

Another Country presents the Natural Home at Planted, London's new contemporary design event reconnecting spaces with nature



Outdoor Bench Two from Another Country

“Central to our company ethos is the concept of the Natural Home: our furniture is carefully designed to improve well-being and is made with materials that are both kind to the environment and healthy to live with. In an effort to minimise waste, we buy exclusively from sustainably managed forests, plants more trees than we use, produce to order to minimise waste, and provide a ‘repair and restore’ service to encourage longterm usage.” ~ Paul de Zwart, founder of Another Country

Internationally renowned British furniture company Another Country will participate in the inaugural Planted event at London's King's Cross from 23-26 September 2021. Another Country will be among leading design brands which place sustainable living at their core.

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The Gallon tables by Daniel Schofield, Slow sofa designed by Aaron Probyn and Hardy coffee table by David Irwin for Another Country

On exhibit will be the new Gallon tables by designer Daniel Schofield; available in tall and low models, the side table is inspired by traditional milk containers which were commonly used in the British 'west country' to transport small quantities of fresh milk before industrial scale milk production became the norm.

Daniel Schofield explains: "Turned from a solid block of laminated Ash, and finished with white oil and wax, each table designed and made to last a lifetime. The form was inspired by traditional milk cans – but also subtly references modernist architecture – and in doing so bridges the gap between Another Country's countryside roots and the city home".



The Another chaise sofa by Daniel Schofield and The Hardy table by David Irwin for Another Country

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A curated selection of some of the brand's best-loved designs, including Another sofa, Hardy table and chairs, Fram shelving, Ori sofa bed and Desk Two will also be on display at Planted.

Another Country will also be furnishing the Planted press centre cabin in Granary Square designed by Out of The Valley – manufacturers and designers who specialise in timber cabin construction. For more information on Planted and to register, see [here](#).

During London Design Festival this September, Another Country will also present new works by Aaron Probyn and David Irwin at its Marylebone showroom at 18 Crawford Street.

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Notes to editors

Press contact

For more information or high-res imagery, please contact: tilly@sameerahanif.com

About Another Country

Founded in 2010 by Paul de Zwart, Another Country draws inspiration from the archetypal design forms of British Country kitchen style, Shaker movement, traditional Scandinavian aesthetic and Japanese woodwork, and endeavours to re-interpret the spirit and functionality of each into wooden furniture for the modern home.

Another Country's mission is to design furniture of enduring quality with the entire life cycle of each piece in mind. The company buys from sustainably managed forests, plants more trees than it uses, makes to order to minimise waste, and provides a 'repair and restore' service.

Another Country's collections are available both in-store and online. Another Country shop is located in Marylebone at 18 Crawford St, London W1H 1BT.

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About the Natural Home

Another Country encompasses the concept of Natural Home, where furniture is designed to improve well-being and is made with materials that are healthy to live with and kind to the environment.

Whatever the future might bring, Another Country wants to be a part of the solution and provide today's and tomorrow's consumers a broad range of goods for the home that are 100% sustainably sourced and manufactured.