



Photographer: Jon Day

## the Design Museum unveils new dining space transformed by Matthew Williamson

Opening 16 September 2023  
the Design Museum

### [PRESS IMAGES](#)

- **Award-winning interior designer Matthew Williamson creates beautiful new food and drink space for Design Museum visitors**
- **Its design is inspired by the museum's floor-to-ceiling views of Holland Park**
- **The Design Kitchen opens to coincide with the start of major exhibition *REBEL: 30 Years of London Fashion sponsored by Alexander McQueen***

The Design Museum today announces that award-winning interior designer Matthew Williamson has transformed its Sachs Family Park Room into a new dining experience for visitors.

Named the Design Kitchen, Williamson has brought his warm style and use of vibrant colour and vintage pieces to create a new space for visitors to enjoy on the museum's second floor. His design scheme for the room was inspired by the Kitchen's stunning views of Holland Park.

The Design Museum has partnered with independent catering company Leafi to provide the new food and drink offer, which will include a range of sustainably sourced breakfast and lunch options.

Matthew Williamson is an internationally renowned British designer, who early in his career was a recipient of the British Fashion Council's NEWGEN award. He was the subject of an exhibition at the Design Museum in 2007 before establishing himself as an interior designer in the early 2010s.

Williamson has used a rich colour palette of green and terracotta to connect visitors to the outdoor surroundings of Holland Park, and the reupholstered booths in a palette of greens provide an ideal vantage point into the park. The space blends vintage furniture, bespoke pieces and mid-century design classics with some of his own contemporary lighting designs.

The Design Kitchen opens on Saturday 16 September to coincide with the first day of the museum's major autumn exhibition **REBEL: 30 Years of London Fashion sponsored by Alexander McQueen**, which will be one of the most wide-ranging surveys of contemporary British fashion culture ever staged in the UK. REBEL celebrates three decades of NEWGEN – an award which Matthew Williamson received after graduating from Central Saint Martins with a degree in Fashion and Textile Design.

The new dining space will be open during normal museum hours, and visitors will be able to choose from a range of breakfast or lunch options, as well as light snacks such as smoked almonds and rosemary olives. More substantial dishes include poached eggs with smashed avocado and chili, plant-based soups with cheese and chive scones, and mushrooms on toast with garlic and thyme butter. A selection of delicious salads will also be on offer, including sweet potato with tahini and coconut yoghurt dressing and trout with horseradish new potatoes and quail's egg.

A variety of wines will be served by the glass and bottle. This will include a range of premium English Sparkling Wine by the Design Museum's exclusive sparkling wine partners, Nyetimber.

Also on offer will be Belleville brewing, with a selection of IPA, lager and pale ale, all made in their brewery in South West London.

The Design Kitchen will be run by Leafi, an independent caterer with over 15 years of experience in the museum sector. Leafi's commitment to sustainability includes a no plastic policy, reducing the use of single use disposables and working with small, local suppliers. This ethos aligns with the Design Museum's focus on reducing its environmental impact.

Downstairs in the museum's atrium, the refreshed Design Cafe will also be run by Leafi. It will offer toasted sandwiches, boxed salads, and cakes. Beverages will include tea, coffee, juices, and kombucha.

Design Museum members will enjoy a 10% discount on all food and drink purchases at the Design Kitchen and Design Cafe.

**Matthew Williamson** said: "For the new Design Kitchen at the Design Museum, I chose to focus on the views outside the windows overlooking Holland Park as my inspiration. A rich palette of varying tones of green was used to invigorate the space. Mid-century furniture, hand-blown glass lighting, velvet and printed

upholstery were selected for a homely, informal atmosphere. I wanted the space to feel non-intimidating, uplifting yet relaxed, so visitors would feel inspired to return time and time again. I'm incredibly proud of the design and I am looking forward to seeing it work as a live, commercial space which looks and feels like a home away from home."

**Leafi** said: "Our key goal is to build a strong and sustainable relationship with the Design Museum to consistently deliver a standard that aligns with visitor expectations. We will be baking and cooking on site, using some very small and unique suppliers who share our ethos on quality, consistency and environmental issues. We'll be serving ethically sound and consistently good coffee, proper loose-leaf tea, and all of our cakes, scones, tarts and traybakes will be made in the on-site kitchens. We are excited to be chosen as the caterer at the Design Museum and are looking forward to animating the spaces for eating and drinking."

#### **Opening times**

Monday to Thursday, 10.00 – 17.00 (last orders 16.30)

Friday & Sunday, 10.00 – 18.00 (last orders 17.30)

Saturday, 10.00 - 21.00 (last orders 20.30)

**-Ends-**

#### **Notes to Editor**

#### **PRESS ENQUIRIES:**

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#### **Info**

the Design Kitchen

Opening 16 September 2023

Location: Sachs Family Park Room

Members will enjoy a 10% discount

#### **About Matthew Williamson:**

Matthew Williamson is an internationally renowned British designer, known for his playful use of pattern and colour. After graduating from Central Saint Martins in the early 1990s, he began an illustrious career as a fashion designer. His pieces have been worn by Sienna Miller, Kate Moss, Gwyneth Paltrow, and Jade Jagger. In 2007, Williamson celebrated 10 years of his career with an exhibition at the Design Museum at its original location in Shad Thames. In the early 2010s, he carried his distinctive use of print and colour into interior design. He has partnered with a range of homeware brands such as John Lewis, Pooky, and Roome London. The launch of the Design Kitchen coincides with the publication of Williamson's new book *Living Bright: Fashioning Colourful Interiors*, a practical guide to embracing bold colour in your home.

#### **About Leafi:**

Leafi is an owner operated caterer, serving London's gallery and retail sector for over 15 years. Committed to environmental and ethical responsibilities, it has a long held no plastic policy, focuses on reducing single use disposables, and has a 100% compostable ethos. Leafi also works with a main grocery supplier that uses biofuels on over 50% of its vehicles. Leafi is passionate about simplicity and consistency and adapts its approach to maximise the customer experience.

**About the Design Museum:**

The Design Museum is the world's leading museum devoted to contemporary architecture and design. Its work encompasses all elements of design, including fashion, product and graphic design. Since it opened its doors in 1989 the museum has displayed everything from an AK-47 to high heels designed by Christian Louboutin. It has staged over 100 exhibitions, welcomed over seven million visitors and showcased the work of some of the world's most celebrated designers and architects including Paul Smith, Zaha Hadid, Jonathan Ive, Frank Gehry, Eileen Gray, Dieter Rams, Margaret Calvert and Yinka Ilori.

On 24 November 2016, the Design Museum relocated to Kensington, west London. John Pawson converted the interior of a 1960s modernist building to create a new home for the Design Museum giving it three times more space in which to show a wider range of exhibitions and significantly extend its learning programme. Since opening in Kensington in 2016, the Design Museum has hosted major exhibitions including *Stanley Kubrick: The Exhibition*, *Moving to Mars*, *Amy: Beyond the Stage*, *Sneakers Unboxed: Studio to Street*, *Electronic: From Kraftwerk to The Chemical Brothers*, *Charlotte Perriand: The Modern Life*, *Football: Designing the Beautiful Game* and *Waste Age: What can design do?*

In 2021, the Design Museum launched Future Observatory, a national programme for design research supporting the UK's response to the climate crisis. The three-year programme is coordinated by the Design Museum in partnership with the Arts and Humanities Research Council (AHRC), which is part of UK Research and Innovation (UKRI).

In April 2023, the museum opened a landmark exhibition with globally renowned artist Ai Weiwei. *Ai Weiwei: Making Sense* is the artist's very first design-focussed exhibition and is his largest UK exhibition in eight years.

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