

CLERKENWELL DESIGN 22-24 WEEK MAY 2012

SPONSORED BY JAGUAR



P R E S S R E L E A S E
April 2012

Clerkenwell Design Week 2012 Celebrating London's hub of design showrooms

Returning for its third year, **Clerkenwell Design Week** (22 - 24 May 2012) continues to build on its inspiring programme of product launches, talks, debates, exhibitions, installations, open studios, workshops and pop up stores...

A core component of this essential design date is that it takes place in London's unique enclave of showrooms, representing some of the world's leading furniture, lighting, flooring and surfaces brands. The showrooms set to take part in CDW will, once again, raise their game with a host of must-see activities and events.

During the 1990s, architecture, design and other creative practices flocked to the comparatively cheap and central workshop premises of Clerkenwell, reviving the faded fortunes of the once thriving area of artisans and craftsmen. The neighbourhood's rich history and current renaissance makes it the perfect location for CDW, firmly establishing EC1 as the nexus of London's design industry.

NEW PRODUCTS LAUNCH PAD

Leading international design brands will be out in force – regarding CDW as an essential date in the industry calendar for their UK product launches. And, for those who didn't make it to Milan's Salone furniture fair, there's no need to miss out. Newly launched products from Milan will be some of the festival's highlights here in London's key design hub.



Miss Sarajevo - Moroso

Italian furniture mavericks, **Moroso**, will focus on showing two new sofas for the first time in the UK – the *Miss Sarajevo* sofa by Italian-Bosnian designer Karmelina Martina, alongside the new *Gentry* sofa designed by Patricia Urquiola.

Meanwhile, Belgian showroom **Bulo** nods to the Bauhaus – coinciding with the Barbican's Bauhaus exhibition running May to September – with its new desking system *grID* that evokes the German school's rational design ethos and clarity of lines and colour, as expressed in the De Stijl chair.

/.....cont'

The Republic of Fritz Hansen will be making its CDW home in the showroom of **B-Loose** on St John's Street with Cecilie Manz - one of Denmark's most significant design names - showcasing her new chair and table series *miniscule*[™] which follows the lines of Arne Jacobsen's curvy classics in a mixture of innovation meets loving craftwork, elegance and soft forms. In Cecilie Manz's words: "My ideal is to create things that can accompany you through all of the different phases of your life – and can be passed on to your children..."

Following its success in Milan in the avant-garde "Temporary Museum for New Design", hosted by Superstudio Più, leading contract seating manufacturers, **Kusch+Co** will bring its trilogy of wooden-framed seating series *1010 bine*, *award-winning 3000 njord* and *7750 fjola* to London, having commissioned Nordic designers Frank Person, Danish duo Scaffadi and Johensen, and the talented Anneke Bieger to reinterpret their traditional seating in a contemporary style for today's steel, glass and concrete constructions. Scaffadi and Johensen will be present at CDW on 22 and 23 May while Wednesday evening is reserved for the now extremely popular Kusch CDW party.

CELEBRATING PAST, PRESENT AND FUTURE DESIGN



Krusin Chair- Knoll

During **Knoll's** 75th year, a host of new product launches and activities are in store for 2012. For CDW, Knoll's Goswell Road showroom will be restyled to showcase new collections hot off the press from Milan's April Salone – including a new sofa collection by Pierre Beucler and Jean-Christophe Poggioli and the Warren Platner *Easy Chair and Ottoman* – originally designed to accompany his 1966 bent wire table collection for Knoll. A tables and chairs collection by UK designer Marc Krusin is also set to be a highlight of CDW – borne from Krusin's desire for a

perfectly silent aesthetic, enabling objects to harmonise with their surroundings. In his words: "To be appreciated in their humility, rather than jumping out, demanding attention..."

The American office manufacturer **Steelcase** has reached the grand age of 100 – and is set to celebrate with a programme of events around the theme of "100 Years of Good Design" – including a fascinating look at the Frank Lloyd Wright/Steelcase collaboration for developing new forms of desks and chairs to support the early ventures into creating an integrated office environment. The Frank Lloyd Wright desk and chair will be on show throughout CDW.

Once again, the **Poltrona Frau Group** will stamp its mark for quality design on CDW. The 100-year old company will celebrate with an installation/talk by Benjamin Hubert, entitled "Tailored" – for the London launch of his competition-winning centenary armchair, the *Juliet* (inspired by Italian renaissance fashion), and his *Garment* club lounge chair for Cappellini, post their Milan unveiling. Hubert will discuss how his approach has been tailored to two very different Italian brands. The installation will reveal the construction of each chair, drawing inspiration from the world of fashion and

/.....cont'

the notion of 'how to dress a chair', challenging conventional upholstery techniques. As ever, the Poltrona Frau Group will hold its Thursday evening closing party partnered with ICON magazine.

Whilst **Milliken**, famous for its beautiful floorings, will be looking to the history of Clerkenwell's craftsmen for inspiration in its creative workshops, including a one day focus on renowned letterpress printer Alan Kitching, forward-thinkers **Haworth** and **Orangebox**, leaders in the design of office worlds, will both be sharing their involvement in key research surrounding the evolving workplace. **Haworth** will be discussing ongoing research on what work places can learn from Theatre Design while **Orangebox** will be looking at their 'Boomers & Millennials' white paper, a project of extensive research into what they believe will be one of the most exciting periods of change within the industry and the workplace, both in the way work is approached by people and how cutting edge technology and space creation needs to keep pace.

NEW KIDS ON THE BLOCK

Alongside Clerkenwell's plethora of long-established showrooms, EC1 continues to attract exciting newcomers. Showrooms new to the area or to CDW this year include – **BuzziSpace**, **Dauphin Human Design**, **Domus**, **EFG**, **Figueras**, **Ochre**, **PROOFF**, **Planet Partitioning**, **Porcelanosa**, **The SCIN Gallery**, **Thinking Ergonomix** and **Zip**.

Ochre creators Harriet Maxwell Macdonald, Joanna Bibby and Solenne de la Fouchardière have moved their showroom to an arresting new space in Britton Street, dedicated to their elegant lighting, furniture, accessories and bespoke designs. It will be the perfect backdrop for the cult brand to showcase its range of sophisticated lighting designs, which will be the focus of its CDW presentation, while highlighting its use of quality materials and British workmanship. Ochre will host an architects' breakfast on the first day of CDW followed by an evening soiree for members of the British Institute of Interior Design (BIID) on Wednesday.



Arctic Pear Chandelier- Ochre

BuzziSpace – the award-winning Benelux company that specialises in the design and Manufacture of acoustic furniture, wall coverings and working tools, has secured a beautiful showroom where acoustic phone, workstation and meeting booths, manufactured from recycled wool in a beautiful array of colours, will define the space overlooking the junction of Clerkenwell Road and St John's Street.

Leading supplier of tile, mosaic and stone products, **Domus** is making its mark on Great Sutton Street with a stunning new showroom. A series of events is planned during CDW to celebrate its arrival to the area, including an evening with Christian Spencer-Davies featuring the intriguing architectural models designed by AMODELS, and a

/.....cont'

presentation by star French designer Erwan Bouroullec who, with his brother Ronan, designed Domus's new *Pico* porcelain tile collection that sees its UK launch during CDW.

Nearby, in the Morelands complex on Old Street, **The SCIN Gallery** joins CDW after moving to the area last year. **SCIN** is widely recognised as one of the ultimate UK destinations to source every conceivable surface, finish and material for any building project.



Domus Garden – Kristen McCluskie

Clerkenwell is not only a mecca for European design brands; the Australians have also arrived in force – with the opening this year of **Thinking Ergonomix**, who will be enticing visitors in to design a panel for their *CASINO*™ storage with a chance to win a trip for two to Australia, and **Zip**, the world leaders in instant boiling water technology, who will be strategically placing red teapots throughout the streets of the area.

ENDS

NOTES TO EDITORS: About The Event:

Clerkenwell Design Week is a three-day annual festival celebrating design's creative richness, its social impact and its power for change. Run in partnership by Media 10 and Mix Media Ltd, the event has been established to celebrate Clerkenwell as the heart of the design industry.

A Brief History: The name Clerkenwell comes from the Clerks' Well in Farringdon Lane, where London parish clerks performed mystery plays in the Middle Ages. Since the Industrial Revolution it has housed craft workshops, printers, jewellers, clockmakers, printers and bookbinders – still flourishing to this day. Since the 1990s, architectural, design and other creative practices have flocked to Clerkenwell's central studio and workshop premises.

Clerkenwell has long been regarded as the creative core of the UK – home to a plethora of new media agencies, graphic and interactive design studios and more than 200 architectural practices - more per square mile than anywhere else on the planet. In addition, Clerkenwell houses over 60 design showrooms.

www.clerkenwelldesignweek.com

Jaguar Cars Limited is a UK-based manufacturer of luxury sports cars and sports saloons. One of the best known and most loved automotive brands in the world, Jaguar has a long and distinguished history, during which the company has produced many iconic vehicles. These include the XK120 in 1948, Mark VII saloon in 1950, the C-TYPE and D-TYPE race cars that dominated Le Mans during the 1950s, the legendary E-TYPE, originally launched in 1961 and arguably the most famous sports car of all time. Jaguar continues to remain at the forefront of the global luxury automotive industry. www.jaguar.co.uk

Media 10 Clerkenwell Design Week is part of Media 10, owners of the world's most influential design magazines and events. Media 10 have fast become one of the world's leading players in the events industry as a result of the hugely successful Grand Designs Live and The Ideal Home Show. This year sees Media 10 taking over the 100% Design London shows to reinvigorate and refresh one of London's most prestigious events in the industry diary.

For all press enquiries, please contact CARO COMMUNICATIONS: Abby Wilson - abby@carocommunications.com +44 (0)20 7713 9388