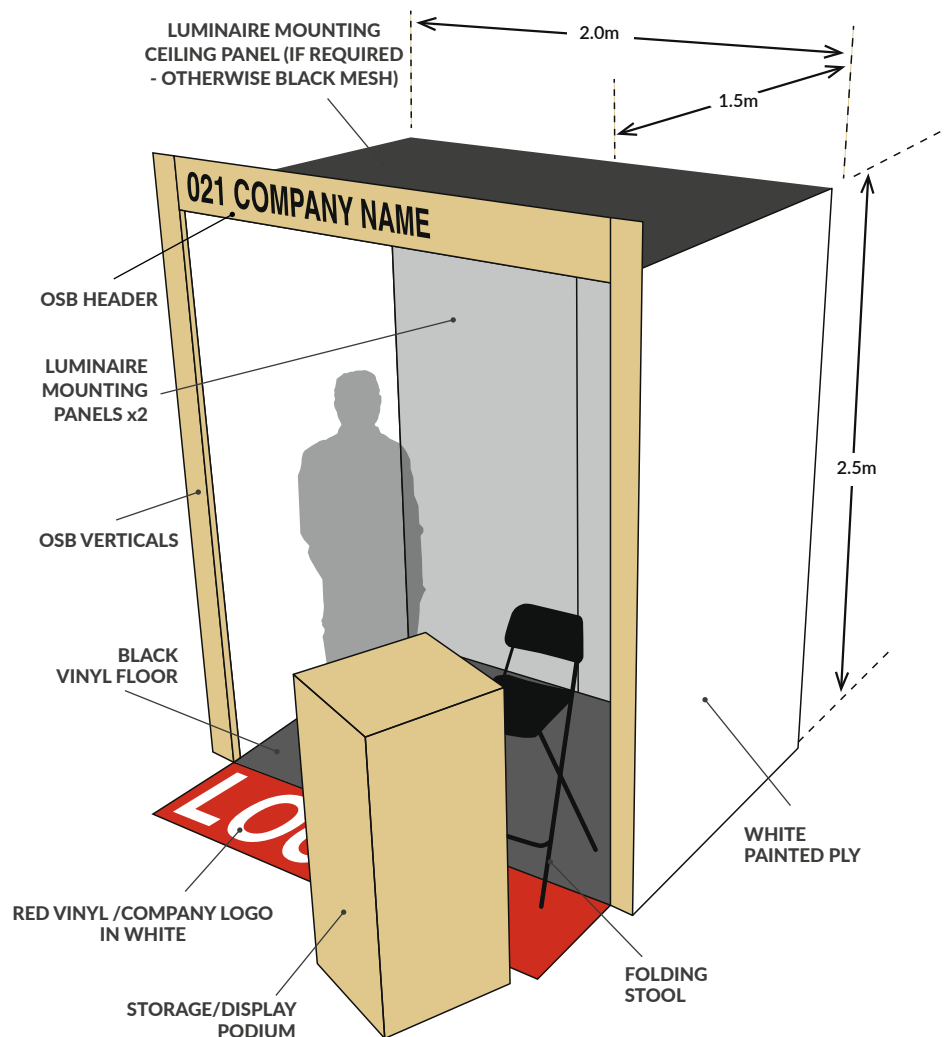
We have created a unique display template that will appeal to visitors whilst making it easy for you to participate in. All you need to do is supply your product display and we will do the rest to create the **[d]arc room** concept. Customisation with graphics, screens and finishes is also possible within 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 Standard Package for £7,000:

1. A 2m x 1.5m traditional shell scheme (white painted ply).
2. Luminaires fixed to two vertical OSB panels (1m wide & full height) plus a ceiling panel (if required). Panels can be left raw, painted to standard colour (white, black or grey) or, if a specific colour is required, supply the paint for us to paint for you.
3. Black vinyl floor.
4. Installation of up to 6 light fittings (recessed, surface or pendant - track counts as one fitting).
5. A stool and plinth unit with internal storage for display or use as laptop stand.
6. Red floor vinyl with company logo in white.
7. Company name on OSB stand frame in standard font.



Optional extras (prices upon application):

1. Extra OSB panels for full coverage of shell scheme.
2. Painting of white walls.
3. Installation of extra light fittings.
4. Wall graphics.
5. 13A power supply for laptop use.
6. Badge scanners.



Contact

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