

**Introducing “What Women Make™ - Women in Design 1st edition” making its debut at the 2010 London Design Festival**

*What Women Make™ brings together award-winning, emerging female designers and artists from around the world at two venues during London Design Week*

London (WWM) July 4<sup>th</sup>, 2010 – What Women Make™ ([www.whatwomenmake.com](http://www.whatwomenmake.com)) a website showcasing global female creativity and entrepreneurship by writer and futurist Chauncey Zalkin, will be showcasing 8+ emerging designers from around the globe with various viewpoints highlighting innovation, sustainability, and cultural reflection. The exhibit will take place at DesignersBlock from September 23<sup>rd</sup> – September 26<sup>th</sup> and will be accompanied by a night of talks and discussions held on September 23<sup>rd</sup> at the Soho loft of creative strategic consultancy Sense Worldwide ([www.senseworldwide.com](http://www.senseworldwide.com)).

Confirmed designers include: Helene Steiner from Austria and her otherworldly wall pod storage; Lynn Jackson from Canada and her delicate and irreverent copper ‘knit’ mesh hanging sculpture; Shuyu Lu from China borrows from the dancing girls of Chinese tapestry replacing bundles of flowers with more contemporary images - embroidered pizza, burgers, and fries. From Japan, Ai Kurahashi and Kiyomi Kodama explore the potential artificiality of the organic movement through ceramics; Chisato Ishikawa creates striking shapes while playing on themes of Western fashion and consumerism with her wall art; and Natsuki Shigeta does a mash-up of the traditional Japanese Yukata with her sure-to-be-a-hit collectible designs. We’ll also be presenting Pauline Van Dongen from the Netherlands and her award-winning 3D printed shoes made of powdered nylon; Edyta Cieloch from Poland who reimagines traditional Polish objects interestingly echoing the shapes of Chisato’s work; and Tiffany Burnette from the U.S. (NY) who offers a solution to metro maps that makes you wonder why her creation didn’t exist before. And now Diane Ruengsorn of Domestic Aesthetic, dedicated to sustainable building practices and approaching our world’s problems with soul and beauty.

“I wanted to bring together women from around the world who offer not just great design, but bring outstanding thinking to their work. I looked to combine best practices and innovation with work that reflects the cultural moment from a variety of viewpoints,” says founder Chauncey Zalkin. “We hope this is the start of a lot more to come for What Women Make as a social business championing the best of the best in female creativity and entrepreneurship.”

The DesignersBlock design exhibition, at The Bargehouse Oxo Tower, runs from 23<sup>rd</sup> of September to the end of the day on the 26<sup>th</sup> of September with an opening night party on the 22<sup>nd</sup>. Speakers TBA. We thank everyone at Sense Worldwide for hosting the event.

The ‘What Women Make – A Night of Discussion, Mingling, and Drinks’ will take place at The Sense Loft, 4<sup>th</sup> Floor, 68/70 Wardour Street, on Thursday, September 23<sup>rd</sup>, 2010, from 18h30 until 21h30.

About What Women Make:

With a keen interest in innovation and user-centric design and services that herald the future of the global community, [www.whatwomenmake.com](http://www.whatwomenmake.com) showcases and celebrates the female makers of the lot – designers, creative entrepreneurs, innovators, artisans, design students – from around the world.

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