

Press Release (For immediate release)

2015

Modus launch Edge by PearsonLloyd

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

24 March - 10th April 2015

Modus introduces Edge: A family of tables that spans the divide between workplace and hospitality, between independent table and desking. A table system that parallels the way we work, meet and interact.



Eat

Whether a laid back lunch or a more formal occasion, linked in a busy canteen or independently arranged in café or restaurant, Edge offers the perfect solution to every dining room.

Work

From focused individual work, temporary touchdown, to intensive collaboration or less structured tasks, everyone can work smarter with Edge.

Meet

From the formality of the boardroom to more relaxed brainstorming sessions and impromptu get-togethers of the creative office, Edge facilitates the sharing of ideas and collaborative processes central to the way we work.



Edge

Design studio PearsonLloyd has developed a table system that offers unrivalled flexibility of function and is equal to any challenge presented by the modern workplace or hospitality setting.

A simple, light, refined frame and cleverly engineered aluminium knuckle provide a clean and elegant aesthetic. Individual bays may be connected indefinitely to create a system of any size from simple workbenches to larger, more high density desking. Inset legs allow for free lateral movement and encourage collaboration. Streamlined and space saving for smaller creative studios or more expansive to suit larger corporate environments, Edge complies with the space available.

A range of beautifully designed functional accessories from lamp holders to paper trays create a clutter free zone and ensure important documents are to hand. Robust cable management, grommets and CPU holders free up space and maintain a tidy desk. Easily accessible power and data points enable mobile workers to simply connect and start working. Acoustic push pin screens facilitate concentration, define perimeters and allow for personalisation of individual space.

Robust yet refined, Edge has options to suit every interior scheme with a choice of table tops and finishes, accessories and colours can all be selected to fit. A more domestic scheme can be referenced with veneered tops and a softer palette or a more corporate, monochrome design can be developed.

Edge has outstanding sustainability credentials and uses the fewest components, a minimum of raw materials, an aluminium (rather than the more energy hungry steel) frame and has a recycled content of 68%. In Edge outstanding design and sustainability unite.

modus

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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, inspired creativity and fluidity of function.

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