



**It's challenging,
demanding and
controversial...**

**FX
TALKS
2019**

2018 speakers: Monty Roberts,
Madeleine Bunting, Piers Taylor,
Jacky Klein, Alan Kitching.
Presented by Tom Dyckhoff



To watch the videos from our 2018 VIP Speakers, plus feedback and images from the night, please go to fxtalks.co.uk



Radical thinking. Thought leadership. The inspiration outside our industry.

FX Talks is all about thinking differently. Radical Thinking. And how this affects creativity and benefits our industry just by thinking differently. Historically, it's proven incredibly difficult to be a radical thinker and requires bravery, and independence of thought to effect change and deliver brilliance. And if that's not enough, then there's the hostility from established conventions that have been challenged by these futuristic and extraordinary opinions. FX has looked at the historical great thinkers throughout the ages who have transformed the way we think and live, or will transform the way we think and live.

FX launched this concept to our industry in 2017 with a diverse selection of speakers, all of whom delivered a TED-type lecture in 15 minutes on 'Radical Thinking' and what it means to them in their field. The feedback from our industry has been astoundingly supportive from the architect and design community, which surprised even us at FX. So much so that FX Talks is now in it's third year as we pioneer another event for 2019.

Radical scientists, artists, engineers, and inventors from around the world, are invited to address our audience of architects, designers, and developers, on the topic of how inspired thinking is influencing the way we think and live. Or will change the way we think or live.

FX wouldn't be FX without the all-important networking. We are committed to facilitating business with your guests, and so it's only right that we indulge you with the best drinks and canapés for a couple of hours after the speeches.

WHERE

Shoreditch Town Hall,
380 Old St, London
EC1V 9LT

WHEN

May 2019
4.30 pm — 9.30 pm

EMAIL

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FX Talks 2018

In its second year, FX Talks arrived back at Shoreditch Town Hall with radical scientists, artists, engineers and inventors from around the world, all invited to address our audience of architects, designers and developers on the topic of how inspired thinking is influencing the way we live. The likes of design writer and broadcaster Tom Dyckhoff, art historian Jacky Klein, award-winning architect Piers Taylor, plus Madeleine Bunting radio 3 'essays' and author, and the legend Alan Kitching, famed for his graphics, animation and film in our design industry.

As a result we've had many unexpected and gratuitous lovely compliments from major practices about FX Talks. This is a great encouragement for us at FX to keep up this momentum in creating a thought provoking tool for all of us. As long as there's interesting and dynamic people in the world, FX Talks will carry on talking!





FX Talks 2018



Headline Sponsor

£30,000

This is our most prestigious package for our headline sponsors! Limited to four sponsors.

DEADLINE

Confirmation required by 30 November 2018

Your company will be aligned to Radical Thinking as one of the headline sponsors. You will benefit from high profile publicity in the run up to the FX Talks and of course at the event. You will have an opportunity to display materials and leaflets to maximise your presence to our audience of architects, designers and developers during the FX Talks. Limited availability though!

BENEFITS

- Multi-channel marketing opportunities
- Unparalleled relationship building opportunities
- Substantial editorial coverage in FX
- 15 page editorial in FX magazine 2019 on the event featuring your logo
- Editorial in the same issue around a Q&A
- Digital pdf of the above editorial for your own company use
- Free advert in FX magazine on the issue that publishes this event
- Short video of the event with 20 second interview with you
- Video is available for you to use on your own company website
- VIP access to the FX Talks
- Worldwide brand exposure

BRANDING

- Full page, 4 colour advert in the FX Talks Programme distributed to all our VIP guests
- Six images of your best projects silently rotated during networking
- Succession of promotional adverts in FX magazine with your logo
- Your branding is featured on all on-site banners and signage
- Inclusion on all pre-show promotional literature (email, blasts, brochures, press releases, adverts, associated with the event)
- Company logo on the event web page with a direct link to your company homepage
- Company logo in the FX Talks programme
- Company profile (200 words) in the FX Talks Programme
- Opportunities for a small pop-up stand presence, during the event
- Shared marketing opportunities including mail or email distribution of marketing materials with a special pricing offer to your clients

DELEGATE PASSES

- 30 complimentary event passes for you, your VIP guests and their clients
- Networking with the VIP audience
- 50% discount for additional passes

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Gold Sponsor

£18,000

As an FX Partner Gold Level, we can offer you a high profile with your brand aligned with our concept of Radical Thinking. This package allows for a high level of branding before, during and after the event. You can look forward to the following benefits:

BENEFITS

- Multi-channel marketing opportunities
- Unparalleled relationship building opportunities
- Substantial editorial coverage in FX
- 15 page editorial in FX magazine 2019 on the event featuring your logo
- Digital pdf of the above editorial for your own company use
- VIP access to the FX Talks
- Worldwide brand exposure

BRANDING

- Full page, 4 colour advert in the FX Talks Programme distributed to all our VIP guests
- Four images of your best projects silently rotated during networking
- Succession of promotional adverts in FX magazine with your logo
- Option to distribute company brochure to all VIP guests of the FX Talks
- 15 page editorial in FX magazine on the event featuring your logo
- Inclusion on all pre-event promotional literature, press releases, marketing campaigns, brochures, and adverts associated with the event
- Company logo on our web page with direct link to the company home page
- Company logo in the FX Talks programme
- Company profile (200 words) in the FX Talks programme
- Your brand features on all on-site banners and signage

DELEGATE PASSES

- 20 complimentary event passes for you, your VIP guests and their clients
- Networking with the VIP audience
- 50% discount for additional passes

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Silver Sponsor

£10,000

This is a cost-effective combination of programme inclusion and branding for those who want to align themselves with Radical Thinking. You can still look forward to being involved with us and enjoying the following benefits:

BENEFITS

- Multi-channel marketing opportunities
- Unparalleled relationship building opportunities
- 15 page editorial in FX magazine 2019 on the event featuring your logo
- Digital pdf of the above editorial for your own company use
- VIP access to the FX Talks
- Worldwide brand exposure

BRANDING

- Two images of your best projects silently rotated during networking
- Inclusion on all pre-show promotional literature
- Company logo on the event web page with a direct link to the company home page
- Inclusion on all pre-show promotion
- Company logo in the conference programme
- Company profile (100 words) in the conference programme
- 15 page editorial in FX magazine on the event featuring your logo

DELEGATE PASSES

- 10 complimentary event passes for your VIP guests and clients
- Networking with the VIP audience
- 50% discount for additional passes

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Quotes, thoughts, and thanks, from 2018...

I found Pier's talk innovative, fun and obviously he was engaging with the audience as well which was fantastic. But most of all you come away from that a bit energised and wanting to do something different! It's the one show that we're involved in that we all look forward to coming to. You don't really have to sell the tickets, people come to us to be involved.

Paul Prescott,
Sales manager, Deltalight

Reflecting FX magazine, FX Talks was entertaining and inspiring with a range of topics and selection of speakers that kept the evening flowing!

Christopher Newton,
Director, Surface Design Show

The FX Talks open your eyes to different ways of looking at things. A great event.

Simon Bird,
Director, LOM Architecture

The FX talks were such a nice evening filled with inspiring speeches from respected peers and an entertaining animation by Tom Dyckhoff. Piers Taylor's tale of his experimentations for an alternative low cost / low impact design was particularly interesting.

William Deleporte,
Architect, JaK Studio

Theresa said it would be different, and it was! FX Talks had me transfixed from start to finish and I would recommend it as an essential event to anyone who is passionate about making a difference in life

Martin Davies
Head of communications, BDP

I thought they were great; even better than last year (which I also thought was fantastic). The talks were engaging, very relevant and inspiring, in particular: Piers', Jacky's and Madelaine's.

Simon Thorp,
Director, LAPD

It's great to hear speakers with strong insightful ideas who aren't all part of the design industry. Good on Theresa for mixing it up a bit. We need more lateral thinking.

Jane Lawrence,
Head of Interiors, Knight Dragon

I was very interested in the (Alan Kitching) typography. It was a blurring of going backwards into a traditional way of printing and delivering graphics and imagery and the final outcome looked very modern.

John Atkin,
Managing director, Bisley

FX Talks is a fantastic, unconventional event that really gets the creative juices flowing! Every speaker offers a unique perspective on radical thinking and how their vision has altered the industry they are thriving in. Highly recommend attending!

Dominic Fleming,
Marketing Coordinator, KSS

My personal favourite from tonight was Madeleine's talk about distraction and attention. It struck a chord because it's so important in today's office design. Most of us work in open plan full of distraction and it makes the point that we have to design places for people to concentrate and have contemplation time.

Adrian Norman,
Head of design, Morgan Lovell

FX Talks provides a well needed "stretch" for the design brain. The carefully selected speakers always open your eyes to different ways of thinking outside the standard design box. It's a friendly crowd, and everyone there was as intrigued and excited as myself!

Catherine White,
Founder, Catherine White Interiors



Quotes, thoughts, and thanks, from 2017...

Truly brilliant, as I knew it would be. You should be proud! If continued, they complement the magazine beautifully. Wonderful speakers and 15 minutes slots were engaging, punchy and entertaining without becoming a slog to keep up with. I loved Monty, he was mesmerizing...and his message resonated, I think as designers we are under so much pressure to get it right all the time...our clients don't pay us to make mistakes. Heartening words and I for one got a lot from the fact is is ok to make a mistake and learn from it. I am looking forward to the next one already.

Georgia Burt,
Director, Gray Baynes + Shaw architects

It was a great new event and something we are proud to support. Congratulations.

Colin Allan,
Managing Director, Morgan Lovell

It was an amazing night – WELL DONE. The speakers and venue were fabulous. Everyone I spoke to had an amazing time.

Cora,
Informare§

I felt compelled to send you a note to extend my thanks and congratulate you on a most wonderful inaugural FX Talks. The speakers are top notch and truly inspirational – too great effect, as at 10.35 this is the first email I have sent. After spending the earlier part of the morning sketching away, embracing Tim's (Hunkin's) passionate plea for us to move away from our screens. Congratulations again.

Angela Bardino,
Grimshaw, Head of Interior Design

Thank you for the brilliant inaugural FX Talks last week they were so varied yet all so informative and inspiring. I remember when we last met that the talks were just getting off the ground and that you had broached the idea to Monty to speak to a crowd of designers! Thanks again.

Debbie Drake,
Associate Director, KSS architects

Thank you for a great evening. I thought your speakers were brilliant and I really enjoyed the format.

Christopher Newton,
Director, Montgomery

You nailed it!!!! Well done! Loved the diversity, I never thought I would be inspired by a horse whisperer!!!

Karen Lambert,
Director, Interface

Fantastic event, Theresa. Congratulations. Such a high quality and wonderful variety of speakers – all engaging and inspiring. Enjoyed it enormously as did my other colleagues.

Jon Tollitt,
Director, Gensler

Wow, what a brilliant evening. Inspiring, thought provoking, humorous and humbling in equal measure. Well done for putting on such a great event, everyone I spoke to had exactly the same thought... You have a responsibility to do it again and again and again! It's simply too good not to. Once again, stunning evening, well done, a triumph!!!

Craig Frost,
Sales Director, Interface

I should have written earlier to thank you for a very interesting and enjoyable evening last Thursday. Speakers were great and the wine was excellent.

Alex McCuaig,
Chairman, MET Studio London