

Another Country launches a new recycled plastic collaboration for Clerkenwell Design Week



The new Work Series Two table by Another Country © Another Country

British furniture brand Another Country will be launching its new Work Series Two table at Clerkenwell Design Week 2022 (24 - 26 May 2022) as part of the British Collection.

The Work Series Two combines authentically sustainable materials and Another Country's recognised design expertise. Embracing biophilic and WELL Standard principle, the new table explores soft, organic forms and tactile materials through its circular shape and rounded edges. Its frame has been constructed from Portuguese eucalyptus wood, a material local to the factory which is fast-growing and quick to harvest. The frame is constructed using non-formaldehyde-added glue and finished with zero-VOC plant-based finishes. Other eco-friendly materials featured in the design include cork accessories and natural wool, which has been used to create a sound-absorbing privacy screen. The desks will come in various sizes, with a choice of power options and desk accessories to give the user more control over their workspace.

Upon learning that 1.2 million desks end of in landfill in the UK each year (Waste & Resources Action Programme (WRAP)), Another Country imagined a design that would directly address this issue of

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waste within the industry. In circular economy, office furniture items should be built using few but high-quality materials that are designed to last and that can be reused, recycled or repurposed. As stated by the Ellen McArthur Foundation; “waste and pollution are not accidents, but the consequence of decisions made at the design stage, where around 80% of environmental impacts are determined. By changing our mindset to view waste as a design flaw and harnessing new materials and technologies, we can ensure waste and pollution are not created in the first place.”



From left; Work Series Two by Another Country © Another Country; Alba detail by Smile Plastics © Smile Plastics

Marking a new era in its history, Another Country is experimenting with recycled plastic through its collaboration with leading design studio [Smile Plastics](#). The British brand has chosen to complete the product's design by including a removable top comprised entirely of discarded yoghurt pots. The innovative material, Alba, is a 100% recycled and recyclable terrazzo-style surface, flecked with metallic hints (from the foil yoghurt pot lids) to create a marble-like effect, and can be fully recycled at the end of its lifespan by Smile Plastic. This marriage between sustainability and design will provide a flexible and environmentally friendly solution to the future of office furniture.

This shift towards non-natural materials is a first for Another Country but remains in line with the sustainable values at the heart of the brand. Another Country's mission, as a responsible, purposeful and useful company, is to create sustainably made furniture on an impactful scale. The company is already leading the charge in the industry as a carbon-neutral business that plants more trees than it uses and only deals with FSC or PEFC-certified timber and 100% natural fibres in its upholstery. Work Series 2, like all Another Country Products, is a carbon-neutral product.

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The Davenport Bureau © Another Country

Another Country will also present the Davenport Bureau at Clerkenwell Design Week. First launched in 2021 and shortlisted for a 2022 Design Guild Mark Award, the design seeks to provide a smooth separation between work and play within the home. By day, the Davenport bureau opens out into a desk with space to read, write and type. It can store a 21" computer monitor inside and incorporates different compartments for stationary. The enclosed design aids focus and features optional additions including a pinboard and LED lighting with concealed hardware. At night, the bureau neatly closes, removing the remainder of work. Designed by David Irwin, the piece was adapted from a traditional bureau archetype - with an angled front - into a lifestyle piece that more closely resembles a cabinet when folded away. The understated aesthetic acts as a canvas for the premium materials, contemporary hardware and functional design to shine.

"We're delighted to be a part of Clerkenwell Design Week's return, bringing a new workplace offering and a classic home office solution" says Paul de Zwart, Founder of Another Country, "Sustainability is

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an underlying pillar of Another Country's ethos and we're always looking for new ways to express our commitment to protecting the planet. This collaboration has enabled us to pair our design legacy with innovative recycled materials in order to weave the natural environment into everyday life in a new, creative way. Smile Plastics aligns well with our values, whilst its unique materials allow us to experiment with a new visual expression.

As society continues to evolve and adapt, we believe Another Country's timeless designs can bridge the gap between familiar comforts and creative innovation."

Emily Skinner, Project Manager at Smile Plastics comments: "Our collaboration with Another Country signifies a key marker for both businesses. At Smile, we're renowned for reimagining 'waste' and predominantly working with plastic to make exceptionally designed surfaces. Another Country creates stunning heritage furniture pieces celebrating natural materials.

"We met Paul at last year's Planted, and he discussed a need to include recycled materials in his product range to fully embody their sustainability mission. The products being launched at Clerkenwell Design Week comprise unique furniture pieces that equally celebrate the beauty of natural and man-made materials."

Visit Another Country at Clerkenwell Design Week:

British Collection showcase

Location: The Crypt on the Green (underneath St James's church)

Date: 24 - 26 May 2022

—Ends—

Notes to editors:

Press contact

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For images or further press information about Smile Plastics, please contact Apphia Ferguson on marketing@smile-plastics.com.

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About Another Country

Founded in 2010 by Paul de Zwart, Another Country draws inspiration from the archetypal design forms of British Country kitchen style, Shaker movement, traditional Scandinavian aesthetic and Japanese woodwork, and endeavours to re-interpret the spirit and functionality of each into wooden furniture for the modern home.

Another Country's mission is to design furniture of enduring quality with the entire life cycle of each piece in mind. The company buys from sustainably managed forests, plants more trees than it uses, makes to order to minimise waste, and provides a 'repair and restore' service.

About the Natural Home

Another Country encompasses the concept of Natural Home, where furniture is designed to improve well-being and is made with materials that are healthy to live with and kind to the environment.

Whatever the future might bring, Another Country wants to be a part of the solution and provide today's and tomorrow's consumers a broad range of goods for the home that are 100% sustainably sourced and manufactured.

About British Collective

Highlighting local brands, British Collection is located in the atmospheric crypt of St James's Church and showcases new design emanating from Britain.

About Smile Plastics

Smile Plastics is the UK's leading material design studio. The directors and head designers Adam Fairweather and Rosalie McMillan have been producing large-scale, 100% recycled and recyclable decorative panels for retail, interior, furniture and product design since 2014.

The reimagined materials have gained a substantial following in the design industry and have allowed the pair to build up an enviable variety of clients, from gastro start-ups to premium brands like Christian Dior and Selfridges.

Smile Plastics was recently awarded a prestigious Surface Design Award in February 2021.