

PRESS RELEASE: LONDON DESIGN FESTIVAL

Pick a colour PLC by PearsonLloyd

Showroom opens daily 10am till late

Tuesday 21st September: Pecha Kucha Night 6.30pm – 7.30pm followed by drinks and canapés until 9.30pm

Modus Furniture will celebrate the London Design Festival with an impressive installation of PearsonLloyd's 'PLC' chair. Launched at this year's Milan Furniture Fair, 'PLC' is a marriage of style and simplicity offering a modern take on the archetypal wooden café chair.

This eye-catching display will feature up to 36 one-off colours, exclusively produced for the event. Each design will subsequently be auctioned off at the showroom and through online sealed bids, offering visitors the chance to purchase one of these desirable chairs.

For the event, Modus have collaborated with leading textile manufacture Kvadrat to upholster the chairs in their Divina fabric, colour matched by Natural Colour System (NCS) to create a striking display of multi-coloured chairs.

Also on show will be PLC lounge to complement the successful launch of PLC dining. Available in an oak or beech painted frame, with a colour matched or upholstered seat and backrest. Its oversized backrest, low seat and defined ergonomics differentiate its design from the dining chair. Designed for residential as well as contract use in break out spaces and receptions areas. A matching coffee table is also available with an oak frame and white color core surface.

During the festival, Modus will host its second Pecha Kucha night on Tuesday 21 September with an inspiring line up of international speakers including Christophe Pillet, PearsonLloyd, Patrick Norguet, Claesson Koivisto Rune among others. The talks will provide an opportunity for designers and design critics to show and share their work in an informal, fun and creative atmosphere followed by drinks and canapés.

Modus are part of Clerkenwell Design District, a new destination launching during The London Design Festival 21 -26 September 2010 visit www.modusfurniture.co.uk for more information.



Notes to Editors

About Modus Furniture

Established in 2000, Modus Furniture is an award-winning British furniture manufacturer dedicated to producing the very best in contemporary international design.

The company works with both internationally acclaimed designers and emerging young talent to produce high quality, covetable pieces for both domestic and contract use. Using the finest manufacturing processes and working with a broad spectrum of materials, Modus is committed to producing inspired, functional pieces of the highest quality.

For more information go to www.modusfurniture.co.uk

Clerkenwell Design District

Clerkenwell Design District will bring together a series of events among Clerkenwell's renowned showrooms and practices in the creative heart of East London. Modus, Bene, Cassina, Cappellini are among the brands who will be celebrating creativity in design through exciting installations and one –off events inside their showroom spaces.

For more information go to www.londondesignfestival.com/profiles/clerkenwell-design-district

NCS Colour

NCS Colour is at the forefront of colour research, with a global base of clients, outlets and services for the modern colour user. Its solutions are based around the revolutionary NCS - Natural Colour System®©, the simple and yet powerful colour system capable of giving an accurate notation to any of the 10 million colours we can perceive. Once used, NCS is the most efficient and accurate way to use colour and communicate colour requirements no matter what language you or your clients speak, which materials you use or which industry you operate in.

For more information go to www.ncscolour.co.uk

Kvadrat

Established in Denmark in 1968, Kvadrat holds a leading position in the European market of design-textiles supplying renowned architects, designers and furniture manufacturers throughout the world, for use in upholstery and curtains. The company continuously seeks to push the aesthetic, technological and artistic boundaries of textiles, working with a roster of the world's top designers, architects and artists including Alfredo Häberli, Peter Saville, Akira Minagawa, Tord Boontje, David Adjaye and Olafur Eliasson

For more information go to www.kvadrat.dk