

PRESS RELEASE
MAY 2023

The time in now – visit the refreshed showroom of Nowy Styl & Kusch+Co at the Clerkenwell Design Week!

The complementary brands: Nowy Styl and & Kusch+Co will welcome the visitors from 23 to 25 May at their common showroom and present their products designed to make the office pleasant and supportive.

"The time is now" is the leading idea of Nowy Styl & Kusch+Co presence at the festival. In today's hectic world, we are being constantly bombed with projections of our future and how to prepare for it. In spite of this trend, we are going to encourage our guests to focus on the <<now>> experience. In our programme, we have prepared several highlights on sustainability, well-being and design, among others. It will be up to you what you want to focus your attention on <<now>>.

In the Nowy Styl and & Kusch+Co showroom you can join two meetings with designers:

The time is Now. Act for the planet | 23 May, 3:00 PM – 4:00 PM

Designer Talks with Veronika Köpp from brodbeck-koepf design. The event will include a short talk about sustainability in design, and an introduction to Kusch+Co coming-soon Genaya – reduced, simple, sustainable, but without compromising on performance, use and design requirements.

The time in Now. Focus | 24 May, 3:00 PM – 4:00 PM

Wouldn't you sometimes just love to create your own place to focus? And after work just fold away your work-space and make it disappear? Nowy Styl has a perfect solution for you! Take an invitation to meeting with the designer Simon, who created the concept of Brainy – a product that allows you to create a mini office wherever you are.

During the Clerkenwell Design Week in London Nowy Styl will present:

Brainy, Nowy Styl – fresh concept of product that allows you to create a place for work wherever you want.

Offa, Nowy Styl – is a set of smart, multifunctional, flexible and mobile pieces of furniture that meet the expectation of workspaces where agile style of working is functioning on daily basis. Line includes plenty of models to enable free arranging comfortable meeting and brainstorming areas.

Vapaa, Nowy Styl – today's working style involves communication, exchange of ideas, formal and informal meetings but also work in focus and concentration. The Vapaa line has been designed to meet all these needs. It interacts with its users. It's functional and timeless. With the Vapaa line you can arrange many office spaces!

Kusch+Co will feature latest launches designed to create beloved workspaces, among others:

Genaya, Kusch+Co (coming-soon) – by brodbeck-koepf design is a soft seating series that offers the possibility of creating extremely versatile configurations, regardless of the size of the space. Our coming-soon Genaya was created with focus on simplicity: it is reduced to the essentials in the number of parts and volume, it is also easy to combine, configure, disassemble, and return to the value chain in whole or in parts. Genaya is perfectly suited for waiting areas in public spaces, passenger terminals or healthcare facilities.

Bound, Kusch+Co (coming-soon) – designed by Karim Rashid, this inspiring furniture series on the one hand is the epitome of contemporary design and on the other, thanks to its soft lines, exudes an aura of cosiness adding an inviting feel to any space.

beWise – the quintessential combination of design knowledge and experience. This design by the Kusch+Co & Nowy Styl Design Team is pure synergy, combining the experience and talents of our designers and engineers. Their creative work is the result of different perspectives and styles, distinct design approaches and ways of thinking.

The wide product range enables the beWise chair to match any space. Offices, hotels, conference halls, seminar rooms, lecture theatres, places of religious worship, schools, workshops, auditoriums in music schools – these are ideal locations for beWise.

Nowy Styl and Kusch+Co experts will be ready to welcome you during the Clerkenwell Design Week. Save the date!

23-25 May 2023
Clerkenwell Design Week
58 St John's Square, London,
EC1V 4JG

ABOUT NOWY STYL

Nowy Styl (www.nowystyl.com) is a European leader in comprehensive furniture solutions for offices and public spaces. It delivers a comprehensive interior arrangement service based on the analysis of specific needs: work organisation, desired effectiveness as well as ergonomic and acoustic aspects. It has offices in 12 countries across the Europe and Middle East. The brand presents its solutions and know-how related to office arrangement in the Office Inspiration Centre in Kraków as well as in 29 showrooms in locations such as London, Paris, Warsaw, Munich, Prague and Budapest.

ABOUT KUSCH+CO

Kusch+Co is (www.kusch.com) is a design-driven brand recognized around the world for its excellent quality, exceptional design of furniture and specialized solutions for healthcare facilities and passenger terminals. At Kusch+Co, quality has always been irreplaceable. This concept translates not only into the products, their design, materials and precision, but also into the general approach. As a man is in the centre of the brand's interest, Kusch+Co wants to give him the quality, that can truly support his dynamic work- and lifestyle, his everyday and the environment he lives in.

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