



Press Release - July 2026 //



Continuity Concept announces the launch of its launch into the Home Interiors Space.

Founded in 2025, Continuity Concept is a North London based studio creating enduring objects at the intersection of material, architecture, and atmosphere. The studio was established by designer and founder Rob Kelley to develop systems that prioritise clarity, longevity, and a quiet, confident presence in the spaces they inhabit.

Each object is designed, assembled, and finished in North London, drawing on years of experience across product development, manufacturing, and end-user application.



Concentric Collection



Designed for both functional clarity and ambient calm, Concentric supports spaces that must transition seamlessly between work, rest, and gathering. Each object is engineered around a shared internal architecture, ensuring consistency, ease of specification, and a coherent visual language across applications.



Our looks stem from the need to replace lighting the designer Rob was unhappy with in his home. He wanted something which performed better than the decorative lighting he bought, and thought there must be a better way of doing this.

From awkward nooks to above the central dining room table this feeling didn't leave the designer until the concentric form was able to perform to expectations.

This ethos is baked into the design so that the user can open the box, get fitting and then fit the final piece to display proudly.



Four material moods

With every form there are 4 distinct moods you can create at launch.



Carrara / White -
Silver - Crisp, Quiet
and Contemporary



Carrara / White - Brass
- Soft Luminous and
filled with warmth.



Nero Marquina / Black -
Silver - Contrast.
Detail on show.



Nero Marquina / Black -
Brass - Deep, Reflective
and Atmospheric.
Statement Object.



Company Mission

Design Which Doesn't Stop at the Form

We firmly believe that design shouldn't stop at the form so that each piece has been carefully planned, designed and fabricated to make it simple and easy to install.

Performative Products

We all have bought beautiful objects for our home and then were let down by reliability, poor planning or objects which don't live up to the hype. CC uses its experience to build out reliable objects so that you buy once, live once.

With this we use proven technology with good dimming compatibility, WAGO branded connection devices (terminals, connectors + More) to make sure you have every confidence that the product you're installing will last.

Performative Products

We've all bought objects which didn't turn out how you pictured them, from dim lights requiring more to be installed for them to be useful, to things which break in 5 minutes. We bring trade reliability and testing to the premium marketplace. When you are investing in materiality and design, shouldn't it work as well as the ones you thought were worse?



Launch and availability

Concentric will be available to order following the launch, with further information on lead times, finishes, and technical details provided on request. For press enquiries, project collaborations, or samples, please contact info@continuityconcept.com

We are also proud to announce a stone selection service for pieces which require statement shades please contact:
info@continuityconcept.com

Objects to bring home.