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# Press Release

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## 2013



### **Out of Sight** An exhibition of photography by Angela Moore at Modus London Design Festival, 17-27 September 2013.

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To celebrate the launch of their new catalogue Modus, the British furniture manufacturer, will be hosting an exhibition of specially commissioned work by acclaimed photographer Angela Moore in their newly refurbished Clerkenwell showroom.

Angela Moore has been commissioned to take a series of images around the Modus headquarters in Somerset. She is renowned for her cultural work with designers and artists and has created an evocative new body of work.

Moore has caught the essence of Somerset with its seascapes, landscapes and unique geography; from the Palaeolithic Cheddar Gorge to the wave cut coastal path that Wordsworth once described

as "Kilve's delightful shore".

"Angela's use of light and composition made her the perfect choice for this commission," said David Hitner of design agency Studio Small.

Moore herself was unfamiliar with Somerset, and relished the thought of getting out of the studio, exploring the area and shooting using daylight. "I found myself getting up at 4am, and shooting in the early morning and evening. Something about the light at those times of day seemed to almost distort the landscape" says Moore.

Designers Studio Small have worked closely with Modus to distill the brand's DNA and with this more tangential approach have created a way of demonstrating both its

heritage and sustainability.

Not only will these large scale photographic prints form part of the exhibition but the newly designed catalogue by Studio Small will contain these sensitively taken images. The whole project demonstrates a commitment to craft and creativity, underpinning Modus' ethos of applying the best design credentials to everything they do.

The resulting series of eight large format (W700 x H525 mm) C-type prints in a limited edition of 10, will be exhibited at Modus during the London Design Festival, in their newly refurbished and expanded showroom. The re-worked space will give them over double the previous floor area spread over the ground and lower ground floor.

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### **About Modus**

Modus is an award-winning British brand who design and produce intelligent, functional and inspiring contemporary furniture. Collaborating with a roster of renowned designers, Modus combines technical, material and engineering advances to manufacture and supply an extensive range for commercial, hospitality and residential projects globally.

Founded in 2000 by Jon Powell and Ed Richardson, Modus has built its reputation on considered design. Working closely with the A&D community, Modus understands the importance of cultural and market observations and the part they play in developing new designs for different applications. Its integrated approach has quality, sustainability and durability at its core. This, combined with originality, breadth of process and attention to detail, is what makes Modus one of the UK's most successful and respected furniture manufacturers

[www.modusfurniture.co.uk](http://www.modusfurniture.co.uk)

### **About Angela Moore**

Angela Moore is a London-based photographer who has worked extensively for design agencies on projects for Frieze art Fair, Vitra, Kvadrat, SCP, TordBoontje and the Design Museum. She has photographed cookbooks for Heston Blumenthal, Canteen and Nigel Slater and shot extensively for Swarovski's Crystallized publication. Her work has been exhibited in Thessaloniki Museum of Photography and Monat der Fotografie, Vienna.

[www.angela-moore.co.uk](http://www.angela-moore.co.uk)

### **About Studio Small**

Studio Small provide brands with creative and strategic direction for advertising, branding, packaging and online. Their experience spans fashion, lifestyle and luxury sectors worldwide.

[www.studiosmall.com](http://www.studiosmall.com)

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# modus

For more information about Modus, including high resolution images, please contact Julieanne Webster/Emma McNiven. Download images at [www.modusfurniture.co.uk/press](http://www.modusfurniture.co.uk/press).

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