immediate release



**D**E**SIGN CENTRE, CHELSEA HARBOUR ANNOUNCES**

**EXCITING NEW FORMAT FOR FOCUS/20**

**(13 – 18 September 2020)**

Design Centre, Chelsea Harbour, the world’s premier design destination, will present Focus/20 in an exciting new format.

In this most unprecedented of years, the annual autumn design event will be recalibrated to provide a unique platform for 120 showrooms and 600 international brands to present their new collections. A collaboration of ingenuity, creativity and positivity, the pioneering hybrid show will strengthen the Design Centre’s mantra to ‘connect, converse and create’ at a physical event in London, as well as reach out to a wider global audience, remotely.

The safety and well-being of its community and visitors is a priority, and every aspect of Focus/20 will be highly considered. Operating within government guidelines, tailored visits will bring people to the Design Centre, while a virtual programme will share online the same culture of generosity and celebration that permeates all editions of the show.

In the last months, decor has never come under greater scrutiny. People cooped up at home are craving change and professional designers have taken on new work and are completing existing projects. Visitors to Focus/20 will be able to see in person those elements that are vital to their schemes: those first looks of the latest colours, patterns and materials, alongside key details like scale, craftsmanship and artisan finishes. Adding another layer, a curated selection of house guests in the Design Avenue will bring fresh perspectives.

The online programme aims to spark everyone’s imagination and curiosity. An exceptional line-up of live stream webinars and talks will see international designers, experts and thought leaders share their work and specialist knowledge, alongside discussions on what’s shaping the future of design and business-focused sessions about how to take a professional practice to the next level. There will be insider insights into the new collections and inspiring sessions that enhance~~s~~ discovery of the world’s most exciting design brands.

Many industry events may have been rescheduled, but Focus/20 remains a design calendar highlight. As a Design Destination at the London Design Festival, it is proud to be at the heart of the wider momentum across the capital.

Post lockdown, there has been a surge of creativity and horizons have been expanded. Focus/20’s hybrid offering, as both a physical and online event, will encapsulate how design can continue to innovate and unite in a positive way.

**DESIGN CENTRE, CHELSEA HARBOUR**

**PRESENTS**

**FOCUS/20**

**OPENING TIMES**

13 – 18 September 2020

10am – 6pm

**REGISTRATION**

Visit [www.dcch.co.uk](http://www.dcch.co.uk)

**EVENT INFORMATION**

[www.dcch.co.uk](http://www.dcch.co.uk)

020 7225 9166

**SOCIAL MEDIA**

#Focus20AtDCCH, @designcentrech

**120 SHOWROOMS - 600 INTERNATIONAL BRANDS**

ABBOTT & BOYD • ALEXANDER LAMONT + MILES • ALTFIELD • ALTON-BROOKE • ANDREW MARTIN • ART RUGS GALLERY • ARTE • ARTERIORS • ARTISANS OF DEVIZES • BAKER • BAKER LIFESTYLE • BEAUFORT COLLECTION • BELLA FIGURA • BRUNSCHWIG & FILS • C & C MILANO • CECCOTTI COLLEZIONI • CHASE ERWIN • CHRISTOPHER HYDE LIGHTING • CIRCA LIGHTING • COLE & SON • COLEFAX AND FOWLER • COLLIER WEBB • COLONY • DAVID HUNT LIGHTING • DAVID SEYFRIED LTD • DAVIDSON LONDON • DE LE CUONA • DECCA • DEDAR • EDELMAN LEATHER • ESPRESSO DESIGN • ETHIMO • FLEXFORM • FOX LINTON • FRATO • GALLOTTI&RADICE • GEORGE SPENCER DESIGNS • GLADEE LIGHTING • GP & J BAKER • HARLEQUIN • HOLLAND & SHERRY • HOULES • IKSEL – DECORATIVE ARTS • INTERDESIGN UK • JACARANDA CARPETS & RUGS • JASON D’SOUZA • JEAN MONRO • JENNIFER MANNERS • JENSEN BEDS • JIM THOMPSON • JULIAN CHICHESTER • KRAVET • KVADRAT AT HOME • LACAZE LONDON • LEE JOFA • LELIEVRE PARIS • LEWIS & WOOD • LINCRUSTA • LIZZO • MARVIC TEXTILES • MCKINNEY & CO • MCKINNON AND HARRIS • MORRIS & CO • MULBERRY HOME • NADA DESIGNS • THE NANZ COMPANY • NINA CAMPBELL • NOBILIS • OFICINA INGLESA FURNITURE • ORIGINAL BTC • PAOLO MOSCHINO FOR NICHOLAS HASLAM LTD • PERRIN & ROWE • PHILLIP JEFFRIES • PIERRE FREY • PORADA • PORTA ROMANA • POTTERTON BOOKS • RESTED • ROMO • RUBELLI • SA BAXTER DESIGN STUDIO & FOUNDRY • SACCO CARPET • SAMUEL & SONS • SAMUEL HEATH • SANDERSON • SAVOIR BEDS • SIBERIAN FLOORS • SIMPSONS • STARK CARPET •STUDIOTEX • SUMMIT FURNITURE • SUTHERLAND PERENNIALS STUDIO • TAI PING • TH2 • THREADS AT GP & J BAKER • TIM PAGE CARPETS • TISSUS D’HELENE • TOLLGARD • TOPFLOOR BY ESTI • TUFENKIAN ARTISAN CARPETS • TURNELL & GIGON • TURNSTYLE DESIGNS • TURRI • VAUGHAN • VENTURA • VIA ARKADIA (TILES) • VICTORIA + ALBERT BATHS • VILLEROY & BOCH • WATTS OF WESTMINSTER • WEST ONE BATHROOMS •WHISTLER LEATHER • WIRED CUSTOM LIGHTING • WOOL CLASSICS • YARN COLLECTIVE • ZIMMER + ROHDE • ZOFFANY • PLUS HOUSE GUESTS IN THE DESIGN AVENUE

IN CHELSEA

**Press information:** Becky Metcalfe, [beckymetcalfe@dcch.co.uk](mailto:beckymetcalfe@dcch.co.uk), 020 7225 9121 or

Rebecca Gleeson, [rebeccagleeson@dcch.co.uk](mailto:rebeccagleeson@dcch.co.uk), 020 7225 9125