



GRESHAM

## PRESS RELEASE

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# Relo

### Beyond the sea: Relo collection of cocoon chairs takes inspiration from sea-smoothed stones for calming workspaces

Imbuing comfort, calm and contemplation, Gresham's Relo collection of rounded chairs is the perfect way to welcome the global workforce back to its offices. After a turbulent 18-months, to say the least, the leading furniture designer has taken inspiration from the beauty of nature for its latest pieces. More specifically, mirroring the aesthetic of pebbles and stones shaped by rocky waters. Somewhat symbiotic with the current social climate.

"Nature abhors right angles and straight lines"

Spurred by research on view preferences (Joye, 2007), which argues biomorphic forms and patterns reduce stress, while encouraging focus and concentration, Gresham's designer, Steven Parkinson, crafted a comfortable cocoon for this latest collection.

"With all that's happened over the last year and a half, we felt it was really important to create a collection of furniture that specifically helped with the transition of bringing people back into the office", explains Steven.

"After a prolonged period of home-working for many, comfort was at the top of our agenda when it came to the design of Relo. And this spanned physical comfort, but also helping people to feel at ease in their surroundings. Taking aesthetic cues from nature, we built an imbued sense of calm into the chair. The opposite of angular, it's a welcoming piece that provides support to the user – in every aspect."

With a curved, cushioned base and back, Relo is the ultimate balance of on-trend form, and function. Its winged element is extremely visually appealing, while also serving a practical purpose, enabling users to rest their arms at an ideal height.

Presented in a contemporary colour palette, with combinations ranging from cool coral and grey, to sea blue and white, and a multitude of textural blends, each piece can be made specifically to suit any style or setting.

"The colour palette we've selected for Relo is trend-led, while reflecting our biomorphic inspiration. We're also allowing customers to combine textured materials to further add personalisation and comfort. Woven fabric can be cooled with a juxtaposition of smooth leather, while suede might meet a hard outer shell. The ability for building bespoke is a very exciting prospect."

The Relo collection will be available to view exclusively at Material Source Studio from October 2021. The brand new 15,000sqft, Manchester-based design destination will allow visitors from across the north west and beyond to fully immerse themselves in 'beautifully useful' products and materials, while becoming part of a like-minded creative community.

Visitors can experience the full Gresham offering, with the latest pieces, inspiration from the design team and takeaway samples.

For more information, visit [www.gof.co.uk/kulture/relo](http://www.gof.co.uk/kulture/relo)

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#### Notes to editors:

For further information, images or comment, please contact Cleveland Beevers on 01204 664422.

#### About Gresham

Gresham has been designing and manufacturing workspaces and furniture since 1976. Its products are designed, prototyped, manufactured, and tested in-house from a 200,000 sq ft facility in Greater Manchester. Its 250 staff are committed to creating the finest products for commercial environments. Find out more at: [www.gof.co.uk](http://www.gof.co.uk).

#### About Material Source Studio

Material Source Studio is a materials, product and design destination. Its ethos is centred on innovation and the individuals and companies that deliver it. Its aim is to nurture and serve a community that inspires and creates. Exhibiting the latest pieces from 30 leading brands operating in the materials and furniture sectors, alongside its 'maker in residence' programme, talk space and podcast studio, Material Source Studio is a hub of inspiring ingenuity. Everything within it is "beautifully useful". See more at [www.materialsource.co.uk](http://www.materialsource.co.uk).

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