

Press release: August 2017

BRODIE NEILL AT ME LONDON: AN OFFICIAL LDF INSTALLATION

***Brodie Neill presents 'Drop in the Ocean' at ME London during
London Design Festival 2017***



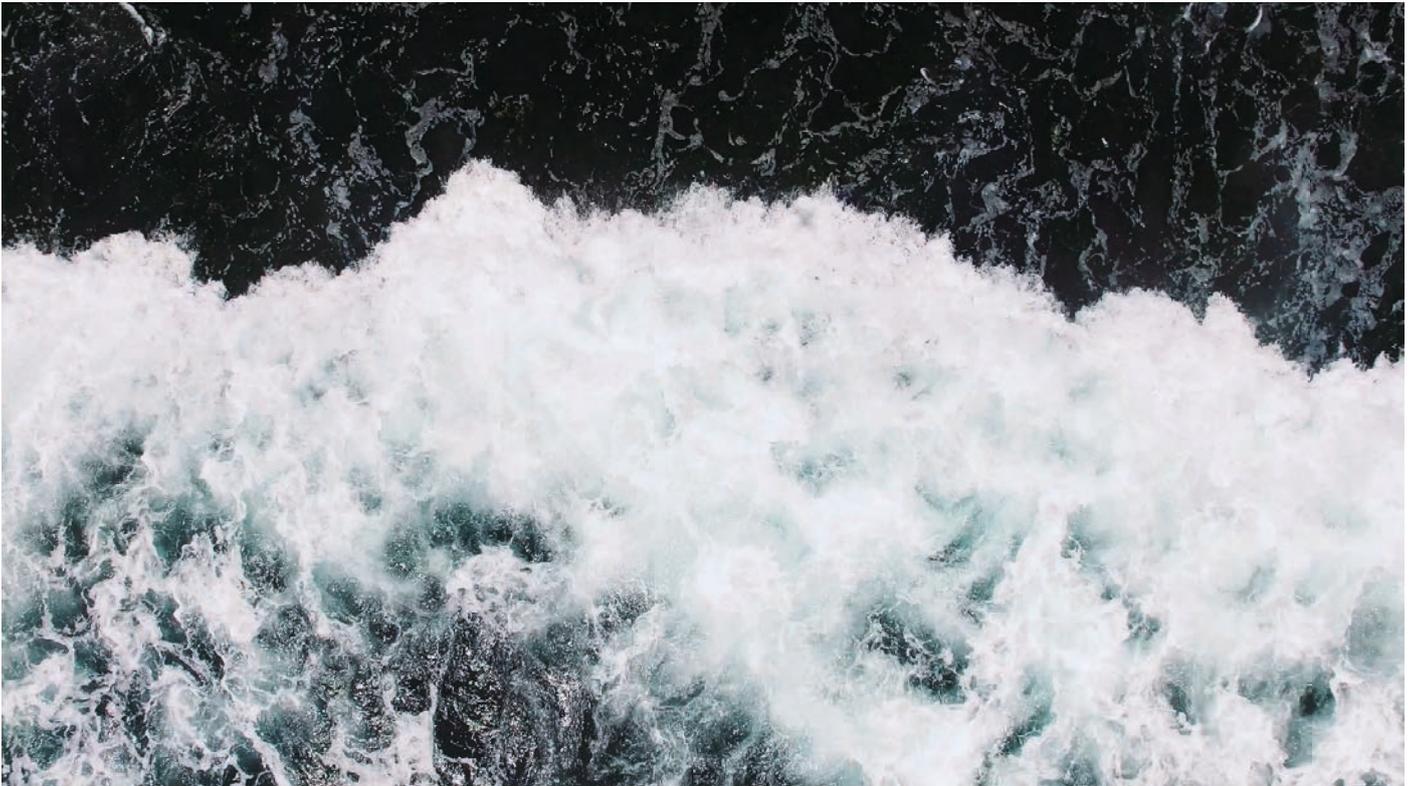
This September designer Brodie Neill presents Drop in the Ocean at ME London, a mesmerising site specific nature driven installation, located in The Atrium of the iconic Foster + Partners designed ME London, the Official Hotel Partner for the Festival.

Neill's presentation, an Official London Design Festival Project, confronts the problem of ocean plastic waste and premieres his work Flotsam, produced using his self-created material Ocean Terrazzo. Unveiled on 13th September, the installation will run until the end of the month.

Drop in the Ocean at ME London merges design, architecture and video mapping technology to dramatic effect. Audiences enter the serene marble interior of the ME London Atrium and encounter a display which takes them on a multi-sensory journey. The installation unites the power of a single drop of water with the expansive height of the building in a visually melodic display of nature driven technology through projection.

The exhibition also presents Neill's new Flotsam series of furniture produced from the innovative Ocean Terrazzo material developed by Neill for his Plastic Effects installation at the Australian Pavilion at London Design Biennale 2016.

Neill has collaborated with an international network of scientists, researchers, environmental experts, beachcombers, engineers, artisans and manufacturers to collect and reconstitute small fragments of plastic washed-up on the shores around the globe to produce a terrazzo like composite Ocean Terrazzo.



Cast completely as singular pieces, the pieces on exhibit are created from a combination of all-white Ocean Terrazzo to reflect water and multicoloured ocean plastic fragments to reference the floating nature of the plastic waste which travels across oceans and break down into small fragments from the force of the currents.

Designer Brodie Neill comments: "The installation is a continuation of my work drawing attention to the global issue of ocean pollution through contemporary design, and upcycling waste streams to create innovative materials. Drop in the Ocean is a multi-sensory experience for visitors at ME London, a hotel with a strong design pedigree, during London Design Festival, the City's premier design event when the attention of the creative world is on London".



Luxury lifestyle hotel, ME London, is the flagship property for the ME by Meliá brand, located in the cultural heart of Covent Garden, London. The hotel is ideally located directly opposite Somerset House, one of the key destinations for design enthusiasts and host of the inaugural Design Frontiers exhibition. The hotel has a tradition of commissioning and working with great designers. The collaboration with Neill further demonstrates the hotel's long-term commitment to engaging with design, which highlights thought provoking issues.

Guillaume Marly, General Manager of ME London comments: "We are delighted to be working with London Design Festival this year and bringing to the hotel the great design of Brodie Neill, who uses his work to highlight a problem that we all have a commitment to address. At ME London, we are proud to be involved in promoting such a positive topic through an engaging and compelling experience."

Drop in the Ocean at ME London reflects on not only the power of a single drop of water but the impact of the accumulative effect of every single person's actions in the protection of our oceans and ocean life.

To request interviews with Brodie Neill, or further information and imagery, please contact Sameera Hanif: Sameera@sameerahanif.com | +44 7817 175 724

Notes to Editor:

About Brodie Neill

Australian-born Neill honed his design skills at the University of Tasmania and the Rhode Island School of Design. After a successful stint working for top brands in New York, Brodie established a studio in London's East End, applying his sculptural design signature to a range of objects such as the '@ Chair' which was selected by Time Magazine for 'The Design 100, the people and ideas behind today's most influential design'.

Brodie has worked with an impressive roster of international clients including Kundalini, Swarovski and Alexander McQueen and his limited edition works are included in a number of private collections. He founded Made In Ratio in 2013, a self-designed and self-produced furniture brand. In 2016, Brodie Neill represented Australia at the inaugural London Design Biennale at Somerset House with a critically acclaimed installation Plastic Effects, where he launched his now iconic Gyro table.

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About ME London

Contemporary luxury hotel, ME London, is the flagship property for the ME by Meliá brand, located on the Strand in the cultural heart of London. The UK's first Foster + Partners' hotel, ME London is one of the leading hotels in the capital offering 157 chic guestrooms, 16 luxurious suites and signature penthouse Suite ME.

ME London is home to the renowned Radio Rooftop Bar with panoramic views of the city's skyline from Tower Bridge to the Houses of Parliament. The hotel also boasts international dining outlet STK (a world-famous steak house) and lounge bar Marconi Lounge. Follow ME London on Facebook, Twitter and Instagram: @MELondonHotel MELONDONHOTEL.COM

About ME by Meliá

ME by Meliá is personality-led, lifestyle brand that seeks to fuse innovative style with local tastes in order to captivate clientele with a love for contemporary art and design, international cuisine and world music. By capturing these elements in urban and resort destinations, the ME philosophy adds a more personal touch to the guest experience. Follow ME by Meliá on Facebook and Twitter: @MEbyMelia and on Instagram: @ME_by_Melia MEBYMELIA.COM

