

# Press Release

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## 2015

### Modus at SALONE DEL MOBILE 2015

Hall 20, Stand E09  
Milan Fairgrounds, Rho (Milan)  
14th - 19th April 2015

The pinnacle of the design calendar sees Modus thrilled to be returning to the fairground in Fiera Milano Rho after several successful years of exhibiting in central Milan.

Join us on Tuesday April 14th when we will be giving away 100 limited edition press bags.

15 years since Modus was established, we are still proud to be part of the British design industry, manufacturing quality products of distinction where sustainability and creativity thrive. This past year has seen Modus continue to grow in both terms of design acumen and numbers in our creative team.

Modus will be presenting new ranges by illustrious designer Sir Kenneth Grange and his former protégé Jack Smith. New collections by British designers PearsonLloyd and Michael Sodeau will be unveiled along with a fresh colour palette for our PLC collection. Other ranges still under wraps include additions to current ranges by PearsonLloyd and new collections by Swedish design trio Claesson Koivisto Rune.

Modus have teamed up with prestigious British cloth manufacturer Fox Brothers & Co Ltd. to produce 100, individual, one off, flannel bags which will be given away during the press preview. These exclusive and covetable bags are quintessentially British, produced from the world's finest flannel with a truly distinguished heritage.

Fittingly, Fox Brother's cloth will also be used to upholster a new timber chair by design icon Sir Kenneth Grange and his erstwhile student Jack Smith. Grange's ubiquitous designs, like the flannel Fox Brother's conceived, permeate our culture. Grange's revered expertise, Smith's youthful talent and Fox Brother's notable legacy come together in a marriage of enduring timber, modern manufacturing processes and traditional, premium cloth.



### March by Grange SmithMatthias

Following the launch of April last year, Sir Kenneth Grange and Jack Smith of Smith Matthias continue their collaboration with the March chair. An all timber construction, March bears all the hallmarks of Smith's love of natural materials and Grange's unrivalled comprehension of ergonomics. The result is a wooden chair with an unexpected level of comfort. This superb comfort arises, in part, from the chair's sculpted back which also contributes to March's timeless aesthetic. Added to its classic looks and user friendliness is the fact that March also stacks. Available in a natural timber finish or a range of colours, March demonstrates an exquisite attention to detail that is an integral element of this design partnership.



### April by Grange SmithMatthias

The April sofa system by Sir Kenneth Grange and Jack Smith epitomises elegance of form and function. The system is comprised of a host of components which enable a myriad of flexible and fluid configurations from sinuous curves to simple straights whilst retaining an incomparably elegant aesthetic.

The ergonomics of the April system encourage excellent posture with no compromise on comfort. Its light silhouette, of refined and supple grace, unexpected femininity and exquisite attention to detail set it apart from traditional modular systems.

Equally at home in a formal, structured setting or a more relaxed, inclusive and intimate environment, the April system's enormous flexibility allows for huge scope of application, dividing vast areas, creatively flowing around obstacles or imaginatively separating space.



### Everyday by Mårten Claesson, Eero Koivisto and Ola Rune

The Everyday chair has a quiet confidence that derives from its distilled form. Masters of simplicity, Swedish design studio Claesson Koivisto Rune were inspired by the curvilinear canvases of American artist Ellsworth Kelly to design a chair that epitomises restraint and refinement of form. Crafted from a simple wooden shell in a natural wood finish or a choice of colours, with either trestle legs or extremely efficient stacking legs, the Everyday chair can belong anywhere. Despite its apparent minimalism, Everyday has an unprecedented level of comfort borne of the studio's inherent understanding of the user's experience. It is both the chair's simplicity and superb comfort that elevate it above the ordinary but make it a piece for use every day.



### Lily by Michael Sodeau

Taking its name from the calla lily that inspired designer Michael Sodeau to create a chair with an unparalleled purity of form, the restrained simplicity of the Lily chair has been extended into a compact sofa of equal grace and beauty.

Crafted from a simple, cradling, mono shell with upholstery reminiscent of fine tailoring, with its pinched detail at the arms, Lily embodies simplicity, precision and grace. Its tidy footprint and light aesthetic belie its luxuriously inviting ergonomic; highly supportive arms and back provide a superb degree of comfort. Where space is at a premium the Lily sofa is the perfect choice.

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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  
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### Edge by PearsonLloyd

Edge is a new table system developed by PearsonLloyd that offers a fresh approach to working, meeting and dining. Whether a lunch gathering, an office meeting, brainstorming session, group or individual desk work, Edge has the flexibility to function perfectly in both office and hospitality interiors.

Suitable for all types of workplace, from intimate, creative studios to larger corporate environments, the Edge system has an option to fit every requirement. With its cleverly engineered aluminium knuckle and extruded legs, Edge functions superbly as a meeting table or desking solution, comfortably accommodating a large group, making it a great choice for the modern workplace where collaboration and free interaction are paramount. Edge can be customised to include a range of functional accessories to personalise space and robust cable management ensures a clutter free workspace.

Edge also offers enormous environmental advantages; its reduced use of materials, aluminium base and high proportion of recycled materials makes it a more sustainable choice. In Edge there is a perfect balance between outstanding design and environmental sensitivity.

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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, inspired creativity and fluidity of function.

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

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### About Grange Smith

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 Smith 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.

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

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#### 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, Livit, 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](http://www.michaelsodeau.com)

#### 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](http://www.pearsonlloyd.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](http://www.claessonkoivistorune.se)

#### About Fox Brothers & Co LTD.

Fox Brothers & Co Ltd. have been manufacturing woollen and worsted fabric since 1772 and are officially credited as the original creators of flannel. Suppliers to historic Saville Row tailors and exclusive fashion houses for almost 250 years, "every piece of Fox Brother's cloth represents luxury, sophistication and the very essence of British tradition."

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