



AHEC Europe
Unit 20.1,
20-22 Vestry St
London, N1 7RE

americanhardwood.org

**PRESS RELEASE
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AL_A AND AHEC TRANSFORM V&A MUSEUM GRAND ENTRANCE FOR THE LONDON DESIGN FESTIVAL 2011

For the 2011 London Design Festival, landmark design installations by renowned British architects and designers will be seen across the city, and the American Hardwood Export Council (AHEC) has commissioned award-winning architects Amanda Leveté Architects (AL_A) to design one of the most public.

Now in its ninth year, the London Design Festival will be the largest and most significant yet, with an expected 180 partners and more than 250 events celebrating the world's creative capital. For the third consecutive year, the London Design Festival will run a broad ranging programme of activity in residence at the Victoria & Albert Museum in west London, and together with Arup, AL_A has designed an installation around the V&A's Grand Entrance.

Entitled Timber Wave, the majestic three dimensional latticework spiral made from American red oak will span the height of the Museum doors. Opening up long views along Cromwell Road, the installation takes the V&A out onto the street, and exuberantly celebrates the London Design Festival's residency at the V&A. Repetition of motif is part of the didactic heritage of the V&A and this structure is born from that tradition. It creates its own balance and reflects the contemporary preoccupation with interconnectivity between disciplines.

European Director of AHEC, David Venables praised the London Design Festival for challenging the thinking on design and use of materials. He said, "This year's collaboration with Amanda Leveté, Arup and Cowley Timber is our most exciting and ambitious to date. The use of red oak as the main material is a great choice because it is the most abundant species of the American hardwood forest resource, but one which is not particularly well-known in Europe. Red oak has significant potential, and Timber Wave will demonstrate its strength, machinability and wonderful colour. I cannot wait to see the project take shape!"

Timber Wave builds on a collection of installations supported and driven by the American Hardwood Export Council which demonstrate the performance, aesthetic and enduring qualities of American hardwood. For 2011, the red oak structure will completely transform the Museum's Grand Entrance and is set to be a standout installation of the LDF programme.

The London Design Festival takes place from 17th to 25th September across London.

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Notes to Editor:

American Hardwood Export Council

The American Hardwood Export Council (AHEC) is the leading international trade association for the US hardwood industry, representing the committed exporters among US hardwood companies and all the major US hardwood production trade associations. AHEC concentrates its efforts on providing architects, designers and end-users with technical information on the range of species, products and sources of supply.

www.americanhardwood.org

For further press information contact:

Lucy Peacock and/or Belinda Cobden Ramsay

American Hardwood Export Council

Tel: +44 (0) 20 7626 4111

Email: lucy@americanhardwood.org, belinda@americanhardwood.org