

modus

Press Release: Modus at Clerkenwell Design Week

Date: 25 - 27 May 2010 | Showroom opens daily 9am – 8pm
Tuesday 25 May: Architects breakfast 8.30am – 11am
Wednesday 26 May: PechaKucha event 6.30pm - 7.30pm
Followed by drinks and sushi until 9.30pm

Modus Showroom
28 - 29 Great Sutton Street, London EC1V ODS

Award-winning British design and manufacturing company Modus will be opening its showroom doors during Clerkenwell Design Week, from 25 - 27 May 2010 in Clerkenwell, the heart of design in East London. The festival which takes place over three days, will celebrate creativity in design in an exciting and thought provoking atmosphere.

Modus will present a spectacular installation with work from its new collection previously shown at the Milan Furniture Fair. The collection includes the TEN sofa by Michael Sodeau, the designer and creative director behind Modus. TEN is a universal sofa design made from a stunning combination of solid beech and birch plywood shown in a variety of Harris Tweed fabrics with feather cushions. A limited number of bags made from this beautiful fabric will be given away at the showroom during the festival.

PearsonLloyd's PLC chair is sure to be another highlight with an impressive display of colourful wooden chairs. This modern take on the archetypical café chair is available in a range of colours with optional arms.

Other pieces to be shown include a Credenza series by Simon Pengelly, the Wrap chair by Simon Pengelly, Dune chair by Monica Forster and Fold Tables by Patrick Norguet.

As the designer and creative director behind Modus, Michael Sodeau will design the space. For the event Michael has collaborated with Canadian brand Bocci Lighting represented by Foundry to create a stunning installation, perfectly complementing Modus' furniture. Bocci, who also use advanced manufacturing techniques, will be showing their 14 series, designed by Bocci's creative director, the award-winning designer Omer Arbel.

During the festival, Modus will be hosting a 'PechaKucha' style talk to be chaired by Kerstin Zumstein, editor of OnOffice Magazine on Wednesday 26th May 6.30pm – 7.30pm. With an exciting line up of speakers including Michael Sodeau, PearsonLloyd, Jonathan Prestwich, Sam Johnson, Alice Breed, Ed Carpenter, Matt Round (Tangerine), Mark Hogarth (Harris Tweed), Jessica Albarn and Aidan Walker. The talks will be an opportunity for designers and design critics to show and share their work in an informal, fun and creative atmosphere followed by an evening event with drinks and canapés.



For further information or high res images please contact
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