

## Press release

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# Rooted in wellbeing: Camira explores human-centred interior design at Clerkenwell Design Week 2026

International textile designer and manufacturer, Camira, will present its *Rooted* concept at Clerkenwell Design Week 2026; examining how interiors can centre around human experience, using materials, colour, light, and nature to create spaces that support wellbeing, balance and connection.

From **19–21 May 2026**, visitors to Camira's Clerkenwell showroom will encounter a fully transformed environment, featuring installations crafted from natural fibres such as flax and wool, designed to evoke grounding, calm, and a sense of belonging

Launching at the event, Monochrome Sett II, Camira's wool and flax blend fabric, exemplifies the *Rooted* ethos. Guided by biophilic principles, its natural textures and earthy, warm tones blur the boundaries between the indoors and outdoors, helping interiors feel connected to nature while supporting breathable, healthy environments. This marks the continued evolution of Camira's now iconic wool-flax fabric category.

Throughout the three-day event, Camira will host a programme of guest speakers who will address how interior design can enhance human experience. Camira will be joined by **Dr Shelley James**, lighting consultant and TEDx speaker, **Anna Starmer**, founder of Colour Studio, Luminary, and **Vanessa Champion**, founder and editor of *The Journal of Biophilic Design*. The titles of the keynotes will be, respectively, *Rooted in the Mind*, *Rooted in Colour* and *Rooted in Nature*.

Lynn Kingdon, Creative Director at Camira, said: “Clerkenwell Design Week provides an inspiring platform to share our latest thinking and sustainable textile innovations. To feel ‘rooted’ is to feel anchored, secure, and supported: emotionally, mentally, and physically. We wanted to create a space that reflects the growing desire for interiors that are truly human-centred. Through material, colour, and light, we are exploring how textiles can help people feel grounded, balanced, and at ease in the spaces they inhabit.”

Camira’s showroom will be open daily from **[insert hours]** during Clerkenwell Design Week 2026.

For more information, visit [camirafabrics.com](https://www.camirafabrics.com).

**ENDS**

Notes to editors:

**For more information, please contact:**

**Jennifer Ogden, PR, and Communications Manager**

**T: 07907181487 | E: [jennifer.ogden@camirafabrics.com](mailto:jennifer.ogden@camirafabrics.com)**

**For more images visit: [https://www.flickr.com/photos/camira\\_fabrics/albums](https://www.flickr.com/photos/camira_fabrics/albums)**

**About Camira:**

Camira designs and manufactures textiles for every space and sector; from commercial, hospitality and residential, to public transport, including bus, coach and rail.

Camira is a privately-owned UK textile group founded in 1974 under the name Camborne Fabrics, but its heritage goes back to 1783 through various acquisitions. Until a management buy-out in 2006, the company was a subsidiary of Interface, an international manufacturer of textile modular floor coverings, for almost ten years. Today, Camira has

an annual turnover of around £80 million and employs more than 600 people. Its products are sold in approximately 75 countries.

Headquartered in the UK, the company has manufacturing facilities in the UK and Lithuania, offices and showrooms in Europe, North America, Australia and China and a global network of agents and distributors.

The company has always been a pioneer in sustainable textiles, introducing its first recycled fabrics in the 1990s, as well as innovating a new category of fabrics made from natural wool and plant fibres, such as nettles, flax and hemp. The company is also a pioneer in textile-to-textile recycled fabrics, treating textile waste as a precious resource to create new materials and support a circular economy.

Find out more: [camirafabrics.com](https://www.camirafabrics.com)