

Press Release

2015

Modus Press Release Clerkenwell Design Week

Modus Showroom
28-29 Great Sutton Street
London EC1V 0DS

19 - 21st May 2015

Modus are fresh from Milan and New York having just launched new ranges to the international stage. Now, for Clerkenwell Design Week, Modus are pleased to show these new collections alongside additions to the evolving Edge range by PearsonLloyd.



March by Grange SmithMatthias

Sir Kenneth Grange and SmithMatthias have paired up again, this time to create March: an all timber stacking chair with an unexpected degree of comfort. Timeless in its design and faultless in its ergonomics, March is a unity of natural materials and meticulous attention to detail.



Everyday by Mårten Claesson, Eero Koivisto and Ola Rune

Masters of simplicity, Swedish design studio Claesson Koivisto Rune have created in Everyday, a chair of modest refinement. Everyday has a quiet confidence that arises from its simple, honest and user friendly form. With a wide choice of leg options to suit any scheme, Everyday belongs anywhere, its superb comfort and pure form mean it really is a chair for use every day.



Lily by Michael Sodeau

Michael Sodeau's Lily chair is now joined by the Lily sofa. Inspired by the grace and beauty of the calla lily, Lily is crafted from a single shell that gently cradles the user with a luxurious and inviting ergonomic. With its pinched detail at the arms, the Lily sofa evokes the great British tradition of fine tailoring and its compact form and light aesthetic make it an ideal choice where space is at a premium.



Edge by PearsonLloyd

Launched in our showroom earlier this year, Edge is a new table system developed by PearsonLloyd that spans the divide between workplace and hospitality, between independent table and full desking system. Offering complete flexibility, Edge embraces the mixed demands of a modern workplace, from the intimate, creative studio to the high density desking of a corporate environment.

Unlike traditional, heavy, goalpost desks, Edge remains visually and functionally simple. With its beautifully engineered aluminium knuckle and extruded aluminium legs, Edge has an unburdened, refined aesthetic and total adaptability. Starting with a simple table from which to eat, meet or work, the system can be scaled up to function as a large workbench or touchdown area and customised with accessories – acoustic

screens, trays, shelves and lamp holders – to ensure a clutter free workspace. Edge is a fully adaptable, future proofed system that is the culmination of years of research and its eco credentials are testament to its considered design.

For Clerkenwell Design Week, Modus are delighted to introduce new members of the ever growing Edge family: To compliment the table system, a coordinated storage system has been meticulously developed with open and closed storage options from simple credenzas to office storage. Beautifully simple cut out handles continue the refined aesthetic and every piece uses the same aluminium frame so that it correlates with the desking to create a balanced and harmonious look.

In addition to new storage ranges, Modus will also be revealing the high back Edge sofa: Alcove seating that repeats the aluminium frame and corresponds with the table and storage ranges to provide complete compatibility and consistency. The Edge family has grown to offer a full system with complementary intelligent storage and seating options that perpetuate an elegant, pared back aesthetic that can transform workplace or hospitality environments. Edge brings order, symmetry and congruence with maximum functionality.

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For more information about Modus, including high resolution images please contact Neşe Halil
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Please download images at
www.modusfurniture.co.uk/press.

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About Modus

Modus is an award-winning British brand collaborating with a roster of renowned British designers including Sir Kenneth Grange, PearsonLloyd, Simon Pengelly and Michael Sodeau, as well as attracting celebrated international designers, among them Claesson Koivisto Rune, Monica Forster, Patrick Norguet, Stephen Burks, Arik Levy and Christophe Pillet. Championing emerging talent, Modus has always promoted the considerable skill of our young designers.

With an integrated approach to manufacturing, Modus has quality, sustainability and considered design at its core. Working closely with the A&D community, Modus anticipates the cultural shifts in the way we live and work and its extensive range reflects these changes.

Founded in 2000 by Jon Powell and Ed Richardson, a keen understanding of manufacturing processes and breadth of materials has enabled Modus to develop a diverse product range and implement a wide spectrum of commercial, hospitality and residential projects globally. Modus has built its reputation on quality, attention to detail and inspired creativity.

www.modusfurniture.co.uk

About PearsonLloyd

PearsonLloyd is an award winning multi-disciplinary design consultancy based in Central London. The studio's work focuses on design for manufacture and strategic research in the fields of furniture, transport design and the public realm.

Work includes the new First Class Seat for Virgin Atlantic Airways and projects for Artemide, Knoll International, Magis and Walter Knoll. PearsonLloyd has won numerous awards throughout Europe for their work and ranked 1st in the design week Top 50 Creative Survey for the Product Design category. In January 2015 two PearsonLloyd products received the German Design Council's Interior Innovation Award.

www.pearsonlloyd.com

About Grange SmithMatthias

Sir Kenneth Grange is Britain's leading product designer, his prolific career spans over 50 years and he is responsible for designing some of the most iconic and familiar products and appliances that shape our daily lives. Kodak cameras, the silhouette for the Intercity 125 train, Kenwood food mixers, Parker pens, and the re-design of the London black cab are just some of his well-known designs.

In 1972 Grange, together with Alan Fletcher, Theo Crosby, Colin Forbes and Mervyn Kurlansky established Pentagram, a world renowned multi-disciplinary design consultancy. More recently, Grange has produced distinctive designs that have become part of our landscape, from the Adshel bus shelter in 1993 to the Rural Post box for Royal Mail in 1998. Grange SmithMatthias is a new collaboration of experience and youth combining the design expertise of Sir Kenneth Grange and Jack Smith who graduated from the prestigious Design Products course at the Royal College of Art in 2011 and forms one half of the design partnership SmithMatthias.

www.smithmatthias.com

About Mårten Claesson, Eero Koivisto and Ola Rune

The Swedish design partnership Claesson Koivisto Rune was founded in 1995 as an architectural office but is, in the classic Scandinavian way, multi-disciplinary, practising both architecture and design. On the list of completed architectural projects are: Sfera Building culture house in Kyoto, the Swedish Ambassador's residence in Berlin, Ingegerd Råman house and studio, Kjell A Nordström residence, Sony Music headquarters Stockholm, One Happy Cloud restaurant, Gucci Stockholm, Louis Vuitton Stockholm, Scandinavian Airlines Euroshop, Asplund shop. Other works in progress include several private houses.

www.claessonkoivistorune.se

About Michael Sodeau

Michael Sodeau studied product design at Central Saint Martins College of Art & Design where he graduated in 1994. He was a founding partner of Inflate, and set up his own design studio Michael Sodeau Partnership in 1997, designing for MSP his own production company.

Michael has also designed for many other manufacturers including Abet, Asplund, Bute, Christopher Farr, E&Y, Gervasoni, Gordon Russell, Isokon Plus, Livot, SCP and Wedgwood. Michael Sodeau has exhibited internationally and has had solo shows in London, New York, Paris, Stockholm and Tokyo. He also has designs in the permanent collection of the Victoria and Albert Museum.

www.michaelsodeau.com

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