## Press release

## **Andreu World**

New designs 2022 In tune with Nature

Clerkenwell, the first preview of Andreu World's circular designs for 2022

## **PROGRAMME CDW 2022**

TUESDAY 24th
11.30 -12.30 ALFREDO HABERLI introducing GIRO SOFT in conversation with Jessica-Christin Hametner onofficemagazine

WEDNESDAY 25th
17.30 -18.30 Conversations about Work with ALFREDO HABERLI
in conversation with Jessica-Christin Hametner
onofficemagazine

Join us 24<sup>th</sup>-26<sup>th</sup> May, 2022

**Together again.** Andreu World will be present at Clerkenwell Design Week 2022 (London Showroom) with some of the new collections that combine sustainability, quality and durability. Good design has a long life. Creating a design that lasts, that stands the test of time and becomes timeless, is our raison d'être. That is why we strive for our collections to become contemporary classics. This is the reason for our participation in Clerkenwell Design Week 2022, which will showcase circular economy designs that will enable us to reach our dream goal of achieving a carbon neutral footprint and a circular economy by 2025.

Andreu World brings the future of the workplace and the circular economy to Clerkenwell Design Week. Andreu World has been at the forefront of innovation and sustainability for 65 years creating furniture solutions that put people's needs at the core of everything they do, whether it be for the office or outdoors, public spaces or the home.

Join us at this festival for some exciting events and design talks. Alfredo Häberli will share his latest collection: Giro Soft, a modular seating system for connecting new spaces. In addition we will *launch Conversations about Work*, a must-see book, a guide for all designers and creatively minded people in which eight international designers share their professional experience and personal vision of the creative process. We will host a conversation with Alfredo Haberli and Jessica from OnOffice Magazine.

After the events, enjoy Mediterranean tapas, paella and drinks from Valencia, Spain. CDW will also showcase some exciting new collaborations, firstly with Patricia Urquiola, whose Nuez Lounge BIO® is a 100% sustainable lounge chair, with a 100% biodegradable and compostable shell and signals a new generation of seating.

The Adela Rex, Solo Chair and Forest Club designed by Philippe Starck offer seating constructed of FSC® 100% Pure Wood, with pieces that are easily separable and designed with the circular economy in mind. Finally Benjamin Hubert's Triada table collection provides table space that is technological, height adjustable, foldable and ecofriendly. What more could you ask for? Join us.

The showroom has been completely renovated to accommodate the new collections designed by great masters of design such as Philippe Starck, Patricia Urquiola, Alfredo Häberli, Rodolfo Dordoni, Benjamin Hubert or Piergiorgio Cazzaniga and exploring with new typologies of furniture with the collaboration of Gensler Design Consulting, among others. The French designer Philippe Starck has collaborated with Andreu World in three new sustainable seating collections: Adela Rex, Forest Club and Solo Chair. All of them are part of the 100% pure wood project, which brings together seats and tables,

created in part or entirely with selected slow-growing wood from reforested forests that are harvested from the company's own lands. In many cases the pieces are made without using any component of any other material. With guaranteed quality and certified FSC® 100%. Through technologically assisted artisanal processes that involve many hours of work.

Also, the Nuez Lounge BIO® lounge chair, designed by Patricia Urquiola, which is being presented for the first time at NeoCon will be showcase. For its design, Andreu World has developed a new bioplastic that debuts in the catalog with a lounge chair that is part of the Nuez collection. It maintains its wraparound character and features a high backrest that enhances its representative image, displaying the technological complexity of the shell, with its distinctive texture. It is a piece that is 100% Urquiola and 100% sustainable that is available in a range of four colors. Upholstered with the new Circular ONE® fabric made from PET bottle plastics and textile waste.

What's new? Also some new seating collections such as Rizo, by Rodolfo Dordoni, with an elegant design comprising simple, timeless lines or Liceo, by Piergorgio Cazzaniga, a collection that is all about craftsmanship. New soft seating is also coming on board, such as Raglan Home, a cosmopolitan modular sofa that offers truly exceptional comfort and Giro Soft, by Alfredo Haberli, that adds new versions, connectivity and different 2-3 seater versions. Not only but also new table collections such as Solid, that it is showcased in a wall version and also with more combination and sizes for the conference versions and Triada -by Benjamin Hubert- a stackable, foldable and flexible system that can be easily stored. Finally, timeless design, contemporary elegance and high quality construction define Element Credenza, a design in collaboration with Gensler that offers functional solutions for a variety of storage needs.

for a variety of storage needs

Come and visit us at London Showroom
104-110 Goswell Road, Clerkenwell EC1V 7DH, London, United Kingdom +44 (0) 2073367848
https://andreuworld.com/en/in-the-world/showrooms/london

Assistance and interviews with designers by appointment: Cristina Salavert:

c.salavert@andreuworld.com
+34660262307

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