

POP UP SHOWROOMS. NEW OPENIINGS AND COLLABORATIONS AT CLERKENWELL DESIGN WEEK

21 - 23 May 2019

The 10th anniversary of Clerkenwell Design Week sees 100- plus, world-class design showrooms partner with CDW, providing an array of stimulating events, talks and workshops. From collaborations and talks with Tom Dixon at **Ege Carpets** to new designs by Ronan and Erwan Bouroullec for **Established & Sons** within an interactive workspace at **Fora**, visitors can experience a host of exciting events and new product launches at CDW.

NEW SHOWROOMS IN EC1

Coinciding with CDW's 10th anniversary, an abundance of new showrooms will arrive in Clerkenwell including **Hitch Mylius**, **Abstracta**, **Sedus and Workstories**.



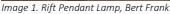




Image 2. Sequel by Alusid, Parkside

Award-winning British luxury lighting brand **Bert Frank** will open its first showroom in EC1, exhibiting new designs including Rift, Spate and Rote which reference Art Deco and industrial-inspired aesthetics. Danish furniture brand **NORR11** strives to reinvent Scandinavian design to create timeless pieces of furniture. In their new EC1 showroom, they will showcase collaborations with innovative young designers championing craftsmanship and quality. **Fredericia** will officially launch pieces by the Danish American designer Jens Risom in the UK for the first time during CDW.







Image 3. Cila Collection, Arper

Image 4. Fredericia

Wallcovering and upholstery company **Vescom** develops, produces and distributes high-quality interior products for the international contract market. In their new showroom, they will showcase eye catching designs and sustainable materials. **Duravit,** the award-winning international manufacturer of designer bathrooms will showcase over 20 collections within their new Clerkenwell showroom.

Parkside, the design-led tile specification company will be launching Sequel by Alusid, a sustainable tile range featuring 98% recycled content. Sustainability forms the focus of activities at the new Parkside showroom in Clerkenwell, a light-filled hub for the design community with a café, tile gallery, design studio and co-working space where they will be launching several exclusive tile collections.

Other new showrooms opening include: Optelma, Welltek, OB&B, Ideal Standard, Palau, KOPLUS, jdd, 2tec2, applelec, Piemme Industrie Ceramiche S.P.A, Haiken Ltd, Savile Row Projects, A&F Howlands TA William Hands, Staverton, ABL, JPMA GLOBAL, PRO-TEK Flooring and TTC Consulting London Limited.

SHOWROOMS

From an array of high-end furniture and lighting to the best of kitchen and bathroom brands, there are plenty of products and showrooms to explore at this year's CDW 2019.

For this year's Clerkenwell Design Week, leading Asian design brand **Stellar Works** will showcase the UK premiere of The Crawford Collection, a new range designed by the Australian designer Tom Fereday. Released in association with the luxury retailer Lane Crawford, the collection comprises a sofa, tables, a bed and a dining chair, with designs that utilise natural materials, tactile finishes and subtle, yet elegant details.





Image 5. Stellar Works, Crawford Collection by Tom Fereday

Designs by Tom Fereday and Stellar Works both represent a fusion of cultures and illustrate the increasing strength of the contemporary design movement in the Asia Pacific region.

Premium furniture designers, **Flokk** and jewellery designer, Ruth Tomlinson, have partnered to bring Ruth's atelier to the Flokk Showroom during CDW where guests will be able to participate in workshops which explore the jewellery-making technique of 'sand casting'. A technique that results in minimal waste and encourages the recycling of materials.

The **Arper** showroom has partnered with CDW for the fourth consecutive year to host the official digital hub of the Festival and showcase **new collections** for the first time to the UK market.

Camira Fabrics will be recreating two textiles by Jens Risom whose legacy has come to embody the mid-century modern design movement. Captured within their mid-century modern showroom, new textiles, Zap and Armadillo will be available in dynamic colours and textures. Danish carpet brand Ege will showcase new additions to their Industrial Landscape collection, created in collaboration with world renowned interior designer, Tom Dixon who will also be speaking about his design philosophy in the space.

Orangebox have created five floors of Smartworking products designed to host a rich diversity of work settings, from open collaboration to private settings, alongside a series of workshops and seminars across the three days. **Deadgood** will be showcasing an eclectic collection of British made designs in collaboration with some of the UK's most talented young designers and will present their new Bristol Light. For the fourth year running, the **Arper** showroom will partner with CDW to host the digital hub of the Festival. Bloggers can enjoy their own dedicated venue within the Arper showroom, an ideal place to work and relax, with free Wi-Fi and refreshments.



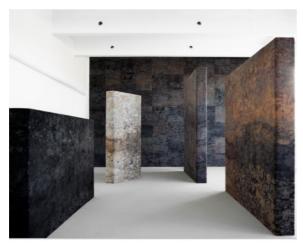




Image 6. Industrial Landscapes by Tom Dixon Ege Carpets

Image 7. The Bristol Light, Deadgood

To celebrate 10 years of Icons, Icons of Denmark will host a variety of activities. Expect innovative virtual reality workshops, lighting installations that explore the contemporary workplace and panel discussions with leaders in modern design. Furthermore, visitors will have the chance to discover the latest additions to their 2019 collection. Tarkett is welcoming visitors to experience The Great Indoors at its showroom, offering a packed programme of parties, art and music, thought-provoking workshops, roundtables to imbue creative-minds with a sense of wonder and excitement.

With veganism on the rise, **Ultrafabrics** offer a range of premium, animal-free materials that are reshaping the world of performance fabrics. Crafted in their Japanese mill using the proprietary production process, their passion is the creation of unrivalled sensorial experiences. Ceramic flooring company **Ceramiche Piemme** will present the latest collection of stoneware tiles and slabs including "Abbey Road" which takes its cue from the famous Beatles icon-photo, immortalized in the namesake street in London. Award-winning British contract furniture brand, **Hayche** will launch the Kensington Collection designed by Faudet Harrison at CDW.

Other showrooms participating include: Thinking Ergonomix T/A Thinking Works, ISOMI, Interface, Boss Design, Porcelanosa, Dauphin UK Ltd, Andreu World, Shaw Europe Ltd, Cosentino, Davison Highley Ltd, Havwoods, Solus Ceramics, Kinnarps, Flokk, MOSA by Arper UK Ltd, Sven Christiansen plc, Morgan Contract Furniture, Ocee Designs Ltd, Actiu, Lintex, Umbrella Furniture, Bene PLC, Moroso Ltd, Boen UK, Marazzi Group, Domus, Ultrafabrics, Brunner UK, Hansgrohe UK, Humanscale, Mark Product, Bisley, Modus, Verco Office Furniture, Assmann, Haworth and Kusch + Co.



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Image 8. Allermuir

Image 9. Ceramiche Piemme

POP UP SHOWROOMS AND WORKSPACES

For Clerkenwell's 10th anniversary, a plethora of exciting pop up showrooms and workspaces will take place during the festival. **Established & Sons** will take up residency in Fora to launch four new designs including The GRID SOFA by Ronan & Erwan Bouroullec, the KD TABLE and BEAM TABLE by Konstantin Grcic and the LUCIO CHAIR by Sebastian Wrong. Conceived as a complete take-over of Fora's breakout spaces, the installation will invite visitors to explore the possibilities of Established & Sons' new, innovative designs by trying them out with hot-desking, wi-fi and refreshments from Fora's in-house cafe. The installation will be complemented by a series of talks, workshops and events.



Image 10 & 11. GRID SOFA by Ronan & Erwan Bouroullec for Established & Sons

Visitors can discover the French design scene at **?KIOSK!**, a pop up showroom curated by London-based lifestyle communications agency 14 septembre. They will present a selection of lighting, furniture and tableware from a selection of the best French design brands.



Fritz Hansen will be collaborating with Zaha Hadid Architects to showcase aspects of their Heritage Exhibition, whilst **Relay Design Agency** will present + Halle, Baux, Orsjo, Mitab and Zeitram within a fashion house on Clerkenwell Road. **KI**, one of the world's largest manufacturers of workplace and education furniture will take over an architectural gem in the centre of the festival site. The popup showroom at the landmark Paxton Locher House on Clerkenwell Green will be transformed into **'KI House'** for the launch of several new UK-designed & manufactured products. Other exhibitors include **UHS Group Ltd** and **lapalma at Spacecraft.**

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NOTES TO EDITORS:

ABOUT CLERKENWELL DESIGN WEEK 2018:

- 34,060 total visitors
- 62% visitors were architects or designers
- 65,757 business leads captured at the show 14% increase on 2017
- Visitors from 73 countries
- 300+ events
- 100+ showrooms
- Over 400 brands
- 200+ exhibitors
- 50+ Fringe (25 fringe + 25 food & drink)

ABOUT CLERKENWELL:

- Clerkenwell is one of the most important design hubs in the world, home to many creative businesses and architects
- In the last two decades, Clerkenwell's unique variety of historic buildings has been transformed into studios, showrooms and workshops, attracting architectural, design and creative practices
- Part of the Borough of Islington, Clerkenwell is a dynamic area, with a long tradition as a home to creative industries stretching back to the Industrial Revolution, with craft workshops, printmakers, clockmakers and jewellers
- Today traditional crafts such as printing and bookbinding still flourish, alongside contemporary designers, independent producers and international brands
- Over 100 world-renowned design brands have their showrooms in the area including Arper, Haworth and Cappelini, Moroso, Casala and Kvadrat Soft Cells to name just a few
- Clerkenwell houses more than 200 architectural practices, including BDP, Studio Egret, OMMX, HowarthTompkins and Wilkinson Eyre, among many others

OTHER INFORMATION:

Clerkenwell Design Week runs from 21-23 May 2019

CAMRON



Travel: Farringdon, Barbican, Angel, Old Street

Cost: free to register via www.clerkenwelldesignweek.com

Website address: www.clerkenwelldesignweek.com

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