

A _____ **ANOTHER COUNTRY**
S _____ **SCENE**
A _____ **ASSEMBLYROOM**
P _____ **PLI**

COMING SOON TO CLERKENWELL DESIGN WEEK!

A new design collective, A.S.A.P, consisting of four British-based furniture brands, is coming together for this year's Clerkenwell Design Week.

The collective includes Another Country, Scene, Assemblyroom and Pli, which all manufacture in the UK.

A.S.A.P. will be based at the Farmiloe Building, one of the key hubs of Clerkenwell Design Week, for the duration of the event in May (24-26).

"We all share a passion for high quality materials and contemporary design, so it made perfect sense to join forces in this way," says Paul de Zwart of Another Country.

Adds Peter Wall of Assemblyroom, *"We're hoping to show visitors to Clerkenwell the very best of cutting-edge furniture made here in the UK."*

**THE FARMILOE BUILDING
IS LOCATED AT:
34 ST JOHN STREET
LONDON EC1M 4BE**

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A.S.A.P.'S COLLECTION WILL INCLUDE:

ANOTHER COUNTRY

With design influences including the British country kitchen and traditional Scandinavian style, Another Country will present a new desk; two new coffee tables, one square, one rectangular, plus a bench complete with back rest, all hand-made in solid wood.



SCENE

Scene will launch new shapes and sizes of its Poly light: a cotton and stiffened silk shade, with a glowing metallic interior. It will show a new wire coat stand called Shard and the Drop candleholder in a new natural ash finish. The Time shelves and Doris nesting tables complete Scene's offering.

The Schtum outdoor modular seating by Scene is a new addition to the SixInch collection and will be on show during the same week at the SixInch Showroom, 16 Britton Street, Farringdon.



A.S.A.P.'S COLLECTION WILL INCLUDE:

ASSEMBLYROOM

Assemblyroom will be presenting its AR001 & AR002 arm chair and sofa collection, upholstered in Bute fabrics along with the AR004 stacking chair. Its AR005 dining table and AR006 occasional table both have a CNC-cut circular linoleum feature inlay, a heat resistant product produced in Scotland from renewable raw materials. New for 2011 is the AR007 sideboard.



PLI

The latest products from Pli include the Pennyfields chair, made from bamboo and steel, which takes its design cues from mid-century modern European style. The Whitechapel collection of tables, meanwhile, recalls the utility furniture tradition of the 1940s. Pli has also collaborated with London-based design practice groupDesign on creating the Planar shelving system.



NOTES TO EDITORS

ABOUT ANOTHER COUNTRY

Launched in September 2010, Another Country produces contemporary craft furniture from a workshop in Dorset that sells directly through its e-commerce platform internationally. Its launch collection, Series One, was much heralded and as clear and simple an interpretation of their ethos as they could manage and included a limited edition collaboration with Monocle magazine. Since then, it has introduced a bar stool, peg rail and floor cushions.

www.anothercountry.com

ABOUT SCENE

Scene is a multi-disciplinary design studio formed by Gemma Fabbri and Chris Ager, which has a diverse portfolio including furniture design, interior design and event curation. Scene designs furniture for the likes of Habitat, Aarevalo and SixInch while producing their own product collections through UK manufacturers.

www.scenesdesign.co.uk

ABOUT ASSEMBLYROOM

Assemblyroom was established in 2010 by Peter Wall and Cathy Spooner, and compliments the duo's interior design practice. Their design approach is to create iconic pieces of furniture which are built to last, drawing on the best of British craftsmanship.

www.assemblyroom.co.uk

ABOUT PLI

London-based design studio Pli was founded by Christopher Pett in 2003 and specialises in bamboo furniture. Together with furniture designer Alex Whitney, who was brought on board in 2007, Pli has established itself as a contemporary eco-furniture producer.

www.plidesign.co.uk

ABOUT THE EVENT

Clerkenwell Design Week is in its second year, and aims to highlight the area as the creative heart of London. Admission is free. To pre-register, visit www.clerkenwelldesignweek.com