

Two new furniture families from PearsonLloyd inspired by nature and history Launching Kin and Folk for Allermuir

PearsonLloyd, the London studio founded in 1997 by Luke Pearson and Tom Lloyd, unveils two new furniture collections – Kin and Folk – set to debut on the global design scene this month, first at Clerkenwell Design Week.



Luke Pearson and Tom Lloyd with Folk chairs for Allermuir

Made in collaboration with the global furniture brand Allermuir, with whom PearsonLloyd has worked with for 15 years, Kin and Folk demonstrate the studio's unique approach to design: over 20 years of industry experience, coupled with a deep understanding of materials. Characteristically thoughtful and intelligent, Kin and Folk take inspiration from familiar archetypes and natural forms to present furniture with contract-standard strength to withstand demanding environments.

Kin and Folk will launch at Allermuir's showroom on Fox and Knot Street during Clerkenwell Design Week on 21–23 May 2019.

Kin

Kin is a true family. The monoshell tub, arm, side and stool shells are available with a range of interchangeable bases that sit confidently alone or comfortably together. Whereas many designers might begin with a single chair design and engineer an aesthetic resemblance into companion pieces and variants, Luke Pearson and Tom Lloyd set out to design a complete family of chairs simultaneously, ensuring a unified identity from the outset. Development of Kin took two years with significant investment in tooling and comprehensive prototyping.

Kin started with a sinuous line in a sketchbook and a meditation on the idea of 'naturalness': liquids take the path of least resistance, its form dictated by its flow.



Drawing on their manufacturing knowledge PearsonLloyd considered this quality in the way that plastic flows throughout a mould, which led Luke Pearson to the thought: "what form might plastic take if it were left to shape itself?"

PearsonLloyd

"One of the concurrent themes that runs through our work is trying to find seemingly natural solutions to complex mechanical problems. So often, the right solution is also the most aesthetically pleasing one. Nature has long been a source of inspiration in that it always finds the path of least resistance like water eroding stones or flowing over sand on a beach."

– Luke Pearson, PearsonLloyd

The result is a rounded, free-flowing shape with soft, tactile corners and no right angles, which gives Kin a distinct sculptural quality.

In development, PearsonLloyd pushed Allermuir's production engineers for the most elegant use of materials. Inspired by anatomical forms – which are inherently optimised – they strove to use the minimum amount of plastic and aluminium without sacrificing the structural integrity and sturdiness of the chair.

Nature demonstrates a unique economy of materials and strength. Kin is derived from precisely the same principle – *"worryingly little but obviously plenty,"* Tom Lloyd observes.





Like the shell, Kin's aluminium legs are also an exercise in material restraint.

"I have been saying to Luke that he has been trying to design this chair for 20 years. There is a line – particularly in Luke's sketchbook, a sort of sinuous line – that is now uniquely expressed in this product."

– Tom Lloyd, PearsonLloyd

For Allermuir, this means a perfect balance of exceedingly high-quality product and low material costs. For the user, it means practical comfort, tactile allure and a timelessly appealing aesthetic.

As well as with different bases, Kin seats can also be supplied in eight colour-ways, all referencing shades found in nature, and with multiple upholstery options. But no matter how the chairs are configured, any Kin products sharing a space will always complement each other – they're a family, after all.

Folk

Deceptively simple and familiar in appearance, Folk is a collection – chair, stool and tables – of clever and robust construction whose modest appearance belies the intelligence of its engineering. PearsonLloyd pay tribute to one of the most humble chair archetypes – the timeless typology of the café chair has endured for a good reason – rethinking everything from assembly to disassembly has been fully considered. Its subtly clever design responds to the very relevant topic of sustainability.



The result is something so elegant you can put it together with your bare hands in only one minute.

Stored and shipped flatpack, the Folk chair is comprised of wooden legs that screw into the aluminium frame elements and the curved back is then trapped into place, with no visible fixings. Each component can be easily removed and replaced should repair be necessary, and all materials used are recyclable – infinitely so, in the case of aluminium.

Asked by Allermuir for a robust, versatile chair that could be efficiently packed, stored and shipped globally, PearsonLloyd designed Folk to be constructed entirely without glue, knowing that wooden furniture can be compromised in transit – especially in challenging climates – by the glue degrading.

"With Folk we have taken an archetypal café chair – that is historically held together with glue – and re-engineered it to consider circularity in design. Our design process considered everything from assembly, to how the chair will be shipped and stored, right down to the very end of the chair's lifecycle, when it will either be repaired or disassembled for recycling."

– Tom Lloyd, PearsonLloyd

As with all PearsonLloyd designs, one of the primary aims with Folk was to maximise its longevity. This has been achieved by considering its appeal over time – the powder coated aluminium will never rust or degrade but will develop a patina with use, giving the chair more character as the years go by. Alongside refining the aesthetic to keep the chair visually desirable, PearsonLloyd has worked hard to ensure the seat and back are configured to be as comfortable and supportive as possible, so it is functionally enduring as well.

For the chair and stool, six powder-coat finishes are available for the aluminium frame; the seats and backs are available in either plywood or plastic, and can also be supplied upholstered. Folk tables, which share the contoured corners of the chair and stool, are produced in a range of sizes. This flexibility makes Folk suitable for use in a wide range of settings, either as individual pieces or an extended family.

Notes to editors

For more information, images and interviews with Luke Pearson and Tom Lloyd, please contact Grace Ridley-Smith at grace@zetteler.co.uk or on +44 (0)20 3735 5855.

Kin and Folk will launch during Clerkenwell Design Week's 10th year, at Allermuir's showroom on Fox and Knot Street. Clerkenwell Design Week runs from 21-23 May 2019.

About PearsonLloyd

Founded in London in 1997 by Luke Pearson and Tom Lloyd, PearsonLloyd has spent over 20 years designing products, systems and environments for the home, workplace, transport and healthcare sectors. The studio's philosophy of user-focused, problem-solving design; its interest in the behavioural impact of products and places; and its ability to respond to a rapidly changing world, have earned it an enviable list of international clients – and won a consistent stream of awards over the years.

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About Allermuir

Allermuir designs contemporary furniture for offices, homes and public spaces, with a focus on originality and cutting-edge craftsmanship. Looking beyond the worlds of interiors, design, engineering and furniture to science, technology, nature and the creative arts, the brand finds inspiration everywhere, both designing its own innovative furniture ranges in-house and collaborating with the world's leading studios to produce exciting and original work. Alongside manufacturing hubs in Lancashire and Ohio, Allermuir currently has showrooms in London, New York and Chicago, and is soon open in San Francisco, Bangalore, Hong Kong and Birmingham.

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