

ARGENTINE CREATIVE EXPERIENCE

LONDON
DESIGN
FESTIVAL

Argentina at the London Design Festival

Argentina will be taking part in the internationally renowned festival with an exhibition showcasing the country's innovative expertise and longstanding tradition of design. **"Creative experience- From Argentina to the world"**, will be focused on the multiplicity of design practices that characterise what is a vast and culturally rich country; from clothing and textile design to musical instruments and immersive experiences.

"We aim to create an exhibition that reflects the geography of our country and its cultural heritage, encompassing designs as heterogeneous as the diversity of each Argentine region. It will be an exhibition with an interdisciplinary approach embracing the various expressions of design", explained the **Argentine Ambassador, Javier E. Figueroa**.

This year the **London Design Festival** marks its 20th anniversary and **Argentina will be the only country to participate as Championed Partner**, the perfect excuse to open the doors of the **Ambassador's Official Residence** and present the works of **Argentine design studios, companies and independent artists, who were officially recognised with the "Sello Buen Diseño"**, a certification of design quality given by the **Ministry of Productive Development of Argentina**.



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From 17th – 25th September, people will have the unique opportunity to visit the historic four-storey mansion in Belgrave Square and explore the different rooms, which will play host to:

The White Lodge, Matara, Illari, Eter Studio, Matriz Design, Casa Capital, Mercedes Costal, Chapaneagra, Oruga, O-Guitars, Maydi, Velasco, Milagros Pereda, animaná, Kaly Gryb, Nicole Tursi, Blackñandú, Garcia Bello, Leticia Paschetta, Cabinet Oseo.



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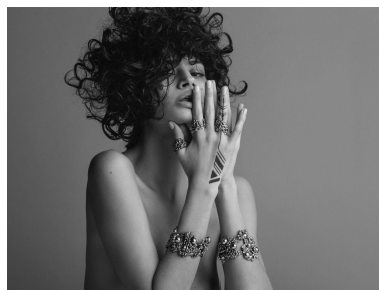
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The Embassy of Argentina will also honour the country's creative talent with a private view where industry insiders and specialist press will have the chance to tour the exhibition and savour regional cuisine with some of the finest Malbec wine. **The event will be hosted by the Ambassador and among the confirmed VIP guests are CBE Ben Evans, Director of the London Design Festival, and Gianfranco Chicco, its Head of Content and Digital.**

The Argentine programme also includes a day to **let one's hair down and enjoy a concert where artist [Mat Alba](#) will improvise music playing the O-guitar and applying the Oruga percussion accessory**, two of the many original objects that will be part of the exhibition. The **"Open Play Journey"** is a performance comprising two acts. During the first act, the tunes of the O-Guitar stand out in a musical context where Argentine and Latin American sounds intertwine to build up a folkloric yet very contemporary upbeat sound. In the second act, things really warm up through a live looping of percussion instruments (Oruga), guitar (O-guitar), piano and voice.



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In addition, the **IDA Foundation** will host a conference at the Official Residence where the Director, **Wustavo Quiroga**, will discuss Argentine design, go through iconic projects chosen according to their **historic relevance**, and unveil some of the most curious details of its robust history. IDA (Investigación en Diseño Argentino – or Research in Argentine Design, in English) is a nonprofit foundation devoted to researching, recovering, preserving, showcasing, and valuing national design. It holds ever-expanding collections made up of documents and objects related to the main fields of design: industrial, graphic, garment and textile, as well as theory and management.



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The Official Residence will also hold a **roundtable on sustainability in the fashion industry and explore design's transformative power to create better futures**. The panel discussion will be chaired by Adriana Marina, founder of the sustainable brand Animaná, and President of “Hecho por Nosotros” (Made by Us), an NGO that promotes local brands in disadvantaged regions to better value the knowledge and abilities of people through design, management, and ethnotourism projects.



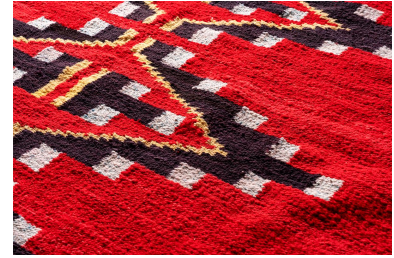
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“[Creative experience- From Argentina to the world](#)” will take place between 17th- 25th September at the Ambassador’s Official Residence, 49 Belgrave Square, SW1X 8QZ, London.

Opening times: 11am-6pm. (Except Tuesday 20th – 11am-5pm and Wednesday 21st- 11am-3pm).

Free Admission (Pre-book online required).



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