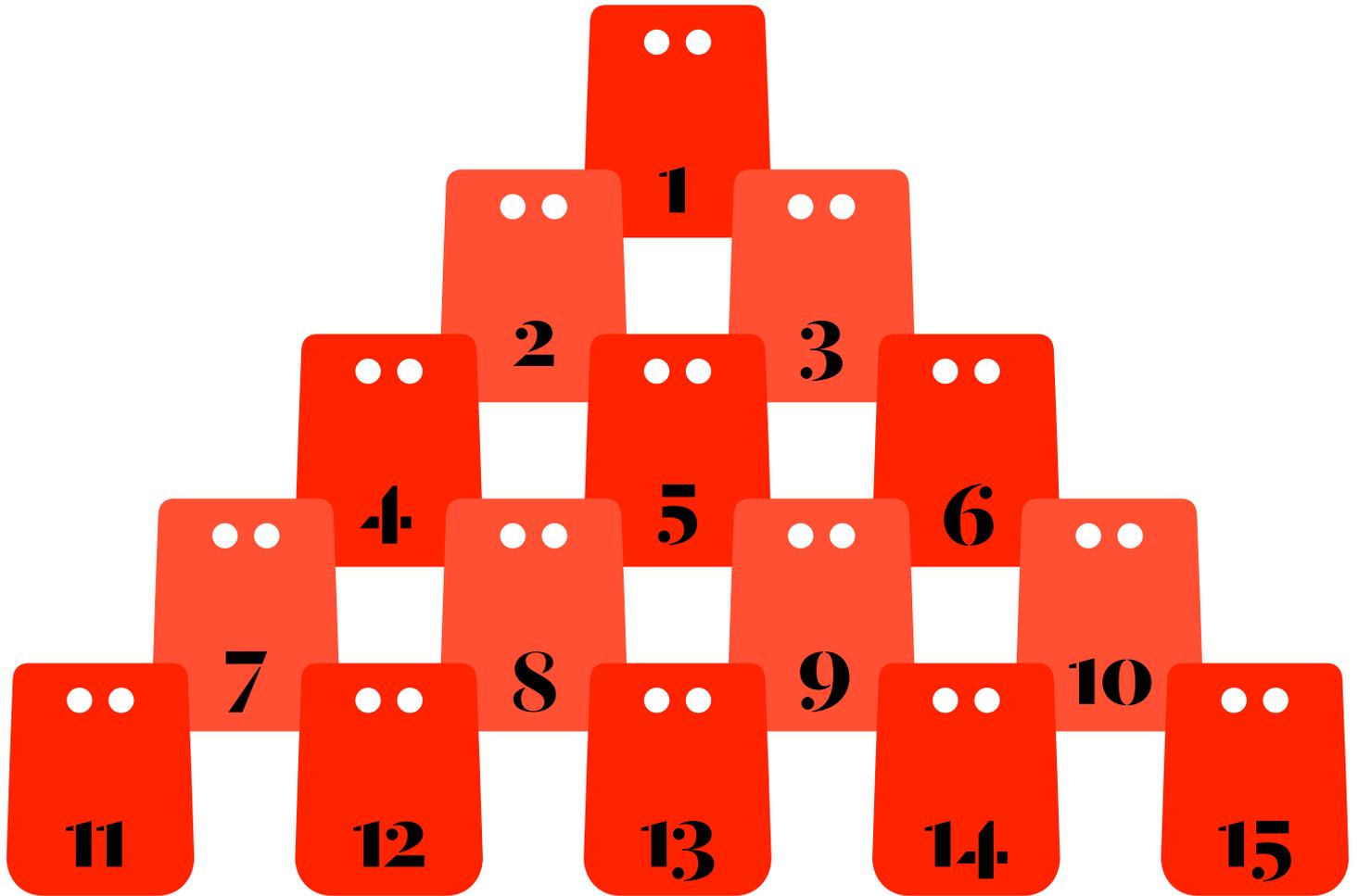

Press Release

May 2016



Modus create 15 limited edition Casper stools to be positioned in key venues around Clerkenwell and auctioned for charity during CDW

To celebrate Modus' 15th year we have created 15 limited edition Casper stools by Michael Sodeau.

Each stool is unique, sprayed in hi-vis orange with the numbers 1 to 15 stencilled underneath. The stools will be positioned in key venues around Clerkenwell and in our showroom and sold through a silent auction during Clerkenwell Design Week.

All proceeds will go to Movement On The Ground, a foundation that responds to the humanitarian crises affecting the men, women and children forced from their homes by climate change, poverty and war.

The Casper stools will be a vibrant, life jacket orange to symbolise hope, survival, and the journey to a new beginning that migrants undertake. Orange is optimistic and uplifting, enthusiastic and motivated, symbolising the active role we must play to transform the refugee crisis into an opportunity for us all. Casper has a positive part to play in this process of social change.

There will also be a chance to win the 15th Limited edition Casper in an Instagram competition, keep your eyes peeled for more information.

Alongside this campaign Modus will also be showing recent launches from Milan – Spring, Mix, Quiet, Art, Abe and Arne and, of course, the fun loving Casper.

To make your online bid simply visit www.wherescasper.co.uk

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About Casper

Designed by Michael Sodeau, the Casper stool is crafted from recycled cork with two finger holes so that it may easily be moved around. These holes add character to an otherwise pure silhouette and an anthropomorphic touch that gives the stool its own benign personality. Whether used individually or en masse Casper has a certain charm.

It was this human element that led us to consider Casper as a product that might help support the work of Movement On The Ground. 10% of the profits from the sale of Casper will go directly towards providing basic human necessities to those displaced by climate change, poverty and war.

Despite these serious themes, with its sociable, friendly quality and inquisitive expression Casper has a playfulness, en masse the stool becomes humorous, connected, a community reunited. Casper then, is a fun stool with a serious purpose.

About Movement On The Ground

Movement On The Ground is a foundation that responds to the humanitarian crises affecting the men, women and children forced from their homes by climate change, poverty and war. Its aim is to identify and fill the gaps left by available aid and help provide displaced individuals with the basic human necessities of safety, shelter, warmth, food and water - a human response to a human crisis.



movementontheground.com

About Michael Sodeau

Michael Sodeau established his award winning design studio in 1997. The studio's work, ranges from extensive interior projects, as well as brand creation and development. Michael also designs furniture and products for a diverse group of international clients and has designs in the permanent collection of the V&A museum. He has been Creative Director of Designjunction since its inception.

michaelsodeau.com

About Modus

Modus is an award-winning British brand with a simple mission: To create furniture of the highest standards in terms of design, quality and durability that enriches life today without compromising tomorrow.

With headquarters in the beautiful rolling Somerset countryside and a showroom in Clerkenwell, the Modus brand is represented worldwide through a network of agents and dealers.

modusfurniture.co.uk

