

news release

GLA/2009/348
2 July 2009

Mayor and Wayne Hemingway launch rent free 'pop-up shop' to boost London's creative businesses

The Mayor of London, Boris Johnson, today joined designer and founder of Red or Dead, Wayne Hemingway, to launch an innovative pop-up shop offering rent-free retail space for budding creative entrepreneurs in central London over the next two months.

The 'KiosKiosk' - created by HemingwayDesign - is providing rent-free space for people with creative products to sell, helping new businesses with great ideas to get a step-up on the ladder to success in tough economic times. Dozens of fledging creative businesses will sell their wares over the coming weeks which will include ceramics, clothes, jewellery, bag and furniture designers. The KiosKiosk will also be solar-powered providing free eco-electricity to power lights, a laptop computer and a sewing machine.

Creative industries are a significant contributor to London's economy supporting thousands of jobs, but like many sectors, the economic downturn has made trading more difficult with waiting lists for existing available studio space. 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 the growth of smaller, independent shops increasing consumer choices. Trading and shopping locally also helps to cut the pollution and carbon emissions coming from the transportation of goods.

Gerardine Hemingway MBE and Wayne Hemingway MBE started the iconic 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. For the first hour of KiosKiosk's trading, the Hemingway's recreated these early days by selling clothes from their personal vintage clothes collection.

City Hall, The Queen's Walk, London SE12AA

Enquiries: 020 7983 4100 Minicom: 020 7983 4458 www.london.gov.uk, www.londonsdc.org

Wayne Hemingway, said: 'We believe that the KiosKiosk concept is a simple and cost effective way to spice up our towns and cities. This architecturally interesting, easy to construct retail space, gives entrepreneurs and creative minds a chance to have a go and put their ideas in front of the public to encourage an enterprise culture. This also adds excitement to our streets. We've been overwhelmed by the phenomenal response to our call for KiosKiosk occupants proving through this experiment, that the demand and talent is out there.'

Boris Johnson, the Mayor of London, said: 'Creative industries not only play a significant role in London's diverse economy, but also make a massive contribution to the cultural vibrancy of our wonderful city. It is vital we nurture our fledging creative talent in these tough times and this cracking pop-up shop is a simple but effective way to do so. I urge people to come on down to the first ever eco-powered KiosKiosk to see what is on offer and help brand new businesses to emerge at the same time.'

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 that 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 Commission, said: 'It is great to see KiosKiosk, as one of our London Leaders' projects, in action. This represents the kind of vision and innovation that is needed for a sustainable London and to help small enterprises play a part in London's economic recovery. Powered by solar energy it's also possible to see how good design and low carbon technologies can go hand in hand.'

KiosKiosk, is part of the Design Museum's Super Contemporary Exhibition, 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. It is also supported by NOISEfestival which has helped to attract many of creative talent on show in the kiosk.

Deyan Sudjic, Director of the Design Museum, said: 'Inspiring and nurturing the next generation of creative leaders is key for the Design Museum. The museum showcases the work of emerging designers and our shop promotes new design talent. By supporting Wayne's KiosKiosk we have been able to take it one step further – onto the streets – and highlight the need for low cost retail opportunities. Wayne's KiosKiosk is part of the Super Contemporary exhibition at the Design Museum, a celebration of London's creative mavericks, fifteen of whom have designed something to give back to London.'

For a timetable of what is being sold and other events in the KiosKiosk over the coming months including opening hours, visit: www.kioskiosk.co.uk. The changeover of businesses will be every 1-2 days – KiosKiosk will open from 10am and close between 7-10pm.

The London Sustainable Development Commission also hosted a stakeholder event at City Hall to provide more information, and promote the take-up of, KiosKiosk for local authorities, developers, commercial landlords and academics. Keynotes speakers will include Wayne Hemingway, and Anthony Browne, policy advisor to the Mayor of London.

ENDS

Notes to editors:

- Images of the launch KiosKiosK will be available as well as images of the Hemingways in their early business days. Please email: environmentdesk@london.gov.uk
- KiosKiosK will be on More London Estate near City Hall from 2 July to 3 September. It is part of the Design Museum's Super Contemporary exhibition, 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
- 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
- The solar panels are being provided by Green Energy UK - they supply 100% renewable and 100% green electricity to homes and businesses across the UK. The company, British-owned and Hertfordshire-based, has a broad spectrum of customers, from homes using only £200 of electricity per annum to environmentally aware businesses such as Waitrose, Neal's Yard and the Duchy of Cornwall. Green Energy UK was the first electricity supplier to offer customers a choice of either 100% green or 100% renewable electricity. More information is available at www.greenenergyuk.com