

THE **CONRAN** SHOP

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Back to the Bauhaus

The Conran Shop x London Craft Week

8–12 May 2019



- The Conran Shop revisits **Bauhaus design principles** and classic **Scandinavian craftsmanship** for the fifth edition of London Craft Week.
- Launches include a series of unique Bauhaus-inspired prints by designer **Sascha Lobe** and a new collaboration with Finnish furniture brand **Artek**.
- Silkscreen and digital-printing specialists **Make-Ready** take over Conran's Chelsea flagship store with five days of screen-printing demonstrations.

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For 2019's milestone edition of London Craft Week, The Conran Shop will once again join hundreds of venues across the city for a five-day celebration of global creativity. The 2018 event saw more than 99,000 people take part in 230 events throughout the capital, and its fifth outing is set to build on that, to become the biggest and most ambitious Craft Week programme to date.

The Conran Shop is devoting the week to exploring two essential strands of its design heritage: the **principles of the Bauhaus movement** and the **craftsmanship of Scandinavia**.

2019 marks both 100 years since Walter Gropius founded the Bauhaus school in Weimar, and the 100th anniversary of diplomatic relations between Finland and Japan. To commemorate these centenaries, The Conran Shop announces special collaborations with graphic designer Sascha Lobe (responsible for the Bauhaus-Archiv's new identity), silkscreen-print specialists Make-Ready and Finnish furniture brand Artek.

Make-Ready + Sascha Lobe x The Conran Shop



Ever since his days as a student at London's Central School of Art and Design, Sir Terence Conran has been inspired by the foundational ideas of the Bauhaus, its emphasis on the equivalence of beauty and function, and its democratic belief in design for all. Indeed, these ideals were hugely influential in the

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establishment of The Conran Shop in 1974 – and remain an important part of its curatorial approach today.

In tribute to the 2019 Bauhaus centenary, The Conran Shop's flagship store in Chelsea welcomes silkscreen and digital-printing specialist **Make-Ready** for five days of live demonstrations. Combining 30 Bauhaus glyphs with five iconic furniture pieces by Mies van der Rohe, Marcel Breuer, Mart Stam, Walter Gropius and Le Corbusier, Make-Ready and designer **Sascha Lobe** will use screen-printing techniques and die-cut letterforms to generate 300 unique varied-edition designs live in store, which will be available to buy throughout the week.

An award-winning graphic designer and newly installed partner at Pentagram, **Sascha Lobe** has led a hugely influential career in visual communications, working with some of the world's best-known companies and institutions – including the Bauhaus-Archiv, for which he redesigned the corporate identity and typeface. On **Thursday 9 May, 6.30–9.30pm**, The Conran Shop's Chelsea store is offering an opportunity to catch Sascha in conversation at a **special London Craft Week event**, featuring live screen-printing demonstrations, DJ and premium cocktails.

'From a historic perspective, the Bauhaus idea was never a clearly structured idea or system right from the beginning – it was a developing one. The visual identity of the Bauhaus-Archiv that we created is based on a strong idea about diversity in concept and form. While designing the new identity for the Bauhaus-Archiv, we collected and diversified letterforms – endlessly. And even today, it is still not finalised. We are still creating new forms.'

– Sascha Lobe

This collaboration complements The Conran Shop's SS19 collection – a homage to the influential design institution – and its Bauhaus-inspired window installation in Chelsea, which features designs by Ludwig Mies van der Rohe, Marcel Breuer and Peter Keler.

Artek x The Conran Shop

Launching at The Conran Shop on 8 May 2019, the FIN/JPN Friendship collection is Artek's tribute to the relationship between the two countries, first formally established a century ago. Unveiled at Salone del Mobile in April, the collection of furniture, textiles and homewares has been created in collaboration with

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leading Japanese and Finnish designers, architects and craftsmen, and comprises products that explore the similarities and differences between Finland and Japan.

Although geographically separate, the two nations share an affinity with nature, a love of simplicity, an appreciation of silence and a strong admiration for craftsmanship. The products in FIN/JPN reflect these qualities, commemorating a century of friendship and cultural conversation through a variety of contemporary pieces and modern-day interventions on classic designs.



As part of the range, Tokyo-based architect and designer **Jo Nagasaka** has taken several classic works of Finnish design pioneer Alvar Aalto – Stool 60 (1933), Bench 135B (1945) and Tea Trolley 901 (1936) – and reinvented them using his distinctive **ColoRing** surface finish. ColoRing is, in effect, a collaboration between two designers and two countries, eight decades apart.

ColoRing involves using a hard-hair brush to accentuate the natural grain of a soft-grained pine veneer (Udukuri), with added layers of coloured lacquer, which is then sanded away to partially expose the layers beneath (Tsugaru-nuri). The process results in intriguing colour combinations and irregular patterns that evoke topographical maps.

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'For his ColoRing technique, Jo Nagasaka experimented with a combination of traditional Japanese surface treatments known as 'udukuri' and 'tsugaru-nuri'. The result has a strikingly contemporary appeal. Artek translated Jo's ColoRing technique from a fully manual into a semi-industrial process, making it accessible to a wider audience while respecting every step of the traditional process. Launching ColoRing with The Conran Shop on the occasion of London Craft Week is the perfect context for our project.'

– Marianne Goebel, Managing Director, Artek

The ColoRing collection launches exclusively at The Conran Shop across all stores and online, with a special 40-piece installation and window display at the Marylebone store, in place from 8 May.

'The Conran Shop has a long-standing partnership with Artek, so it's wonderful to be able to showcase another great project with them. Fresh from its launch at Milan Design Week, Jo Nagasaka's unique ColoRing process on Alvar Aalto's iconic designs makes for a playful and visual collection. It will showcase in the window of our Marylebone store exclusively during May for both London Craft Week and Clerkenwell Design Week.'

– Stephen Briars, Creative Director, The Conran Shop

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CONTACT

For more information about The Conran Shop and its London Craft Week programme, please contact Emma Collins at emma@zetteler.co.uk or on 44 (0)20 3735 5855

NOTES TO EDITORS

London Craft Week events at The Conran Shop

Live Screen-Printing with Make-Ready

8–12 May, 11am–5pm at The Conran Shop, Chelsea (81 Fulham Road, London SW3)

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In Conversation with Sacha Lobe – drinks, DJs and design discussion

Thursday 9 May, 6:30–9:30pm at The Conran Shop, Chelsea (81 Fulham Road, London SW3)

Drinks kindly provided by Remy Martin, Pickering's Gin and Schweppes.

Coloring by Jo Nagasaka for Artek

8–12 May, all day, at The Conran Shop, Marylebone (55 Marylebone High Street, London W1U)

About The Conran Shop

Founded by Sir Terence Conran in 1974, The Conran Shop has established itself as one of the leading lifestyle retailers in the world, offering an eclectic, hand-selected collection of gifts, furniture, lighting and personal accessories from some of the world's most respected designers and emerging talents. With its unique heritage, dedication to providing an unbeatable shopping experience and its carefully curated products, including vintage and modern designs, expert interior advice and personal services, The Conran Shop is the go-to destination for any type of gift or interiors inspiration. The Conran Shop currently has 10 stores across the world; three in London, one in Paris and six in Japan.

conranshop.com

About Artek

Founded in Helsinki in 1935 by Alvar Aalto, Aino Aalto, Maire Gullichsen, and Nils-Gustav Hahl, Artek is a Finnish furniture company set up to 'to sell furniture and to promote a modern culture of living by exhibitions and other educational means.' It still lives up to its radical founding ethos today, developing new products at the intersection of design, architecture and art. The Artek collection includes furniture, lighting, and accessories by Finnish masters and leading international designers, characterised by an emphasis on clarity, functionality, and poetic simplicity.

artek.fi

About Sascha Lobe

Sascha Lobe is a graphic designer working at the intersection of architecture and graphic design. Before joining Pentagram as a partner in 2018, Lobe was the founder and lead creative director at L2M3, where his work encompassed wayfinding systems, signage and identity projects for some of the world's best-known companies and institutions – including creating the identity for the Bauhaus-Archiv Museum. His clients have included Mercedes Benz, Vitra, Adidas, Stuttgart's Kunstmuseum and the Württembergischer Kunstverein, as well as architects such as Daniel Libeskind and David Chipperfield. He has received more than 100 international awards in all areas of visual communication, over the course of his career, and his artworks are held by the design collections of Zürich's Museum für Gestaltung, Berlin's Kunstbibliothek and the Bibliothèque Nationale in Paris.

About Make-Ready

Based in a workshop in Kentish Town, London, Make-Ready is a silkscreen and digital printing specialist

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providing a consultancy-driven service for contemporary art and design clients such as Pentagram, Hauser & Wirth, WeWork, Google Creative Lab, It's Nice That, The Barbican and The Conran Shop.
make-ready.co

About London Craft Week

London Craft Week is a not-for-profit organisation dependent on the support of sponsors and partners. London Craft Week is particularly grateful to its Headline Sponsors dunhill and James Purdey & Sons, as well as long-standing partners and supporters: Cadogan, Coal Drops Yard, Grosvenor Britain and Ireland (Mount Street and Pimlico Road), The Conran Shop, the Italian Trade Agency, the Crown Estate, LOEWE and St James's.

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