



KiosKiosK



Design Museum
and Beefeater 24 present
**Super
Contemporary**

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Wayne Hemingway launches 'pop up shop' to provide free retail space for new creative businesses in London

- Call for creative entrepreneurs to take part in innovative start-up project -

Designers Wayne and Gerardine Hemingway MBE have today called for budding creative entrepreneurs to come forward to sell their products from 'KiosKiosK' - an innovative 'pop up shop' that will provide free temporary retail space for start-up businesses in central London this summer.

The first KiosKiosK - designed by the Hemingways and supported by the Mayor of London and the London Sustainable Development Commission's London Leaders programme - will be housed for two months (July to September 2009) outside London's iconic City Hall. It will offer rent-free space for people with creative products to sell such as ceramics, artworks, creative gifts and fashion, helping new businesses with great ideas to get a step-up on the ladder to success.

It is hoped that low cost 'pop up' shops of this kind will provide a template for London and towns and cities across the UK by offering a helping hand for businesses that may be priced out of high cost, high street and prime retail locations. This will also help to support smaller, independent shops increasing consumer choices.

The Hemingways started the famous Red or Dead brand from low cost 'easy in, easy out' starter units at Camden and Kensington Markets and Affleck's Palace in Manchester, but believe it has now become increasingly difficult for start up creative businesses to find affordable retail space.

Wayne Hemingway, said: 'We'd never considered being designers, it wasn't on the radar of two teenagers from Lancashire. When Gerardine and I ran out of money to pay the rent on our house in Wembley we emptied out wardrobes of some second-hand clothes and some

that Gerardine had made for herself, and we got the tube to Camden. Camden taught us about people's taste, retail and being entrepreneurs.

'Kensington Market was a dream come true for young creative minds who fancied "having a go". Before our high streets turned into 'Clone Towns', Gerardine was able to take a 5x3 metre lock up unit for £18 a week in a prime location. She took a sewing machine and made clothing. Two weeks later Macy's New York visited the market and ordered 200 pieces. We had to come up with a label sharpish and Red or Dead was born.

'It was our formative experience and the opportunities provided by places such as Kensington Market, that led us to the KiosKiosK idea. In addition, from an urban design perspective many of our towns and cities' streetscapes would benefit from well-designed kiosks that provide beacons of creativity. I am calling on people with creative products to wow the world to come forward to take advantage of KiosKiosK this summer.'

Boris Johnson, Mayor of London, said: 'It's absolutely fantastic that Wayne and Gerardine Hemingway are using their wealth of expertise to help creative entrepreneurs. Creative industries are worth many millions to London's economy providing jobs for thousands of people, so it makes sense to offer a helping hand to budding entrepreneurs that have the potential to run thriving businesses.'

The project is supported by the London Sustainable Development Commission which has appointed Wayne as one of its 16 'London Leaders'. The London Leaders programme brings together inspirational people to create projects which deliver improvements to people's quality of life and the environment whilst inspiring others to do the same. The Commission advises the Mayor of London on sustainable development.

John Plowman, Chair of the London Sustainable Development Commission said: 'The London Sustainable Development Commission is delighted to support KiosKiosK. The London Leaders programme is all about encouraging the type of innovation needed to deliver a 'Greater London'. Improving our environment with good design and offering new opportunities for entrepreneurs to play a part in London's economic recovery are part of making London more sustainable and we hope this is just the start for KiosKiosK.'

KiosKiosK is also part of the Super Contemporary exhibition presented by Design Museum and Beefeater 24, which is a highlight of the Mayor's Story of London festival and focuses on the capital's status at the forefront of design and creativity.

People with creative products to sell and who want to be part of KiosKiosK can find out more on how to get involved at www.kioskiosk.co.uk or via project partners - NOISEfestival www.noisefestival.com/kioskiosk.

Notes to editors:

- KiosKiosK will be on More London Estate near City Hall from 2 July to 3 September. It is part of the Super Contemporary exhibition presented by Design Museum and Beefeater 24, which is a highlight of the Mayor's Story of London festival. Super

Contemporary examines London's creative magnetism and enduring reputation as a beacon of design and the Design Museum has joined forces with Beefeater 24 to showcase 15 new commissions - including KiosKiosK – from London's most dynamic creative talent, to explore what it is that attracts the world's leading designers to study, work and live in the city. www.designmuseum.org

- Applications to participate in KiosKiosK are invited from creative entrepreneurs from across the UK. Details on how to apply are available at www.kioskiosk.co.uk.
- More information on the London Leaders programme can be found at: www.londonsdc.org/londonleaders.
- NOISEfestival.com is an arts showcase for new creative talent that uses the media as its platform. The NOISE charity helps people without connections in the Creative Industries to showcase their work across various media channels (television, radio, print and online). NOISEfestival.com has become Europe's biggest independent arts showcase dedicated to promoting up and coming creative visionaries.
- As a whole, creative industries represent London's third largest sector of employment, with around half a million people working either directly in the creative industries or in creative occupations in other industries.
- The creative industries are those industries that are based on individual creativity, skill and talent. They are also those that have the potential to create wealth and jobs through developing intellectual property. The creative industries include: Advertising; Film and video; Architecture; Music; Art and antiques markets; Performing arts; Computer and video games; Publishing; Crafts; Software; Design; Television and radio; Designer fashion.
- The Story of London takes place throughout the whole of June and is a major celebration of the city's past, present and future, organised by the Mayor of London in partnership with a host of organisations across the city. It features around 400 events and activities across the capital, covering history and heritage, art and architecture, design and fashion, music, theatre and film. www.london.gov.uk/storyoflondon