

## Hyperlocal maker programme Atelier100 launches debut collection

Introducing limited-edition products by local creatives, all made within 100km of London



Atelier100's launch collection includes furniture, fashion, homewares and accessories from 13 hand-picked London creatives.

- First collection of limited-edition pieces from 13 creatives, prioritising sustainable approaches to sourcing and making
- From stocking fillers to future classics: products are available exclusively to buy; prices from £7.50 to £700
- Designers based – and materials sourced – within 100km of London
- Pilot programme conceived by H&M and Ingka Group (IKEA Retail)

The first collection of products to result from Atelier100's hyperlocal hothouse programme is unveiled in the brand's Hammersmith retail space: an eclectic, sustainability-driven, discipline-hopping selection of furniture, fashion, accessories and homewares by some of the most exciting talents in the capital's creative scene.

The Atelier100 collection represents a bold new vision of production and consumption – a model for the future of making that is rooted in local supply, manufacturing and distribution. Keeping design and production in the immediate area not only dramatically reduces the carbon impact of the making process, but it also helps build local supply chains, strengthen local production networks, and support local economies. Making its debut in a global melting pot of ideas and

creativity, London, Atelier100 exists as a proof of concept for this new, sustainable approach to making.

## **Nurturing creative talent, building creative businesses**

The Atelier100 concept was born of a collaboration between two giant Swedish retail brands: H&M and Ingka Group (the largest IKEA franchisee), built on their shared goal to find and nurture emerging local creative talent.

Recognising the benefits of working with creatives who represent diverse skill sets, life experiences and cultural reference points, the two brands came together to develop a programme that could help emerging talent build their businesses, develop sustainable supply chains, and bring innovative, commercially optimised products to market.

Atelier100 launched its pilot mentorship scheme and retail space at Livat Hammersmith in May 2022, bringing together a panel of respected industry experts to select 13 creatives working across a range of disciplines, product categories and aesthetic styles.

## **Atelier100 Editions – the launch collection**

Browse and buy from the launch collection of limited-edition products. Characterised by sustainable design thinking and material ingenuity, and united by the unique ways in which they embody London's identity, they represent the best of the city's emerging creative generation.



**Thames Clay Vase by Alison Cooke**  
**£125, 30 available**

A vase made from London clay excavated from 26 metres below the River Thames, handcrafted in ceramicist and artist Alison Cooke's West Hampstead studio.



**Stainless Steel Tubular Chair by Andu Masebo**  
**£700, 10 available**

A curvaceous chair made from stainless steel tubes ordinarily used for car exhaust pipes, designed to celebrate traditionally concealed joinery and welding, cast and finished in Andu Masebo's Hoxton studio.



**Surplus Bag Collection by Clara Chu**  
L: £375, S: £225, 8 available

A collection of bags and accessories exclusively made from unexpected reclaimed and found objects, ranging from CD cases to toaster components, assembled by hand at Clara Chu's White City studio.



**London Woven Tote Collection by Elna Marie Fortune**  
£330, 14 available

A seven-piece collection of woven bags that replace the ubiquitous canvas tote, inspired by classic London design and monuments, all handmade on a loom in Elna Marie Fortune's Holborn studio.



**London Paper Mache Table Lamp by Emmely Elgersma**  
L: £195, S: £175, 50 available (30 small, 20 large)

A colourful and textured paper mache table lamp using recycled London broadsheets and reclaimed tennis ball tubes, all hand painted in Emmely Elgersma's Stoke Newington studio.



**Potato-Printed London Dinner Plates by James O'Brien**  
£25, 50 available

A storied collection of second-hand plates that have been potato-printed with iconic London meals inspired by the neighbourhood where the ceramics were found, all handpainted in James O'Brien's Walthamstow studio.



**Wax-Dipped Lampshade by Lola Lely**  
**£450, 50 available**

A plant-like recycled paper hanging lamp shade dipped in wax to seal and brighten five natural-dyed London-made paint colours, all assembled and finished in Lola Lely's Poplar workshop.



**London Cobblestone Floor Light by Mitre & Monday's**  
**£375, 50 available**

A floor light made using natural elements found in the city, including a free-standing London cobblestone providing weight and balance, produced in Mitre & Monday's Islington workshop.



**Alphapets: Laser Cut Animal Card Set by Nathan Joyce**  
**£7.50 per animal/£25 per set of 5; 100 sets available**

Five laser cut card sets designed and illustrated by Nathan Joyce in his Isle Of Dogs studio, consisting of colourful letters spelling out each animal which playfully fit together to create its unique shape.



**London Brick & Charcoal Candle Holders by Nina Jua Klein**  
**£85 (including set of 2 beeswax candles), 50 sets available**

A set of large and small cylindrical candle holders coloured with London brick dust bi-product and charcoal burned in Sussex, then cast and made by Nina Jua Klein in her workshop in Stoke Newington.



**Laser Cut Fashion Collection by Savvas Alexander**  
**Tee: £160, Dress: £210, Jacket: £250, 20/20/15 available**

A three-piece capsule collection celebrating minimalist and androgynous design, laser cut then hand-finished by Savvas Alexander in his studio space at Makerversity in Somerset House.



**Sculptural Door Stop by Yasmin Lennon Chong**  
**£45, 50 available**

A 3D-printed door stop in bold colours and designs, challenging the notion of 'ordinary objects' by experimenting with material innovation, designed and made by Yasmin Lennon Chong in her London Fields studio.



## **Deadstock Knitwear Collection by Zoe Horgan**

**Vest: £125, LS Top: £150, Skirt: £180, 15/15/20 available**

A three-piece collection of form-fitting knitwear pieces using deadstock yarns in deep earthy hues, designed, knitted and linked by fashion designer Zoe Horgan in her Homerton studio.

## **Developing the programme**

The Atelier100 mentorship programme was developed in close collaboration with its first cohort of creatives. Rather than offering unnecessary support on their making practice and processes, Atelier100 sets out to provide tailored guidance to each designer on personally relevant topics: how to grow their businesses in a sustainable way, giving participants access to experts in marketing, brand storytelling, accountancy, materials, product design, wholesaling – all the things that creatives don't necessarily learn about at art school or on design courses, or have much time to do themselves. Each creative has been matched with an experienced individual mentor on the basis of their interests and discipline.

Mentors and other instrumental experts who helped shape the programme include Ma-tt-er founder Seetal Solanki, who brought her knowledge of flexible and sustainable material options, and James Futcher, Creative Leader at IKEA, who challenged participants to streamline their designs for commercial production. H&M's Global Brand Innovation Manager Camilla Henriksson and Ingka Group Chief Creative Officer Marcus Engman also played key roles in the process, offering

feedback from the perspective of the wider wholesale and retail audience, as well as the IKEA democratic design approach, which helped shape the creatives' ideas for their final products.

To explore the products in person, visit the Atelier100 retail space at Livat Hammersmith King Street, London W6 9HW.

## Notes for editors

For more information about Atelier100, its mentorship programme, and its retail space, please contact Emily at [atelier100@zeteler.co.uk](mailto:atelier100@zeteler.co.uk).

### Atelier100

Driven by a collective of creatives, creatives, manufacturers and design-industry experts, Atelier100 is a creative-incubation programme, community platform and concept store established to bring the focus back towards the merits of local design and local production.

At the root of Atelier100 is a strong commitment towards recognising the holistic benefits of building local networks, where creatives and creatives can unite, connect and work together to make sustainable commercial products. This unique initiative has been established by H&M and Ingka Group to inspire people to bring their innovative ideas to life.

[Atelier100.com](https://atelier100.com)

## The mentors

**Marcus Engman** is Chief Creative Officer at Ingka Group (IKEA Retail). He has extensive experience from working within IKEA, as Communication and Interior Manager, Marketing Manager and Head of Design. He also runs a conscious streetwear brand and the creative collective SKEWED.

**Camilla Henrikssen** is Global Brand Innovation Manager for H&M, with 30+ years of experience in retail, trend analysis, marketing, communication and merchandising. She was instrumental in launching H&M Home and responsible for the award-winning H&M Loop initiative.

**Additional mentors include (but are not limited to):**

- [Abnit Nijjar](#), womenswear director for Jil Sander
- [Bethan Wood](#), award-winning designer
- [Sebastian Bergne](#), industrial designer
- [Jan Hendzel](#), furniture maker and founder of Jan Hendzel studio
- [Kingsley Walters](#), leatherworker and maker
- [Seetal Solanki](#), lecturer and founder of material agency [Matter](#)

- [Geo Owen](#), creative director and designer

## Creative biographies

### **Alison Cooke**

#### *Ceramic Artist*

Alison Cooke is a ceramic artist who creates projects, objects and installations. She uses clay unearthed from sites of historic and geological interest during processes of mining, engineering or scientific research. She has exhibited widely, including at the Institute of Civil Engineers, British Ceramics Biennial and the Museum of London.

[instagram.com/alison.cooke](https://www.instagram.com/alison.cooke)

### **Andu Masebo**

#### *Designer & Creative Producer*

Andu Masebo is a designer with a background in carpentry, ceramics and metalwork fabrication. With experience rooted in the practicalities of making things, his work is informed by an interest in the way objects come to be, and the wider systems within which they sit.

[instagram.com/andumasebo](https://www.instagram.com/andumasebo)

### **Clara Chu**

#### *Multidisciplinary Artist and Designer*

Clara Chu is a London based multidisciplinary artist and designer. She creates work that re-imagines everyday, mundane objects in our domestic world, mixing mass production with the hand crafted. Visionary and colourful pop accessories challenge what we wear on our bodies, not only textiles but everyday household objects we take for granted such as vegetable peelers and spoons. Graduating from the Royal College of Art in 2019, her work has been featured in publications including The Face, Lifestyle Asia, Dazed and Vogue Italia. Much of it questions the prominence of fast-moving consumer goods, blurring boundaries between 'high' and 'low' forms of culture through humorous transformations.

[instagram.com/clarachuu](https://www.instagram.com/clarachuu)

### **Elna-Marie Fortune**

#### *Textiles Designer & Weaver*

Elna-Marie specialises in woven textiles. She balances a combination of neutral and dyed yarns to create a product that has a new and unique character. This novel approach gives every piece a unique, timeless quality.

[instagram.com/elnamariestextiles](https://www.instagram.com/elnamariestextiles)

## **Emmely Elgersma**

*Sculptor & Ceramist*

Emmely Elgersma is a multidisciplinary creative. She blends her practice as a sculptor and ceramist with her additional duties as a qualified football coach in London.

[instagram.com/emmely](https://www.instagram.com/emmely)

## **James O'Brien**

*Potato Printing Illustrator*

James O'Brien takes his knowledge of root vegetables to a new level with his practice as a potato printing illustrator. He gives food waste a whole new life, by using old potatoes to create amusing illustrations and observations from the world around him.

[instagram.com/potatoprinter](https://www.instagram.com/potatoprinter)

## **Josef Shanley-Jackson & Finn Thomson**

*Founders of Mitre & Mondays*

Finn Thomson and Josef Shanley-Jackson are the creative minds behind Mitre & Mondays, an emerging art and design studio sandwiched between the Essex Road and Regent's Canal in London. Their ethos is centred around a playful use of materials and exploring design through making.

[instagram.com/mitreandmondays](https://www.instagram.com/mitreandmondays)

## **Lola Lely**

*Multidisciplinary Designer & Maker*

Lola Lely is a multidisciplinary designer and maker based in Poplar, East London. Lola's creative practice bridges the gap between craft and design. She is also the co-founder of WAX Atelier, a socially engaged company that specialises in the manufacturing of handmade candles and plant-based wax products.

[instagram.com/lola\\_lely](https://www.instagram.com/lola_lely)

## **Nathan Joyce**

*Product Photographer & Children's Illustrator*

Nathan Joyce is a freelance product photographer, children's illustrator and occasional packaging designer. Whether he's photographing food or drawing cartoons, his style always remains colourful, bold & playful.

[instagram.com/nathanjoyce.illustration](https://www.instagram.com/nathanjoyce.illustration)

## **Nina Jua Klein**

*Designer*

Nina Jua Klein is a designer and creative director. Her London based collaborative studio spans the design of objects, spaces and visual identities for a wide range of cultural and commercial clients. In an attempt to spend less time at the computer and more time making things, she recently founded Co Projects, developing objects that all have one characteristic in common – they consist of two or more parts that rely on each other to be functional.

[instagram.com/ninajuaklein](https://www.instagram.com/ninajuaklein)

## **Savvas Alexander**

*Designer & Maker*

Savvas Alexander is a designer and maker whose practice advocates a rethinking of the established systems within fashion. By designing solutions that challenge harmful over-consumption, Savvas activates agile production processes that decentralise fashion making and thinking.

[instagram.com/savvas.alexander](https://www.instagram.com/savvas.alexander)

## **Yasmin Lennon-Chong**

*3D Designer & Maker*

Yasmin Lennon-Chong is a designer and re-creator of everyday objects and environments, producing experiential, aesthetic and playful products as a form of spatial engagement and intervention. Her current design approach utilises the application of new material technologies, 3D printing and alternative manufacturing models.

[instagram.com/ylennonchong](https://www.instagram.com/ylennonchong)

## **Zoe Horgan**

*Knitwear Designer*

Zoe Horgan is a knitwear designer based in London. Specialising in future-proofed and sustainable fine gauge knitwear, she works with deadstock yarn in a bid to change the way we think of fashion industry waste.

[instagram.com/zoe.horgan](https://www.instagram.com/zoe.horgan)