

**Design is simply complex**

Design is simply complex, so The Wapping Project opens up the process by bringing leading design studios into Wapping to work while you watch, buy and commission.

#### Private View

03 September, 7pm-late

04-27 September

Mon-Sat 12:00-22:00, Sun 12:00-17:30

Admission free

## Ally Capellino



## TRACEY NEULS

## VAN DER MEERSCH & WESTON

### Ally Capellino

Lauded as one of the major designers of her generation (Capellino was among the first generation of British designers to achieve success in Japan), an Ally Capellino bag *really* is a bag for life. "People should add something of themselves, so that the bags become theirs not mine," comments Ally.

The design studio produces two seasonal bag collections for men and women annually. They are sold worldwide as well as from her own shop in Shoreditch. Prestigious collaborations with the art and design worlds are most notably the Tate Modern and Apple Inc. There is a strong intimation that for *Design is Simply Complex*, a bag bearing the mark of Wapping may be in evidence!

### Blueprint Magazine

With a 25-year track record as the leading magazine for architecture and design, Blueprint is regarded by many around the world as the original design magazine.

Following the magazine's re-launch in 2006 under the current editor, Vicky Richardson, Blueprint was described by The Observer newspaper as the 'design bible'. Blueprint's award-winning design sets it apart from other magazines. Published monthly, it is lovingly produced in large format on the best quality of paper, with photography and illustration of the highest standard.

For *Design is Simply Complex*, Blueprint designs its November issue in public – chances to read archive copies, buy the magazine and peek at an advance issue.

### Tracey Neuls

Tracey Neuls is the London-based designer behind the women's footwear brands TN\_29 and the recently launched Tracey Neuls signature collection. Her decision to place the wearer's individuality and comfort at the forefront of her priorities has made Tracey the creative individual's preferred footwear designer and set her above her peers.

Her shoes are not simply receptacles for your feet. They are vivacious expressions of individuality and attitude. The collections reflect the growing demand for consumers who are confident and design savvy.

For The Wapping Project, Tracey has decided to do limited edition colour ways of brogues. The exhibit is about process with the final product available to buy. Tracey has included some size 42's so boys can buy too!

### Van der Meersch & Weston

To add spice to the working studios, The Wapping Project has invited Van der Meersch & Weston to set up in the Coal Store. Van der Meersch & Weston sell carefully selected, museum quality works by international architects and designers whose legacies are still very much alive in the design world – Charlotte Perriand, Pierre Paulin, Walter Gropius and Serge Mouille, as well as rare seminal works by Dom Hans Van der Laan, Keith Murray and Friso Kramer. Their presence in *Design is Simply Complex* provides an historical perspective and the opportunity to sit with two wonderfully knowledgeable raconteurs who can take you on a tour of the worlds of each of the designers they present.

### In the Greenhouse

21/22/23/24 September @ 7.30pm £5  
21 Vicky Richardson, Editor of Blueprint  
22 Paul Priestman, Industrial Designer  
23 Tracey Neuls  
24 Ally Capellino  
Bookings and information:  
Lydia.fulton@mac.com

### Watch out for Darkly Designed Dinners during London Fashion Week.

The Wapping Project  
Wapping Hydraulic Power Station  
Wapping Wall, London E1W 3SG  
020 7680 2080  
www.thewappingproject.com  
Shadwell DLR, Buses 100 or D3