



PRESS RELEASE

Sustainable Plastics, Interior Trends, New Product Launches and Design Guild Mark- Join KI in its new Showroom this Clerkenwell Design Week for a series of fascinating events and products

KI moves into its new showroom on Goswell Road, in the heart of Clerkenwell, in time for Clerkenwell Design Week (CDW). Join them for new product launches, a series of informative and inspiring talks and the Design Guild Mark Ceremony, all while celebrating 30 years of KI Europe.

KI kicks off CDW celebrating British design with the **Design Guild Mark**, a mark of excellence in British industrial design. A 9am breakfast reception on Tuesday 20th May will welcome the 2025 recipients, judges and an invited audience to the KI showroom. The esteemed Design Guild Marks will be announced across three categories: Furniture, Interior Design Elements and Lighting showcasing the best in new British design. Also announced during the ceremony will be the Jonathan Hindle Prizes, created in 2015 by the Design Guild Mark founder. A cash prize of £1,000 is awarded annually to the most outstanding design in each of the three categories.

On Wednesday 21st May at 4.30pm join **Women in Office Design** for a lively panel discussion looking into **Sustainable Plastics: A Myth or Reality**, hosted by interior designer and founder of Women in Office Design, Harsha Kotak, who will be joined by an expert panel consisting of Asif Din, Sustainability Director, Perkins & Will, Luke Pearson, Director, Pearson Lloyd, Lydia Randall, ESG Director, bdg architecture + design and Joanna Knight, Co-founder, Sustainable Design Collective (SDC). The topic of this talk celebrates KI's launch of the Sebel chair, a game-changer in sustainability, made from 100% recycled post-consumer waste which would otherwise be in landfill.

Thursday 22nd May sees two talks from global trend experts **Scarlet Opus**, the first at 11am **Be Your Own Trend Forecaster** – hosted by **Phil Pond**, their Client Business Strategist. The session will reveal the methodology they use to identify future macro trends for consumers and end user behaviour and design trends relative to all interiors. **Victoria Redshaw**, founder of Scarlet Opus will host the second session at 2.30pm; **Design Trends for Interiors 2026**, highlighting two key design trends to look out for in 2026.

Throughout CDW KI is launching a range of new and exciting products all of which will be revealed in the outstanding new showroom.

The **Sutton** chair pays homage to the mid-century school chair design but is reimaged using modern injection-moulding manufacturing, creating a future proof design classic. The clean minimalist design will launch in 4 colourways, identified by the trend forecasting team at Scarlet Opus as key colours for 2025/2026. Launching initially in iron grey, denim, terracotta and latte. Two additional colours will follow, the choice of this lies with CDW visitors to the showroom, who can view and choose their favourite from other trend led colours: maroon, sports pink, lagoon or sea green. The most popular colour will be added permanently to the collection after CDW.

The **Hatton** one piece stool is a versatile, cross-sector seating solution born from the success of KI's Hatton chair. The stools sleek, one-piece design, available in 7 colours, makes it adaptable for many



environments including hospitality, education and workplace, offering a perfect balance of craftsmanship and modern aesthetics.

KI will also be launching its partnership with Polish furnish company **bejot:**, who offer ergonomic, design led furniture and acoustic solutions to promote productivity. Designs revealed during CDW include Leaf Pod, a collection of acoustic furniture sets. The range of pods allows for stylish modularity, which can be arranged to suit the needs of collaborative or individual work requirements.

Pray for sunshine and join KI on its spacious outdoor terrace and relax with its outdoor collections on display for the first time. Including KI's Hatton chair & stools and the Gummy Bear range by bejot:. The Gummy Bear armchairs will have visitors reminiscing about the nostalgic jelly sweets. The oversized playful design is made from rotomoulded plastic, which guarantees durability and weather resistance ensuring a long-life span, after which it can be fully recycled. Dotted throughout the terrace will be the classic Hatton chair and stools, the elegant, streamlined silhouette of these glass filled polypropylene chairs now have a 30% recycled content. Strong, comfortable and light, its built in UV protection will ensure that the sophisticated palette which includes moss green, rose blossom and powder blue will look beautiful year after year.

Join KI in its stunning new showroom this Clerkenwell Design Week for a host of product launches, talks and events.

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About KI

KI's furniture helps the world's leading organisations create happy, healthy, high performing working and learning environments for their people. Bringing together good design, advanced engineering and sustainable resources, KI's products are durable, flexible and offer excellent value.

Founded in 1941, KI (Krueger International, Inc.), has grown to become one of the world's largest, most respected furniture manufacturing groups. KI's EMEA headquarters and showroom in Central London is supported by an established network of manufacturing facilities and distribution partners across the UK, Europe and the Middle East. For more information, visit: www.kieurope.com