

# designjunction

22–25 September 2016

designjunction supports dyslexia in design with a curated exhibition to fundraise for the British Dyslexia Association

Press Preview – 22 September (9.30 am)

#djKX #ImmersedinDesign #DyslexicDesign

PRESS RELEASE SEPTEMBER 2016

designjunction (22 – 25 September 2016) is delighted to play host to the inaugural **Dyslexic Design**, an exhibition which explores the connection between dyslexia and the creative industries. The project, in support of the **British Dyslexia Association**, is to celebrate dyslexic designers' work over five days during the London Design Festival.



Above from left: Laura Bethan Wood, Kristjana S Williams, Ab Rogers, Jim Rokos, Sebastian Bergne, Terence Woodgate, Tiphaine Dugast. Photography: Ruth Ward

The Dyslexic Design exhibition, located in a giant monopoly-style house on Granary Square, designed by environment designer Ab Rogers and curated by one of the UK's leading designers Jim Rokos, will celebrate dyslexia by accentuating the positive effects of living with dyslexia and its close association with design.

Leading designers from multiple design disciplines including product, fashion, illustration, home decor and fine art – all of whom are dyslexic – will showcase their work in a stunning temporary curated exhibition at designjunction. Confirmed designers include: **Sebastian Bergne, Terence Woodgate, Kristjana S Williams, Tom Raffield, Tina Crawford, Rohan Chhabra, Tiphaine Dugast, Laura Bethan Wood, Sari Rathel and Jim Rokos.**



Above from left: Deborah Spencer, Ab Rogers, Jim Rokos. Photography: Ruth Ward

Dyslexic Designers' work is enriched with the unexpected, made possible by the thinking of a dyslexic mind. For the first time many of these designers are openly talking about being dyslexic and how this has guided their career paths, with many of their works also demonstrating unusual three-dimensional thinking.

Throughout the show – which this year will be moving to the spectacular Granary Square at King's Cross - critical debates on design education, the relationship between dyslexia and lateral thinking, and the relationship between dyslexia and visual thinking will take place. Questions will be raised about if we could make our world more user-friendly for a dyslexic, and whether it would be appropriate to declassify the less common brain structure as a disability.

A special panel discussion will take place at 5pm on Saturday 24 September. The talk will be hosted by Design Week and chaired by editor of Crafts Magazine, Grant Gibson, the Dyslexic Design discussion 'How to be Creative & Successful when you are Dyslexic' will include panel members Tom Raffield, Margaret Rooke, Kristjana S Williams and Terence Woodgate.

"It is my belief that I am able to design the way I do, because of my dyslexia and not despite it," said Dyslexic Design exhibition founder Jim Rokos. "I also firmly believe that other dyslexic designers have idiosyncratic styles because of their

dyslexia. I am delighted designjunction shares my vision and desire to celebrate the alternative brain structure known as dyslexia and in doing so change perceptions of it. We believe dyslexia is something that drives and inspires creative, thought and design.”

designjunction's managing director Deborah Spencer added, “This is a subject matter very close to my heart. I had grown up with dyslexia and I believe it played an integral part in leading me down the path of art and design. In some respects this has defined me as a person. It is a great pleasure to support this brilliant project.”



Above from left: Laura Bethan Wood, Tiphaine Dugast, Terence Woodgate. Photography: Ruth Ward

Environment designer Ab Rogers comments, " Without dyslexia I would not be able to design. My visual perspective is a gift. Though I struggle to order certain kinds of information, I find it easy to see things in three-dimensions. I remember colours, conversations, tastes and smells with absolute accuracy, but I forget where my keys are the minute I've put them down. The world is made up of many different minds, and ways of seeing and being. Let's be proud of what makes us stand out."

Lighting and furniture designer Tom Raffield explains "as someone with dyslexia, I've always felt I've seen the world a little differently from others. I soon discovered that being different isn't a bad thing and it can actually be very empowering."

“I think in pictures. If I'm designing an object, I know the exact shape in 3D. I can walk around it in my head before drawing it.” Added industrial designer Sebastian Bergne comments.

"I have had dyslexia all my life and only formally got to know about it in University. Growing up in small towns across India, the schools were never able to detect or even understand my problems as I struggled with academics. Dyslexia can be positive and lets me develop my own method to analyse things and approach problems.” Says fashion designer Rohan Chhabra.





Above from left: Sebastian Bergne, Kristjana S Williams. Photography: Ruth Ward

I use the needle as my pencil and fabric as my paper: but I move the 'paper' not the 'pencil'. The reason why dyslexics are creatives is because our brains are different. Being the runt of the litter at school makes us strive more.” Comments illustrator Tina Crawford.

Dyslexic Design exhibition at designjunction is supported by LONDONNEWCASTLE. Founder & Chief Operating Officer Robert Soning comments, “We support Dyslexic Design because we recognise the unique foresight and talent that people with dyslexia bring to so many industries, we believe this should be celebrated not shunned. That is why we are so proud to be associated with this exhibition.”

designjunction, now in its sixth year, returns this September as part of the annual London Design Festival. Relocating to an exciting new long-term home in King’s Cross, designjunction will take over the majority of the site delivering a specially curated programme of design exhibitions, installations, retail experience, events and workshops based upon the leading theme, Immersed in Design. designjunction is also working closely with the King’s Cross Development and Central Saint Martins, UAL on this year’s event.

To coincide with the exhibition, designjunction will donate a percentage of its 2016 ticket sales to the British Dyslexia Association at the end of the show.

For more information about designjunction please visit:  
[www.thedesignjunction.co.uk](http://www.thedesignjunction.co.uk).

For more details about Dyslexic Design please visit: [dyslexicdesign.co.uk](http://dyslexicdesign.co.uk).

To donate and support the Dyslexic Design exhibition, please visit:  
[uk.virginmoneygiving.com/DyslexicDesign](http://uk.virginmoneygiving.com/DyslexicDesign).

In support of:



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## LONDON NEWCASTLE

**designjunction London 2016**

**Thursday 22 September – Sunday 25 September 2016**

**1 Granary Square | King's Cross | London | N1C 4AA**

Public ticket prices:

£12 – Standard advance

£15 – On the door

[www.thedesignjunction.co.uk/tickets](http://www.thedesignjunction.co.uk/tickets)

Press registration (free) – [www.thedesignjunction.co.uk/pressreg](http://www.thedesignjunction.co.uk/pressreg)

Trade registration (free) – [www.thedesignjunction.co.uk/tradereg](http://www.thedesignjunction.co.uk/tradereg), or £15 on the door

Ends

## Contacts

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## Notes to Editor

### About designjunction

designjunction is a leading exhibition for contemporary interior design and culture, held annually in London and New York. The flagship show takes place in London as part of the London Design Festival each September – where more than 200 contemporary brands present their new collections to an international

audience of architects, interior designers, retailers and media. In 2015, the five day exhibition attracted more than 26,000 visitors through its doors.

[thedesignjunction.co.uk](http://thedesignjunction.co.uk)

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### **About British Dyslexia Association (BDA)**

Ten percent (10%) of the population are dyslexic; 4% severely so. Dyslexia is identified as a disability as defined in the Equality Act 2010. Many of the dyslexic people across the UK, whether adults or children, are unable to fulfil their potential as a large percentage of the population still do not understand what dyslexia is, the difficulties which the condition presents and do not know how best to support them. Dyslexia is not an obvious difficulty; it is hidden. As a result, dyslexic people have to overcome numerous barriers to make a full contribution to society.

The BDA is the voice of dyslexic people. It aims to influence government and other institutions to promote a dyslexia friendly society, that enables dyslexic people of all ages to reach their full potential.

The BDA promotes early identification of specific learning difficulties (SpLD) and support in schools to ensure opportunity to learn for dyslexic learners. In November 2007 at the BDA AGM Members agreed the policy on Early Identification of Specific Learning Difficulties. This forms the basis of BDA lobbying in this regard. To view its policy follow this link:

[www.bdadyslexia.org.uk](http://www.bdadyslexia.org.uk) [@BDA dyslexia](#)

### **About King's Cross**

King's Cross is a critically acclaimed 67 acre, 8 million sq ft development in Central London. The developer, the King's Cross Central Limited Partnership, is creating a piece of the city, which includes 20 new and refurbished office buildings, nearly 2,000 new homes, as well as new shops and restaurants. Aside from the sheer scale, what makes King's Cross different is the determination to create an interesting place with a varied mix of uses. The area benefits from a lively and diverse arts and events programme that makes use of the world-class public spaces that are being delivered.

[www.kingscross.co.uk](http://www.kingscross.co.uk) [@kingscrossN1C](#)