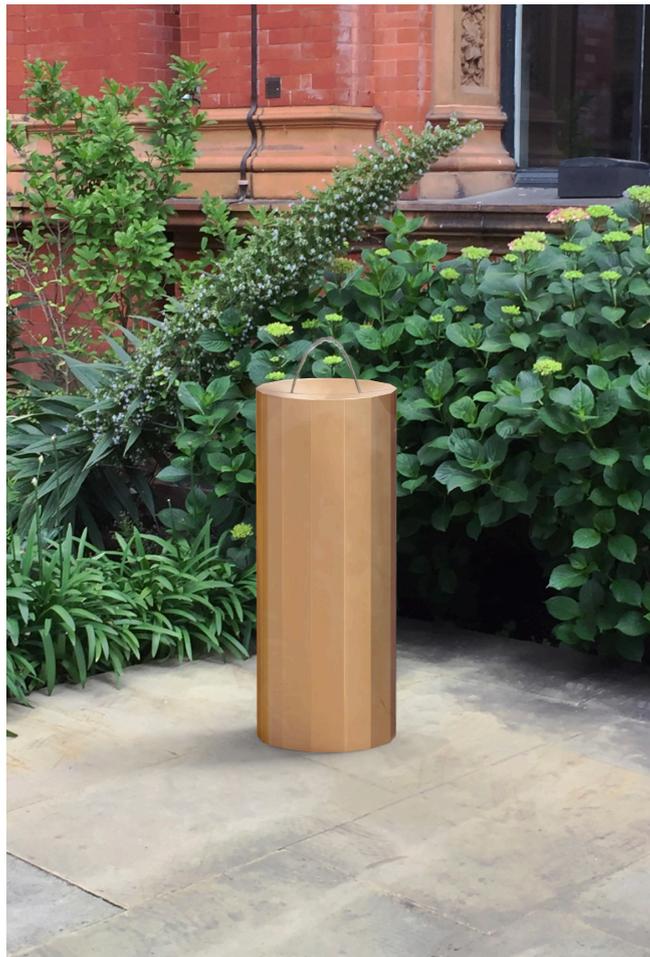


Press Release
September 2018

The London Fountain Co. launches new drinking water fountain at V&A



The London Fountain Co. will launch a new drinking water fountain in the John Madejski Garden in the Victoria & Albert Museum during the London Design Festival, 15 – 23 September 2018, designed by leading product designer Michael Anastassiades.

An initiative by curator Jane Withers and publisher Charles Asprey, The London Fountain Co. aims to bring beautiful drinking fountains back to the streets of London, helping provide the infrastructure needed to move away from plastic bottled water. The second Fleet drinking fountain will be installed outside South Kensington tube station in Thurloe Place this autumn, supported by South Kensington Estates.

From the mid-19th century when fountains were widely introduced in the capital to improve public health through the provision of clean water, London had an extraordinary tradition of public drinking fountains. However, with the rise of bottled water these have been allowed to run dry. Now we know the environmental damage caused by plastic pollution, we urgently need to shift to a refill culture.

The London Fountain Co. has commissioned The Fleet drinking fountain, the first in a family of drinking fountains that will include a wall-mounted version and one for parks also designed for children and pets. The fountain can be used for refilling bottles as well as drinking. It is sensor-operated and the mechanism is discretely inserted to ensure functionality and durability in busy public spaces, both indoors and outdoors. The prototype has been developed for manufacture in collaboration with drinking fountain specialists. The first fountain will be cast in bronze, and The Fleet drinking fountain can be made in different materials, including stone, marble and cast-iron, to suit different locations.

Conceived as a robust and appropriate addition to the streetscape, The Fleet's monolithic form references the tradition of British street furniture such as the letterbox and phone box. The aim of the design is to create an abstract form that discretely communicates its function as a drinking fountain; as users encounter the fountain it gains a familiarity over time, becoming part of the urban streetscape. Through the use of familiar geometric forms and the robust nature of cast bronze, the design has a sculptural presence. Our hope is that these drinking fountains can be implemented on a larger scale in London, and beyond.

"The design is a monolithic form that references the great tradition of English street design, from lamp posts to post boxes and telephone booths. Here I wanted to make an enduring design that would stand out but also blend away - something approachable that could be used everyday."

Michael Anastassiades

The London Fountain Co is working in collaboration with #OneLess, a growing London-based movement that exists to reduce the number of single-use plastic water bottles entering the ocean. #OneLess is addressing the issue of drinking water futures and plastic pollution in an exhibition near the V&A during London Design Festival 2018. #OneLess Design Fellows will be showcasing innovative ideas, concepts and prototypes developed to catalyse London's refill revolution and eliminate plastic bottled water at 3 Yeoman's Row SW3, as part of the Brompton Design District.

#OneLess is one of a number of efforts leading the way for cultural change, including initiatives by the Mayor's Office and Refill, a national campaign to make take water as freely available as possible. The London Fountain Co. is working in collaboration with these organisations to effect tangible change in our drinking water culture.

Press view

10.45 – 12.30, 14th September 2018 in the V&A's John Madejski Garden

London Design Festival, 15 – 23 September 2018

www.londondesignfestival.com/

V&A Opening Times: Daily 10 – 5.45, Friday 10 – 10

www.vam.ac.uk/festival/2018/london-design-festival-2018

Pop-up talk: A Fountain for London with Jane Withers & Michael Anastassiades

Thursday 20 September 11 – 11.30am

Meeting point: LDF Desk, V&A Grand Entrance, Cromwell Road

#OneLess Design Fellowship: Unlocking London's Refill Revolution

1st Floor, 3 Yeoman's Row SW3 2AL

www.bromptondesigndistrict.com

Brompton Design District Talk

Material Consequences: Water Futures

Jane Withers in conversation with Corina Angheloiu of the #OneLess campaign on cultural initiatives to reduce plastic waste from water consumption

Friday 21 September 3pm

The Hour Glass, 279-283 Brompton Road SW3 2DY

For further press information please contact:

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About The London Fountain Company:

An initiative of curator Jane Withers and publisher Charles Asprey, The London Fountain Co. aims to help bring drinking fountains back to the streets of London. Using the power of good design to inspire change and help provide the infrastructure for London to move away from single-use plastics and shift to a more sustainable drinking water culture.

www.thelondonfountaincompany.london

@thelondonfountain

hello@fountain.london

#OneLess

#OneLess is a rapidly growing movement of pioneering and progressive individuals, communities, businesses, NGOs and policymakers, collaboratively striving to reduce the amount of single-use plastic water bottles entering the ocean from the city of London.

The #OneLess campaign is led by the Zoological Society of London, Forum for the Future, the International Programme on the State of the Ocean and the Thames Estuary Partnership. It is an experiment run by the Marine CoLABoration to encourage more people to value the ocean. The initiative is the legacy of the Selfridges 2015 Project Ocean, curated by Jane Withers Studio.

www.onelessbottle.org

Refill

Refill is a national, practical tap water campaign that aims to make refilling your bottle as easy, convenient and cheap as possible by introducing refill stations on every street.

www.refill.org.uk