

SEE••DS

JOY

JOY is an exhibition by SEEDS for the London Design Festival 2021, part of the Brompton Design District, curated by Jane Withers around the theme “From Here Onwards” showing works curated and commissioned around the idea of the aesthetics of Joy.

Joy is something we cultivate, it influences our well-being. It is proven there is a clear link between our surroundings and our mental health, between our environment and emotions. It is a source of energy we can harness by surrounding ourselves with objects that have the power to instil Joy in our lives: through the use of colours to energise, invigorate and replace this greyness we have all experienced; through unexpected juxtapositions and compositions that are playful and pleasurable; through unconventional geometrics and chunky shapes that reminds us of generous embraces when people were longing togetherness; through soft materials, textiles that embellish the experiences sensorially and emotionally; through crafted stories and poetic messages of hope that celebrate the possibility of a new day and a new chance.

As the protagonists of “Life on Planet Orsimanirana”, a project directed by Jerszy Seymour, of which elements will be on show at SEEDS, say : “We want to experience rivers of infinite funk” and “the one thing we are sure about the world we want to live in, is that we want to enjoy it”

Designers Exhibited

Agnes Studio

Attua Aparicio

Elodie Blanchard

Eusebio Sánchez

I-Fan Chen

James Shaw

Jerszy Seymour

Jochen Holz

Lex Pott

Marco Campardo

Onka Allmayer-Beck

JOY by SEEDS

In partnership with the Brompton Design District

Preview 15-17 SEPT

Open to the public 18-26 SEPT

Mon-Sat 10AM-6PM

Sun 10AM-4PM

Late night 23 SEPT (9PM)

Address Gallery 8

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