

Established & Sons Presents: TASTE OF DESIGN

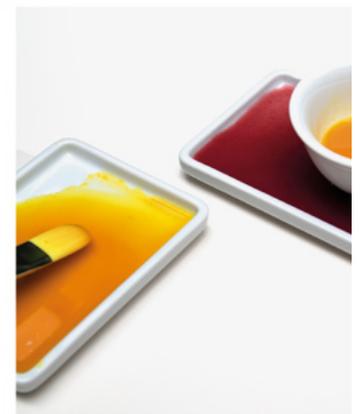
Established & Sons transforms its Old Street apartment into an experience for the senses during London Design Festival 2019 and launches exciting additions to its Principal Collection

For this year's London Design Festival, British design brand Established & Sons will showcase four additions to its existing furniture and lighting collections in an installation, Taste of Design, which will pair furniture and food design.

Inspired by 1st century AD Roman gourmand, Marcus Gavius Apicus' concept of the "first taste is always with the eyes", Taste of Design is a collaboration between Swedish food experience designer Vilma Luostarinen and London chef Emily Plunket. It is an experimental exhibition that reimagines four of Established & Sons' distinct designs as a taste encounter.

For the 2019 edition of London Design Festival, Established & Sons has reinterpreted and introduced new variations of Beam Table by Konstantin Grcic, Cho Light by Dimitri Bähler, and Heidi stool and Filigrana Light both by Sebastian Wrong. "As an ambitious design brand Established & Sons is committed to creating relevant products people can live and grow with," says Sebastian Wrong, Design Director. "To do this we keep the doors wide open for designers to revisit their work. The conversation is open so that the range can evolve and create versatile products for modern life at home and in the workplace."

Chef Plunket selected mainly plant-based, seasonal and locally sourced ingredients to represent the new products. The interpretation of Beam Table draws on its strong industrial language, while the translation of Cho Light's traditional Japanese Washi paper shade and high-tech carbon fibre base is a meeting of opposites. Venetian food culture dating back to the 16th century, when the filigrana style originated on the island of Murano, was used as the starting point to represent the Filigrana Light's hand-blown glass shade. In contrast, the rustic connotations of the name Heidi suggested plant-based milks, rounded shapes and a modern simple style to chef Plunket and Luostarinen who worked together to create an organic adaptation.

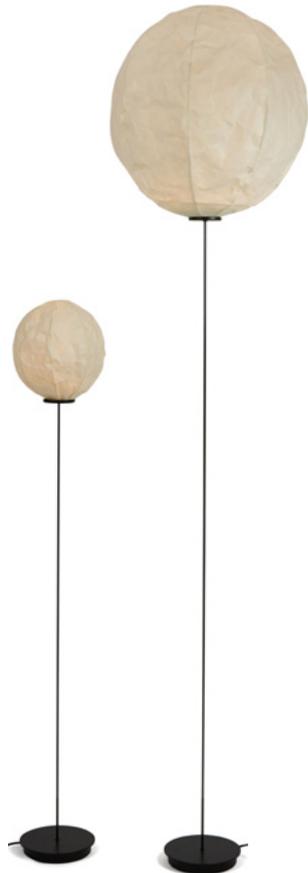


Cho Light mood board

Taste of Design is the latest in a series of collaborations between Established & Sons and pioneering artists, and was commissioned by its Design Director, Sebastian Wrong. "London, as a creative hub, plays a significant role in the 'digital grazing' of consumable aesthetics. The role of say, visual hunger in product design and in food design is explored in this exhibition as an aesthetic pairing of carefully placed textures, tones, and layering – all for maximum appeal," says Sebastian. "Today's aesthetic innovations come from artists and designers who work across boundaries – food experience is having a moment – that's interesting new ground for us to interpret and work with."

CHO LIGHT

Dimitri Bähler



Established & Sons adds a new larger variation to the Cho Light family: a new paper shade with a diameter of 500mm, creating an increase in the height of the floor light.

Swiss designer Dimitri Bähler joins the Established & Sons stable with Cho Light, a family of now four tall, poetic floor lamps that are an exercise in literal and visual lightness only attainable using cutting-edge manufacturing techniques.

A globe of crumpled, off-white, traditional Japanese Washi paper creates a diffused glow from an LED bulb, which is adjustable via a dimmer. This shade balances on a six-millimetre diameter carbon-fibre rod, which extends up from a weighted base to create the design's almost impossibly light appearance. The tall, strong carbon-fibre rod produces a dancer-like movement when the light is touched, injecting a playfulness into the deceptive simplicity of Cho Light.



Swiss designer Dimitri Bähler launched his own studio in Biel in 2014 and has since been nominated for two Swiss Design Awards, directed a string of workshops and produced pieces for some of the world's most adventurous design brands.

He studied product design at ECAL in Switzerland and at Design Academy Eindhoven in The Netherlands, before moving back to the area he grew up in to launch his practice.

Bähler describes his approach as spontaneous, radical and poetic, but with a foundation in substantial material and structural research. In 2016, his experimental ceramics collection VPTC – created to explore the relationship between volumes, patterns, textures and colours by using both digital and traditional tools – was named as the grand prize winner at Biennale Interieur, the respected design biennial in Kortrijk, Belgium.

BEAM TABLE

Konstantin Grcic



Launching during London Design Festival 2019 is a taller version of the Beam Table. The new 110cm in height Beam Table, which sits on top of castor wheels, will be shown alongside a large meeting or workshop table of 4.8m length – both with cable management and power and data solutions to demonstrate its versatility. The 110cm design is perfectly suited to communal areas and also offers standing workspace.

Based on an everyday icon – the I-beam girder – the Beam Table is designed to last a lifetime. Merging premium design with an industrial aesthetic and an undeniably strong presence, the table is equally at home in an artisan's workshop, a gallery, a family home or a live-work space. The rolled steel I-beams that form the structure of the table are coated in a fine-textured powder-coat in either jet black or red oxide and sit on round feet that help protect the ground beneath. Table tops are available in oak veneer, a high-pressure laminate in black or in black Fenix, a heat-and-scratch resistant, high-end surface material.



Konstantin Grcic trained as a cabinet maker at The John Makepeace school before completing his MA in Industrial Design at the Royal College of Art in London. In 1991 he set up his own practice Konstantin Grcic Industrial Design (KGID) in Munich. Since 2018 the office has established its permanent base in Berlin.

Known for pared-down pieces, Grcic is often called a minimalist but the designer himself prefers to speak of simplicity. His designs are characterised by careful research and a passion for technology and materials. Many KGID designs have received international design awards and are also a part of the permanent collections at MoMA in New York, Paris' Centre Georges Pompidou and Die Neue Sammlung, Munich.

He has received an array of international design awards, such as the prestigious Compasso d'Oro for his Mayday lamp in 2001, the Myto chair in 2011 and the OK lamp in 2016. In 2010 he was named Designer of the Year by Design Miami and in 2016 he was awarded the Personality distinction for his achievements by the German Design Council.

FILIGRANA LIGHT

Sebastian Wrong



From September 2019, two new additions join the Filigrana Light series: new table lamp in the S2 cylinder shape on a cast aluminium base and a new colour, tobacco.

Harnessing a technique that dates back to the 16th century, the Filigrana Light range are handmade from Venetian glass. Using a method that originated on the island of Murano and has been passed down through the generations, coloured stripes of glass are rolled into the surface of each shade, creating a candy-cane pattern. Created by Established & Sons' Sebastian Wrong, the Filigrana Light represents the best of traditional craftsmanship, technical mastery and modern design. The highly skilled, mouth-blown production process ensures that each light is unique. Available in four different shapes and now four different colour options, the surface of the Filigrana Light is acid etched to create a soft, diffused light.



Design Director of Established & Sons and an award-winning product designer, London born Sebastian Wrong has more than 18 years of experience in manufacturing.

Wrong originally studied sculpture at Norwich School of Art, before founding his first production company in 2001. Spanning both the creative and production side of the design business, he has accumulated an impressive array of technical skills.

Wrong has taught on the post graduate diploma platforms at the Royal College of Art, London, and ECAL, Switzerland. As a designer, he has created commercially and critically successful products for some of the world's leading brands, and his portfolio of work spans furniture, lighting, accessories and gallery projects. As a manufacturer, he has collaborated with many of the preeminent names in contemporary design.

Wrong was a founding member of Established & Sons, and contributed significantly to the development of the collection, including pieces that have become icons of 21st century design. He returned to the brand in 2017, and oversees the creative vision and direction of the company, including product selection, technical development, relationships with designers and introducing new talent, as well as contributing to the collection with his own products.

HEIDI, STACKING

Sebastian Wrong



A new powder-coated tubular steel leg adds a robust, and competitively-priced, stackable stool to the Heidi range. The redesigned base is paired with a new seat made from vacuum formed thermoplastic and Baydur, an injection-moulded resin – the gloss UV protected finish is tough and suitable for outdoor use. With the introduction of two frame colours and five seat colours in the standard three heights an impressive thirty options join the collection.

A mix of modernity, nostalgia and utilitarian form, Heidi is a fun stool of a simple and sturdy construction which takes its inspiration from the classic tractor seat. When developing the stool, Wrong focused on comfort and functionality creating a cantilever base that flexes slightly with movement so that it feels very natural to sit on – a responsive movement not common in most stools which tend to be stiff.



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NOTES TO EDITORS

TASTE OF DESIGN **London Design Festival**

PRESS PREVIEW

Tuesday 17 September
9am – 12pm

EXHIBITION

17 – 21 September
10am – 6pm

Established & Sons
7 Tilney Court
London, EC1V 9BQ
(Nearest Tube, Old Street)

Press Information

For further information, hi-res images or to arrange an interview please contact Head of PR Ciara Phillips
ciara@establishedandsons.com
+44 (0)74 9176 1275

Image Link

<https://bit.ly/2mkSapL>

About Established & Sons

British brand Established & Sons has been a leading platform for experimental contemporary design since 2005. Collaborations with leading as well as up-and-coming designers are an essential part of Established & Sons DNA, alongside the promotion of artistic freedom and truly original design.

Established & Sons' commitment to skilled craftsmanship and cutting-edge manufacturing techniques allows the brand to produce intelligent designs that are at the same time diverse in the extreme yet united in their quest for the extraordinary.

The Established & Sons collection includes some of the most important examples of 21st-century design and many of the pieces have been acquired by international museums, galleries, institutions and private collections.

To date Established & Sons has worked with more than 50 designers, producing nearly 200 iconic pieces across lighting, accessories and furniture – a third of which are collectible art editions – collaborating with design greats such as Jasper Morrison, Ingo Maurer, Konstantin Grcic and Zaha Hadid. The Design Director of Established & Sons is Sebastian Wrong. As one of the original founders of Established & Sons, Sebastian has overseen many of the original designs that have defined the brand's design philosophy and is uniquely positioned to shape and curate its identity.

Established & Sons is managed by three experienced entrepreneurs with a passion for design who joined the business in 2016. They are Vincent Frey, of Parisian design house Pierre Frey, Patrick Mueller-Hermann, and Ramzi Wakim. Together, the team combines deep knowledge of the industry with hands-on operational, strategic and financial expertise, providing the business with a solid foundation for future growth.