

---

# Press Release

---

## 2014



### Modus launch at Edit, Milan

8-13 April 2014  
Palazzo Morando  
Via Sant'Andrea, 6,  
20121 Milano

Modus, one of the UK's leading design manufacturers, will be launching new projects including collaborations with Britain's foremost product designer, Sir Kenneth Grange, during Salone 2014, at Edit, against the stunning backdrop of Palazzo Morando. Alongside a collaboration with Sir Kenneth Grange and Jack Smith, Modus will also be launching two new chairs by Michael Sodeau and Jonathan Prestwich.



### April sofa by Sir Kenneth Grange, with Jack Smith

The April sofa is a distinctive, yet commercially compliant sofa collection that breaks the mould of other prosaic sofa designs. Available as a chair, 2 seat, 3 seat, ottoman, corner unit and a curved sofa, it is aimed at ensuring good posture, with sculptural elegance and distinction, with particular attention to fabric combinations and detail to elevate the quality of the design.



### Lily chair by Michael Sodeau

The Lily chair is a compact lounge chair with moulded shell which benefits from a high back and arm rest. Its simplistic upholstery gives it clean, uninterrupted lines and a lightweight appearance. The option to change the interior and exterior fabric makes it visually flexible and combined with the broad variety of base options including a timber, rod or swivel base makes it suitable for every budget and environment from bedroom chairs to breakout spaces.



### Move chair by Jonathan Prestwich

In the last decade our way of working has significantly changed. The new ability work from just about anywhere has made us realise the importance of changing our surroundings in respect to our task in hand. The Move chair a new dynamic comfort appropriate for both relaxing and short term working. The adaptive backrest of Move flexes to fit all backrest shapes giving surprisingly good comfort and flexibility to allow stretching and reaching. The sit is both dynamic and comfortable encouraging collaboration and reflection. The image of the Move chair is designed to be friendly and uncomplicated, encouraging you to jump in and feel at home.

---

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

### About Edit

We are delighted to be part of EDIT by designjunction, a show we initiated two years ago, which takes place during the Salone del Mobile – the world's largest furniture fair. EDIT by designjunction, which launched in April 2013 and attracted 22,000 visitors through the door, will showcase a powerful line-up of leading international brands against the stunning backdrop of Palazzo Morando, an historic 18th Century building in the heart of Milan's fashion district, striking the perfect balance between creative and commercial. EDIT by designjunction will house more than 20 global brands showcasing quality and authentic design across all design disciplines and is set to be the premier design destination in Milan at this year's fair. designjunction was originally launched at the Milan Furniture Fair in 2011 by co-founders Modus and Deborah Spencer.

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

For more information about Modus, including high resolution images, please contact

+44 (0)1460 258 590  
[press@modusfurniture.co.uk](mailto:press@modusfurniture.co.uk)  
[www.modusfurniture.co.uk](http://www.modusfurniture.co.uk)

# modus

---

# Press Release

---

# 2014

## About Sir Kenneth Grange & Jack 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, in the 1990s, 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. Sir Kenneth Grange is well known as a designer of many familiar products and Jack Smith who graduated from the prestigious Design Products course at the Royal College of Art in 2011.

## About Michael Sodeau

---

Michael Sodeau was born in London in 1969. He 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 several other manufacturers that include 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 and Black Dog Published a book on Michael Sodeau entitled 'Once upon a line'.

---

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

## About Jonathan Prestwich

---

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

Since 2003 Jonathan has lived and worked in London as an independent design consultant. He has worked with several highly respected furniture producers, researching and developing new products.

Influenced and driven by the relationship between modern technology and nature, with a goal to create simple elegant innovation.

---

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