

# Press Release

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# 2015

## Modus at NYCxDESIGN 2015

ArtBeam 540 W 21st St.  
New York 10011

15-18 May

Opening hours

Fri 15th: 11.00 - 21.00

Sat 16th: 11.00 - 19.00

Sun 17th: 11.00 - 18.00

Mon 18th: 11.00 - 16.00

Modus are delighted to be returning to New York for NYCxDESIGN 2015. We will be showing at designjunction edit New York against the fabulous, industrial backdrop of the infamous ArtBeam building in the heart of Chelsea's premier art district. Conveniently located near Manhattan's High Line, with its naturalised planting and views across the Hudson, ArtBeam will play host to over 25 international design brands. The event is a collaboration with designjunction and US design agency Smallpond and is set to be a great success for the third year running.

This May, Modus will be presenting two new ranges by Britain's most illustrious designer: Sir Kenneth Grange and former protégé Jack Smith of SmithMatthias. Both the April sofa system; an elegant, fluid system that allows for enormous flexibility of form, and the March chair; an all timber chair with exceptional degree of comfort, have the superb attention to detail we have come to expect from this design duo. Also to be launched during the show is an exciting new table system by PearsonLloyd which bridges the divide between independent table and full desking system and bears the hallmark refinement for which this British design studio has become renowned. The pure simplicity of the Lily sofa by London based designer Michael Sodeau will also be unveiled alongside a beautifully understated new chair range inspired by Ellsworth Kelly's curvilinear forms from Swedish design studio Claesson Koivisto Rune.

15 years since Modus was established, we are proud to be leading the way in contemporary British design. Modus is a highly regarded, award winning brand manufacturing quality products of distinction that are borne of inspired creativity and considered design.



### March by Grange SmithMatthias

Following the launch of April last year, Sir Kenneth Grange and Jack Smith of SmithMatthias continue their collaboration with the March chair. An all timber construction, March bears all the hallmarks of Smith's love of natural materials and Grange's unrivalled comprehension of ergonomics. The result is a wooden chair with an unexpected level of comfort. This superb comfort arises, in part, from the chair's sculpted back which also contributes to March's timeless aesthetic. Added to its classic looks and user friendliness is the fact that March also stacks. Available in a natural timber finish or a range of colours, March demonstrates an exquisite attention to detail that is an integral element of this design partnership.



### April by Grange SmithMatthias

The April sofa system by Grange SmithMatthias epitomises elegance of form and function. The system is comprised of a host of components which enable a myriad of flexible and fluid configurations from sinuous curves to simple straights whilst retaining an incomparably elegant aesthetic.

The ergonomics of the April system encourage excellent posture with no compromise on comfort. Its light silhouette, of refined and supple grace, unexpected femininity and exquisite attention to detail set it apart from traditional modular systems.

Equally at home in a formal, structured setting or a more relaxed, inclusive and intimate environment, the April system's enormous flexibility allows for huge scope of application, dividing vast areas, creatively flowing around obstacles or imaginatively separating space.



### Everyday by Mårten Claesson, Eero Koivisto and Ola Rune

The Everyday chair has a quiet confidence that derives from its distilled form. Masters of simplicity, Swedish design studio Claesson Koivisto Rune were inspired by the curvilinear canvases of American artist Ellsworth Kelly to design a chair that epitomises restraint and refinement of form. Crafted from a simple wooden shell in a natural wood finish or a choice of colours, with either trestle legs or extremely efficient stacking legs, the Everyday chair can belong anywhere. Despite its apparent minimalism, Everyday has an unprecedented level of comfort borne of the studio's inherent understanding of the user's experience. It is both the chair's simplicity and superb comfort that elevate it above the ordinary yet make it a piece for use every day.



### Lily Sofa by Michael Sodeau

Taking its name from the calla lily that inspired designer Michael Sodeau to create a chair with an unparalleled purity of form, the restrained simplicity of the Lily chair has been extended into a compact sofa of equal grace and beauty.

Crafted from a simple, cradling, mono shell with upholstery reminiscent of fine tailoring, with its pinched detail at the arms, Lily embodies simplicity, precision and grace. Its tidy footprint and light aesthetic belie its luxuriously inviting ergonomic; highly supportive arms and back provide a superb degree of comfort. Where space is at a premium the Lily sofa is the perfect choice.

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

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Please download images at  
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### Edge by PearsonLloyd

Edge is a new table system developed by PearsonLloyd that spans the divide between workplace and hospitality, between independent table and full desking system. Offering complete flexibility, Edge embraces the mixed demands of a modern workplace, from the intimate, creative studio to the high density desking of a corporate environment.

Unlike traditional, heavy, goalpost desks, Edge remains visually and functionally simple. With its beautifully engineered aluminium knuckle and extruded aluminium legs, Edge has an unburdened, refined aesthetic and total adaptability. Starting with a simple table from which to eat, meet or work, the system can be scaled up to function as a large workbench or touchdown area and customised with accessories to ensure a clutter free workspace. Edge is a fully adaptable, future proofed system that is the culmination of years of research and its eco credentials are testament to its considered design.

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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 and inspired creativity.

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

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### 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](http://www.pearsonlloyd.com)

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## About Grange SmithMatthias

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, 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 SmithMatthias is a new collaboration of experience and youth combining the design expertise of Sir Kenneth Grange and Jack Smith who graduated from the prestigious Design Products course at the Royal College of Art in 2011 and forms one half of the design partnership SmithMatthias.

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

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

## About Mårten Claesson, Eero Koivisto and Ola Rune

The Swedish design partnership Claesson Koivisto Rune was founded in 1995 as an architectural office but is, in the classic Scandinavian way, multi-disciplinary, practising both architecture and design. On the list of completed architectural projects are: Sfera Building culture house in Kyoto, the Swedish Ambassador's residence in Berlin, Ingegerd Råman house and studio, Kjell A Nordström residence, Sony Music headquarters Stockholm, One Happy Cloud restaurant, Gucci Stockholm, Louis Vuitton Stockholm, Scandinavian Airlines Euroshop, Asplund shop. Other works in progress include several private houses.

[www.claessonkoivistorune.se](http://www.claessonkoivistorune.se)

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