



Press Release - July 2026 //



Continuity Concept announces 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 the studio, ensuring that quality of delivery is as promised.



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'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