



Frövi launches new Showroom at Clerkenwell Design Week

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FOR IMMEDIATE RELEASE

Clerkenwell Design Week 2023 is set to be the most exciting and innovative event yet, as Frövi, a leading furniture company, unveils their newly redesigned showroom, multiple product launches and hosts a guest speaker discussing the importance of designing inclusive and neurodiverse spaces.

Inspirational new showroom design

Frövi's redesigned showroom in the heart of Clerkenwell focusses on elevating the customer experience, as guests are encouraged to explore and engage with products as they journey through each of the 16 zones that make up the 5,000 sq.ft space. Each zone has been carefully designed to appeal to each of the senses to give a fully immersive and enjoyable experience, whilst representing the original intended space for each product. This unique approach allows visitors to experience the products in their natural environment and appreciate their functionality and style. The showroom is a testament to Frövi's commitment to innovation, creativity, and sustainability.

"We want our showroom to fully reflect the Frövi brand, and be a place where guests are invited to explore the space, interact with the furniture, and enjoy a fully immersive experience to help customers imagine our products in the spaces they're designing."

Matt Coules, Designer





Visit Frövi's showroom at:

5 Sycamore Street
(entrance on Baltic Street W)
Barbican
London
EC1Y 0SG

New product designs

In addition to the redesigned showroom, Frövi is excited to launch two new products, which have been carefully crafted by their team of talented designers. The first is **'Bae'**. A highly adaptable seating system that offers enveloping relaxed comfort and unparalleled flexibility. Designed for modern spaces, it comprises six optimum units that allow for endless composition freedom, while its soft organic shapes enable the creation of a chain of united environments with functional divisional surfaces.

Assembly and configuration of the Bae sofa is simple, and the product comes equipped with adjustable feet for added convenience. The sofa's side pressed bamboo base board is a testament to its commitment to sustainability, with the product designed for easy deconstruction at the end of its lifecycle.

Accessories are available for use with Bae's divisional platform, providing even greater flexibility in space planning. Moreover, the sofa is delivered KD (knocked-down) to site and can be easily constructed, ensuring that the installation process is hassle-free and efficient.

Bae is perfect for clients who are looking for a highly sustainable, adaptable, and versatile seating solution that enables seamless integration into contemporary design schemes. Its unique features, including enveloping relaxed comfort, functional divisional surfaces, and endless composition freedom, make it an ideal choice for architects and designers looking to enhance their space planning capabilities.

The second product launch is an exciting extension to Frövi's current Bamboo family as they are introducing the established and hugely popular shelving system in two different radius curves. It can be built and configured in the same way as the existing range and used in conjunction with the straight zoning units that are already available.

The curved range has been designed as a response to the emerging popularity in a more organic and fluid style of landscape within the workplace and has been designed in tandem with the Bae sofa system as it compliments in materiality and in form. Alternatively it can be used to create spaces alongside curved curtain walls and soft lounge style seating.

Designing more inclusive and neurodiverse spaces

Frövi is thrilled to welcome Gillian Burgis Smith, an expert in designing inclusive and neurodiverse spaces. Gillian will discuss the importance of designing spaces that are welcoming, accessible, and comfortable for people of all abilities. The seminars will be informative and thought-provoking, offering insights into how design can promote diversity and inclusivity in the workplace. Attendees will valuable insights, strategies, and information to improve their understanding of the relationship between space and products when designing workplaces.

For more information on Frövi and their participation in Clerkenwell Design Week 2023, please visit their website or contact their PR team.

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