

Press Release

2014

Modus Press release London Design Festival

Modus will be showing four new product ranges during the London Design Festival, all have a decidedly commercial edge and the customary quality and distinction that have become synonymous with a Modus product.

We will be launching April, a new sofa system designed by Sir Kenneth Grange and Jack Smith, which will feature as an exclusive installation in our Clerkenwell showroom.

15-26 September 2014

Monday - Friday 10am-6pm
Private view (Invite only)
Tuesday 16th September
6.30- 9pm

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www.modusfurniture.co.uk

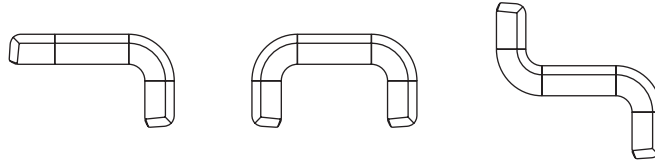
At Designjunction we will be showing; the Lily chair by Michael Sodeau, the Move chair by Jonathan Prestwich and April by Grange Smith. We will also be launching Apriletta - a more slender version of the April sofa, ideal for environments where space is at a premium.

17-24 September 2014

Press Preview - Wednesday 17
September 4 - 7pm
Private VIP Opening - Wednesday
17 September 7 - 9.30pm

The Sorting Office
21-31 New Oxford Street
London
WC1A 1BA

www.thedesigntjunction.co.uk



London Design Festival 2014

Modus will be unveiling our first collaboration with Sir Kenneth Grange and Jack Smith - April. An exclusive installation in our Clerkenwell showroom will reveal the new April modular system in all its sculptural versatility and effortless elegance. Launched in Milan, the April sofa is now joined by a complete system of modular components that offer the potential for a myriad of design options from simple and straight to complex, serpentine meanders.

The April sofa is a first for prolific designer Sir Kenneth Grange, whose formidable career spans some six decades and has produced some of the most recognisable and seminal designs of our time. As a pioneer of user-centred design, Grange believes that much of a product's design value lies in its ease of use. April bears out this philosophy in its ergonomic which encourages better posture with no compromise on comfort.

April is the result of a close collaboration between Sir Kenneth Grange and erstwhile student Jack Smith, a fusion which unites experience with youth. This union, combined with the manufacturing excellence of Modus, has resulted in a sofa of unrivalled grace and immense versatility.

April can be intimate, inclusive, an inward curve encouraging interaction, ideal for informal meetings. Or April can curve outwards, offering greater separation and space in a public environment. April can be structured, linear and formal, dividing vast areas, or lithe and sinuous, creatively flowing around an obstacle and imaginatively separating space. Superbly adapted to the commercial environment, April's capacity for flexibility of form, for diversity of free shaped configuration, enables endless, fluid possibilities.



Move by Jonathan Prestwich

Move is a chair that reflects our modern working methods; both adaptive and responsive, Move enables a great range of motion due to its pliant back that flexes with the user. Move encourages interaction and collaboration, offering a dynamic sit with a high degree of comfort and a soft, welcoming aesthetic. Available with a polished aluminium, black or white swivel base and in a host of fabric options.



Lily by Michael Sodeau

Lily is a compact and uncomplicated lounge chair with a multitude of applications. Relaxed and easy in style, Lily has supportive back and arm-rests and an invitingly comfortable appeal. With a choice of oak legs that cup the moulded seat shell, a swivel base that offers a lighter aesthetic and, new for September, an economical tube base, the Lily chair offers a solution for every environment and budget.

April by Grange Smith

April is a sofa and chair range of exceptional grace and versatility of use. Available as a chair, two or three seat sofa, curved sofa, corner sofa, end units and ottoman, April yields to the commercial environment, offering practical solutions to a multitude of settings. April is available with oak or stained oak legs, cast aluminium legs or as a luxe version with oak legs that enfold each corner. Fabric options are varied with optional contrast stitching to accentuate the detail. Equally suited to reception spaces, waiting rooms, galleries, lounges, office break out and meeting spaces, April has a solution to any seating challenge.



Apriletta by Grange Smith

Apriletta - sister to the April sofa, Apriletta, is available as a chair and a two seat sofa. With all the elegance of form of April, Apriletta is a slimmer, lighter version, its fresh and nimble structure and more compact shape make it perfect for hotel bedrooms or any situation where space is limited. Available with natural or stained oak legs and in a wide range of fabrics and leathers.

modus

For more information about Modus, including high resolution images please contact press@modusfurniture.co.uk
+44 (0)1460 258590

Please download images at www.modusfurniture.co.uk/press.

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About Modus

Modus is an award-winning British brand who design and produce intelligent, functional and inspiring contemporary furniture. Collaborating with a roster of renowned designers, Modus combines technical, material and engineering advances to manufacture and supply an extensive range for commercial, hospitality and residential projects globally.

Founded in 2000 by Jon Powell and Ed Richardson, Modus has built its reputation on considered design. Working closely with the A&D community, Modus understands the importance of cultural and market observations and the part they play in developing new designs for different applications. Its integrated approach has quality, sustainability and durability at its core. This, combined with originality, breadth of process and attention to detail, is what makes Modus one of the UK's most successful and respected furniture manufacturers

www.modusfurniture.co.uk

About Designjunction

designjunction is central London's largest destination for contemporary design and culture, held annually during the London Design Festival, designjunction was originally launched at the Milan Furniture Fair in 2011 by founders Modus.

www.thedesignjunction.co.uk

About Jonathan Prestwich

Jonathan Prestwich spent six years as chief assistant to German designer Burkhard Vogther in France. He managed projects ranging from residential furniture for Arco to office furniture for Fritz Hansen and winning, amongst others, 'best of Neo Con' and the 'Red Dot' design award.

In 2003, Jonathan worked for Barber Osgerby before establishing his own studio, since this time he has lived and worked in London as an independent design consultant. He has collaborated with several highly respected furniture manufacturers, researching and developing new products.

Influenced and driven by the relationship between modern technology and nature, with a goal to create simple, elegant pieces. Jonathan has a particular eye for emerging trends to the way we live and work and his designs are always mindful of the users of the next generation.

About Grange Smith

Grange Smith is a design collaboration between Sir Kenneth Grange, a colossus of the British design industry, and his former student from the prestigious RCA, Jack Smith. Grange's enormously fruitful career has produced such design icons as the aerodynamic silhouette of the Intercity 125, food mixers for Kenwood, razors for Wilkinson Sword, pens for Parker, the redesign of the London taxi TX1 and the Instamatic Camera for Kodak which has sold in excess of 25 million. The impact of his designs on both our public and domestic lives is so ubiquitous it continues to inform the zeitgeist of our era.

Jack Smith is a designer and developer who has worked with Sir Kenneth Grange on various projects. This union of momentous experience and the freshness of youth has culminated in their very first furniture design - April.

About Michael Sodeau

Michael Sodeau graduated from Central Saint Martin's College of Art & Design in 1994. A founder partner of Inflate, Michael set up his own design studio, Michael Sodeau Partnership in 1997.

The studio has produced brand identities, graphics, web and interior design for numerous clients and has recently completed a furniture showroom and its third London restaurant. Michael has designed for, amongst others: Asplund, Offecct, Wedgewood, Bute, Magis, Royal Doulton, Swedese, Gervasoni, SCP, E&Y Japan, Thonet Vienna and Christopher Farr. He has exhibited internationally with solo shows in London, New York, Stockholm and Tokyo, with a retrospective show in Paris.

Michael also has designs in the permanent collection of the Victoria and Albert Museum, and a book about his work entitled 'Once Upon a Line' and was published in 2000.