

## New Design Group to Launch Dedicated THEO Floor at Clerkenwell Close Showroom during Clerkenwell Design Week



*THEO Furniture Collection Overview*

New Design Group, a leading contract furniture manufacturer, is excited to announce the launch of their new dedicated THEO floor at their showroom located at 32 Clerkenwell Close. The launch event will coincide with the annual Clerkenwell Design Week, which takes place from 23rd - 25th May.

THEO is a family of furniture products designed by Simon Pengelly for New Design Group. Known for its signature oak sled base, the THEO range can be found in a myriad of workspaces and institutions across the UK and beyond, including Tate Modern, Winchester Cathedral and ABRDN, to name but a few. With the new dedicated floor at New Design Group's showroom, visitors will be able to experience the THEO collection in full and see the quality and attention to detail up close.

The launch will take place on 23rd May and Simon Pengelly will be joining the New Design Group team throughout the day on Wednesday, 24th May, to discuss the thought process behind the range and answer any questions visitors may have.

'We're thrilled to be launching our new dedicated THEO floor at our showroom in Clerkenwell,' said Ben Wright, Managing Director of New Design Group. 'Immediately prior to lockdown the THEO range grew significantly, and this will be the first time we have been able to have the entire range in one place. As always, a big thankyou to Simon Pengelly and his team and we are looking forward to welcoming all our clients to the new space.'

New Design Group will launch the new THEO floor on 23<sup>rd</sup> May at their showroom in Clerkenwell Close as part of Clerkenwell Design Week.

For more information on THEO, please visit: [theofurniture.com](http://theofurniture.com)



*THEO Chairs & Folding Tables at the Tate Modern*

## **ENDS**

Media Contact:

Faith Horne

Marketing Manager, New Design Group

[faith@newdesigngroup.co.uk](mailto:faith@newdesigngroup.co.uk)

+44 (0)1427 677 556

## **Notes for editors:**

**About THEO:** THEO is a family of furniture products designed for New Design Group by award-winning British designer Simon Pengelly.

The highly resolved nature of THEO's design has seen it transcend from the ecclesiastical space into a multitude of environments in which it is equally suitable. The growth in popularity of the chair across a wide range of applications naturally led to the development of a matching family of THEO products.

As the THEO chair grew in popularity so did the collection. Each item in the range embodies the elegant and purposeful aesthetic of the chair whilst being individually striking designs. Over twenty complementary products are featured in the Theo family, enabling designers to create more coordinated spaces. From stools to meeting booths the range is designed for a functional, productive, and comfortable workplace.

## **About New Design Group:**

Based in Gainsborough, Lincolnshire New Design Group's experienced factory team carry out the majority of our manufacturing on site to ensure our clients receive products of meticulous quality and are therefore able to offer a vast range of customisable options on all our products.

Our furniture is designed for human interaction, functionality and aesthetics go hand-in-hand which is why we regularly commission some of the UK's top & award-winning designers to create unique products fit for any business.

In 2022, New Design Group officially achieved carbon neutral status and are continuously working to reduce their carbon footprint, with the ultimate aim of reaching the Government's carbon net zero targets.