

PRESS RELEASE
25 APRIL 2024

FOR IMMEDIATE RELEASE

CONTACT
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For high res images please contact
press@modusfurniture.co.uk

MODUS
28-29 Great Sutton Street
London EC1V 0DS

Modus celebrates circularity in design at Clerkenwell Design Week 2024



Modus, a leading British contract furniture manufacturer, is set to unveil its latest innovations at Clerkenwell Design Week (21-23 May 2024).

With a focus on longevity and craftsmanship, Modus continues to push boundaries in the industry by incorporating principles of design for disassembly and utilising sustainable materials..

Among the highlights of their showcase is the launch of the completed Balance family, and an immersive circular factory featuring Maluma, to exemplify Modus' commitment to sustainability and thoughtful design.

BALANCE: A CHAIR FOR EVERYONE

The Balance family introduces a range of chairs meticulously designed for various office activities. From individual to collaborative spaces, each chair in the collection is ergonomically crafted to ensure comfort and support for all, across various work activities.

With a cohesive design language, the Balance family offers stylish versatility including removable covers and dismantle-friendly structure across different workplace settings.

BALANCE LITE

Designed to be light in aesthetics yet robust in functionality, Balance Lite embodies inclusivity and adaptability. Available in both high and mid back profiles, Balance Lite varies from the range with its slimline arm rests, made of light weight cast aluminium. Balance Lite is a functional everyday work chair with a refined commercial profile, designed to fit within agile working environments and catering to the diverse needs of modern workplaces.

BALANCE HIGH

An extension to the original Balance Chair, is a high-back version. Designed as a modern interpretation of an executive conference chair, the high back brings the same ergonomic comfort and support as the original Balance Chair.

BALANCE LOUNGE

Combining generous proportions with a sleek profile, Balance Lounge offers the perfect blend of comfort and sophistication. With features already including a swivel base and wing back for added privacy, Modus will launch their new tube and wood base for the product during CDW. Whether for casual meetings or reception settings, its thoughtful design and customisable base options ensure a seamless integration into any workspace, elevating the user experience while maintaining aesthetic appeal.

The entire collection has been designed with an easily removable fabric cover which is tailored to fit using no glues.

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MODUS EVENT SCHEDULE

Balance: A Chair for Everyone

As the world has shifted to a new working environment, where the quiet comforts of home and the inspiring energy of the workplace overlap, Balance reinterprets traditional office furniture to strike the perfect balance between functionality and individual comfort. Its cohesive design language incorporates removable covers and a dismantle-friendly structure across the whole family, ready to adapt to the evolving world of modern work environments.

21 May – 23 May, 10am - 5pm (daily)

COCKTAILS AND CANAPES

Join Modus for the launch of the Balance family and enjoy cocktails and canapes from local Somerset artisans.

Tuesday 21 May, 5pm – 8pm

AFTERNOON DRINKS

Somerset hospitality including local drinks, Somerset charcuterie and west country cheese boards.

22 & 23 May, 3pm – 6pm

MODUS FURNITURE

28-29 Great Sutton Street
Clerkenwell, EC1V 0DS

21 May – 23 May, 10am - 5pm (daily)

Visit Modus' Circular Factory: An immersive installation

At Clerkenwell Design Week, Modus will showcase its circular design approach through an immersive installation featuring the Maluma collection. Designed by Claesson Koivisto Rune, Maluma embodies sustainability through its modular design and use of interchangeable fabrics.

Upholstered in Luum, with Maluma, Modus will demonstrate design for disassembly with a changing installation to show its circular approach to design.

21 May – 23 May, 10am - 4pm (daily)

TEKNION COLLABORATION SPACE

11 Bowling Green Ln,
London EC1R 0BG

Visit both showrooms and you could win a Maluma.

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Hear about Modus' design for disassembly strategy

Modus will host a panel discussion with Modus' Head of Sustainability Lucy Crane and Development Director, Nick Savage. Chaired by Women in Office Design (WOD), Lucy and Nick will be discussing the development of Modus' sustainability strategy, and how furniture designed for disassembly can minimise environmental impacts, while maximising value and longevity.

Tuesday 21 May, 1pm-2pm

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British brand, Modus, creates furniture with a softer side to support the agile and hybrid work styles of a modern workplace. With an award-winning product portfolio, recognised for its outstanding design, Modus unites a catalogue of international designers with British manufacturing. Quietly cultivating an enviable team of British craftspeople since its inception. Founded by Jon Powell and Ed Richardson in 2000, Modus has headquarters and manufacturing facilities in Somerset and a showroom in the heart of London's design district. A commitment to understanding and reducing the impact of its furniture has made Modus a leader in sustainable furniture design.

www.modusfurniture.co.uk