
Press Release

2016

Modus launch recycled cork stool with 10% of profits going to 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.

Operating primarily on the island of Lesbos, arrival point for tens of thousands of people as they flee from armed conflict, poverty and persecution, MOVEMENT ON THE GROUND works with large and small charities, identifying need and providing structural and logistical support.

From spotters, searching for boats as they approach the coast and rescue boats guiding people safely ashore, to medical stations and mobile doctors, MOVEMENT ON THE GROUND helps provide safety, shelter, heat, food and water, getting the items that are needed to the right place.

It is a human response to a human crisis.



WHY THE CASPER STOOL

Michael Sodeau's Casper is a simple stool made from recycled cork. Reminiscent of Gormley's clay folk in 'Field', the stools have two finger holes so they may easily be lifted, these holes add a sense of character to an otherwise simple silhouette. The rounded base allows for some movement and the concave seat adds to the comfort. Available in a choice of natural or dark finish. Whether used individually or en masse the stools have a friendly charm.

It was the human element of the Casper stool that led us to consider it as a product that might help support the work of MOVEMENT ON THE GROUND. With its benign, sociable quality and expectant, almost hopeful expression, brought about by the two holes that enable its ease of movement, Casper has taken on a character of its own, a personality.

The human element is one that has become very poignant of late with the dehumanisation of those fleeing persecution, war and poverty, that quality of 'personness' reminds us that it is a human crisis unfolding despite the lexicon of governments and popular press.

Cork has a very low density and connotations with the sea; of course, it floats, bobs about directionless, it reminds us of a message in a bottle, of a person stranded and vulnerable, distressed and reaching out for human contact. Wider associations with the material itself seem to fit the desperation of the displaced, those without shelter, home or community.

10% of the profits from the sale of Casper will go directly to MOVEMENT ON THE GROUND helping to give displaced individuals their basic human necessities.

Despite these serious themes, Casper has a playfulness, en masse the stool becomes humorous, connected, a crowd with a singular purpose, a community reunited.

Casper then, is a fun stool with a serious purpose.

'Casper is a true collaboration between design and refugee support. The stool cleverly highlights a key component in a crisis situation - eye contact. It is obvious Casper was a volunteer in a previous life.'

Dylan Ingham
CoFounder
movementontheground.org



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 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