



Deadgood 'Sprung Lounge Chair' by Deadgood Studio

Press release | 11th August 2021

IMAGE DOWNLOADS AVAILABLE FROM THE FOLLOWING LINK:

<https://bit.ly/3jJNXph>

ON 11TH AUGUST 2021

Deadgood Trading Limited (Registered Office)

Foundry Lane Studios

Foundry Lane

Newcastle upon Tyne

NE6 1LH

Deadgood Showroom

46 Old Street

London

EC1V 9AQ

For further information, images or interviews please contact

Elliot Brook, Deadgood Co-Founder & Director

T: +44 (0)203 371 0214

E: elliott@deadgoodltd.co.uk

W: deadgoodltd.co.uk

@deadgoodltd

#Deadgood

#DeadgoodForThePlanet

Something to smile about - The first of a number of new releases for 2021

Deadgood 'Sprung Lounge Chair' by Deadgood Studio, launching as part of the London Design Festival from the 18th-26th September and available to view in the Deadgood showroom, Clerkenwell, London.

British furniture brand Deadgood are excited to announce the launch of their latest product - 'Sprung', a versatile lounge chair, with sustainability at the forefront of the design process.

Designed in-house by the Deadgood Studio, 'Sprung' is suitable for a wide range of commercial environments and applications, both indoors and out.

'Sprung' features what Deadgood call an 'honest' aesthetic, with nothing hidden or disguised and every functional fixing and fitting on show. Designed to encourage refurbishment or recycling at the end of its life, the product features removable covers and detachable components.

Ninety nine per cent of the materials used are fully recyclable at the end of their life, whilst eighty per cent are produced from recycled content themselves. This includes a recycled steel frame, finished with Deadgood's 'Get Wasted' paint created from one hundred per cent recycled paint powders.

A refined colour selection of sixteen shades are available in the new 'Oceanic' range by Camira, a commercial fabric created entirely from post-consumer recycled plastic.

Deadgood believe that this honest approach adds to the character and personality of 'Sprung' and the general theme of not wasting anything, even stylistically.

Sit down. Make a stand.

EDITORS NOTES:

Deadgood's eclectic collection of products are designed and made in Britain and supplied to commercial projects and influential brands worldwide. The company was set up by university friend's Dan Ziglam & Elliot Brook in 2004, with a mission to challenge the preconceived conceptions of what a commercial furniture brand should look like, all the while developing simple products for the modern workplace.

QUOTES:

The design concept is the brainchild of Deadgood designer Li En Yeung, who comments:

"The initial question we asked ourselves was, how can we design with conservation and re-use in mind and how can we do this in such a way that it doesn't compromise on our signature style. We wanted it to be as easy as possible to replace any damaged or worn components over time and at the end of the product life, make sure each separate material could be dismantled and recycled with a minimum of fuss or tools."

Dan Ziglam, Deadgood co-founder & director comments:

"We have really tried to address the principles of designing for a circular economy and consider more deeply what happens to our products at the end of their life cycle. We already make over ninety per cent of our entire product range right here in the UK and although we still have further to go, eighty per cent recycled content is a big step in the right direction."

'Get Wasted' is a finish available on selected products from Deadgood's collection. The finish uses paint that would normally end up either chemically separated or in landfill. Neutral in colour and inconsistent in tone from batch to batch, the finish is speckled with small flecks of extra colour throughout, depending on the waste powders that are collected in each batch.

Dimensions:

790mm (w) x 740mm (d) x 740mm (h)

450mm (seat height)



DEADGOOD_SPRUNG_LOUNGE_01



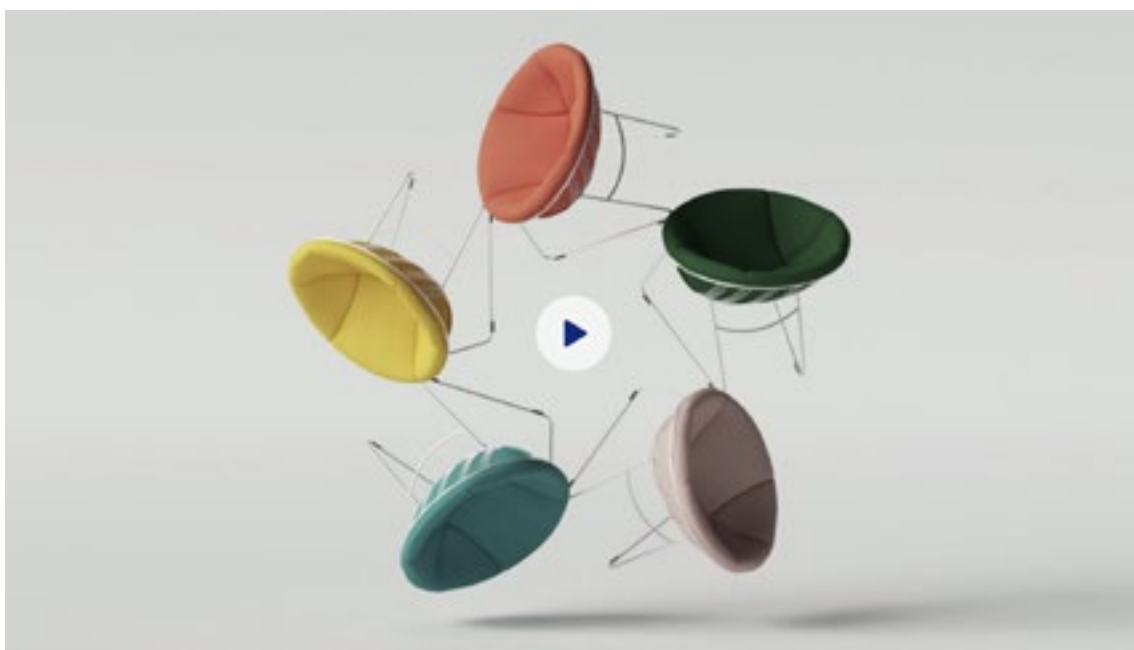
DEADGOOD_SPRUNG_LOUNGE_02



DEADGOOD_SPRUNG_LOUNGE_03



DEADGOOD_SPRUNG_LOUNGE_04



DEADGOOD_SPRUNG_LOUNGE_ANIMATION