

## **AllSfär opens showroom in the heart of Clerkenwell**

AllSfär, a UK company which creates and manufactures agile, acoustic products for commercial interiors, is opening a new showroom in time for Clerkenwell Design Week (May 23-25). The showroom is situated at 14 Baltic Street East, London EC1Y 0UJ and will be shared with UK sit-stand desk specialists Lavoro.

This new customer space was designed around the concept of movement and sound by May Fawzy and her team from award-winning boutique studio MF Design. May comments:

“When asked by AllSfär to design its showroom, we defined a concept that reflects their tagline “creating calm” and drew our inspiration from the sound wave, creating our concept “Sound and Movement”. The concept draws its inspiration from the lines of a sound wave, creating a dynamic space that’s full of movement. AllSfär products have been utilised to create a virtual sound wave on the lower ground floor, where AllSfär will host their seminars, events and parties. The colour scheme is bold and punchy, creating a memorable experience for the showroom visitors and users.”

The space will enable clients to see and feel many of AllSfär’s thoughtfully-designed products in person, including its new organic FIKA range, made from Mycelium and industrial hemp. To celebrate the opening, AllSfär will host a series of talks throughout Clerkenwell Design Week with industry leaders addressing the theme, ‘What workers want’ (see below).

Date	Time	Speaker(s)	Topic
May 23rd	11am	Neil Usher and Rita Martins	What workers want: Sustainability that makes Sense
May 24	11am	Joe Cilia from FIS	What workers want: Calm in the Office
May 25	11am	Simone Fenton Jarvis and Bex Moorhouse	What workers want: Wellbeing that actually Works

During CDW visitors will also be able to enjoy free locally sourced refreshments, goodie bags the chance to test their reflexes with a Batak light game at the new Showroom.

## **AllSfär Press Release**

### **May 4, 2023**

AllSfär founder Morgan Doouss says: "We are passionate about providing aesthetic and exciting acoustic products for market-leading interiors and so are excited to be able to showcase our products in situ. Enabling a positive customer journey is really important to us and we are aware that our clients – architects, interior designers, fit-out companies and furniture dealers – are looking for beautiful spaces to bring their clients to assist with the specification process.

"At the Showroom they will be able to talk to our expert team and view the wide range of products, patterns and colours available. We hope having this showroom will make our clients' lives easier and their decision-making process more enjoyable. "

Visit the AllSfär Showroom at 14 Baltic Street East, London EC1Y 0UJ.

Opening times during CDW are:

Tues 23/5 – 9am-6pm

Weds 24/5 – 9am-9pm

Thurs 25/5 – 9am-6pm.

**[www.allsfar.com](http://www.allsfar.com)**

Ends

For media enquiries contact

Chris Michaeloudis, Head of Marketing AllSfär  
[hello@allsfar.com](mailto:hello@allsfar.com)  
+44 (0)20 3889 9888

Or

Paula Scott  
[paula@limegreencommunications.co.uk](mailto:paula@limegreencommunications.co.uk)  
+44 (0) 7932740221