



## The Origins of Tomorrow

Coinciding with the London Design Festival, The Origins of Tomorrow is an exhibition that will chart PriestmanGoode's work and design philosophy since the studio's inception.

Over the last 15 years, PriestmanGoode has established itself as a leader in transport and aviation design, working on some of the most cutting edge and large scale projects in the world. The studio's background, however, lies in product design, and since the late eighties when it was first established, PriestmanGoode designed many products that went on to transform industries. The Origins of Tomorrow strives to broaden the perception of the studio's practice and, through some of its key projects, showcase its design philosophy and the ways in which it has, and continues to, shape the world around us.

Whether designing children's toys, radiators, consumer electronics or space vessels, what sets PriestmanGoode's designs apart is a combination of aesthetics, outstanding functionality and efficiency of manufacture. At the core of the studio's work lies a desire to humanise industrial design, improve processes and create more sustainable models of production. The studio's approach has always been that people, not products, lie at the heart of industrial design.

Alongside some of the studio's most influential projects, The Origins of Tomorrow will also showcase a photographic timeline highlighting the broad spectrum of designs the London and China-based studio has created over the years. A dedicated aviation display will be showcased in a fuselage section of an Airbus A320 aircraft, which recently landed in the studio's showroom in London's West End.

From toys and radiators to the New Tube for London, high speed trains and spacecraft, these projects serve to demonstrate that by continuously challenging the status quo, PriestmanGoode has, and continues to be, instrumental in creating the world of tomorrow.



**Opening times:**  
19 September - 2 October  
Mon - Sat 10 am to 5pm

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## NOTES TO EDITORS

### About PriestmanGoode

PriestmanGoode is a design consultancy that specialises in delivering exceptional brand experiences for a roster of leading international companies.

Using design as a strategic tool to transform businesses, we use our unique global viewpoint to deliver solutions that are tailored to place brands and cultures on the world stage, helping our clients achieve holistic brand experiences and customer loyalty.

From aircraft interiors, airports, public transport and high speed trains to hotels and consumer products, our diverse portfolio enables us to draw from our experience across different sectors to deliver new innovations. This unique way of thinking has led us to become brand and innovation partners with a number of leading companies around the world.

Our designs are about people: from end users to maintenance staff, they are used by millions every year. We're interested in how things work and how to improve them. We believe great design should be simple, elegant, intuitive, easy to maintain and efficient to manufacture.

Our company is steeped in the tradition of great British design, but our experience over the years, our interest in the new and our ambition to redefine expectations of great design has led us to become leaders in our field. We define future trends and are at the forefront of global design today.

[www.PriestmanGoode.com](http://www.PriestmanGoode.com)

**PriestmanGoode.**

For further information, high resolution images or to request an interview, please contact:

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