



**PRESS RELEASE: 'For Immediate Release'**

**Béton Brut and M.A.H. launch 50 Vyner**

Long-time creative collaborators Sophie Pearce (Béton Brut) and Laura Fulmine (M.A.H.) unite to open a shared two-storey gallery space, called '50 Vyner'.

Launching for LDF2021, one can expect a minimal playground of curated furniture, lighting and art – A playful union of material and form, vintage and contemporary.

On the first floor of this impressive 5500 square foot gallery and prop house, Béton Brut presents rare, architect-led furniture and lighting from Europe and Japan.

Following her eye on a monochromatic journey through the last century, the collection coheres around Sophie's distinct sculptural aesthetic.

On the ground floor, pioneering gallery M.A.H. presents artworks by a 100-strong community of emerging and established creators, set-against art-led furniture and sourced objects.

Laura's signature style is found at the meeting point of artistic disciplines, and artworks are often presented collaboratively or via interior installations.

The union also allows for both gallery-come-prop-houses to expand, with M.A.H to present larger works and Béton Brut to widen its remit from vintage to contemporary.

A launch event is planned for the evening of **Tuesday 21 September**.

**- ENDS -**

For further information please contact:

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New website to be hosted at: [www.50vyner.com](http://www.50vyner.com)

Address: 50 Vyner Street, London E2 9DQ

### **Notes to Editors:**

For photos of new space and logos, please contact Florentine at [info@modernarthire.com](mailto:info@modernarthire.com)

### **Biographies:**

**Modern Art Hire** is a pioneering gallery space and prop house in East London. Building community through collaboration and consultancy, M.A.H nurtures the talents of over 100 emerging and established creators.

Peerless in the prop hire industry, an ever changing collection of fine art showcases the artist's themselves, their work presented alongside sourced vintage objects, art-led furnishings and bespoke commissions.

**Founder Laura Fulmine** is an industry-leading interior stylist and creative director. Her signature style is defined by the meeting of artistic disciplines.

**Béton Brut**, founded 2013, is a modern design gallery, prop house and photographic location in East London. All pieces, sourced by design dealer Sophie Pearce are available for purchase and hire.

50 Vyner will be Béton Brut's new showroom for its expanding vintage and yet to be launched contemporary collection. 30 Felstead Street, E9 5LG, will remain a permanent photography space.

**Founder Sophie Pearce** is a respected collector of vintage design. With a global following, she pulls pieces from different design moments into a unified and sculptural aesthetic.

"Hugely influential on the collecting scene, whatever her impeccable eye singles out - be it furniture, lighting or artworks - inevitably becomes highly sought after." [Elle Decoration, May 2021]

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