

Press Release

Warmth and support in Lugano

Morgan nurtures new lounge and dining collection with award-winning designer Rock Galpin

[Morgan](#) is launching its new Lugano lounge and dining collection, designed by Rock Galpin, during the London Design Festival (18-26 September 2021).

Balancing a crafted timber frame with soft, enveloping upholstered elements, Lugano was inspired by human interactions, the idea of nurture and being nurtured. The collection is named after Lake Lugano in southern Switzerland's Italian Ticino region, reminiscent of how the chair's seat and body float within the frame which cradles them.



From left to right: Lugano lounge chair 222, lounge chair 220 and dining chairs 221

Lugano will be launched with the signature lounge chair, a small lounge chair and a dining chair, providing a complete collection for both dining and more relaxed environments.

In line with Morgan's ongoing commitment to being an environmental leader, Rock took a 'make once, make well' approach to designing Lugano, striving to achieve a sustainable product which will last a lifetime. This is embodied in the composition of the collection, featuring three separate elements which can be individually replaced or updated, avoiding the need for a complete product replacement and reducing environmental impact.

These individual elements, comprising the seat pad, back/arm rests and frame, provide interior designers greater artistic control through endless combinations of upholstery, material and finish options.



Lugano lounge chair 220

Rock comments, "I've always been fascinated by nature: the juxtaposition between fathomless complexity and singled mindedness and often harmonious simplicity. Lugano explores the relationship between warm embrace and focused empowerment, reflected in the contrasting strength of the base and gentle curves of the upholstery."

Erin Johnson, Morgan Design Manager, adds, "The structure of Lugano's timber frame and how it connects with the upholstered body is something we had never explored at Morgan. As in so many relationships in life, the two parts are co-dependent: they have to work as one in order to achieve their strength and stability."

The collaboration between Rock and the Morgan design team began in 2019, after being introduced to each another by an industry friend. An award-winning designer, Rock's experience pushing design boundaries and his desire for perfection combined well with the Morgan team's passion and dedication to quality.

Lugano will launch at a live jazz party on **Tuesday, 21 September 2021** at Morgan's Clerkenwell showroom (**1 Dallington Street, EC1V 0BH**), against the stunning backdrop of 'Healing is a Miracle', a large-scale installation by British artist Charlie Oscar Patterson.

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For further information about this press release or to arrange a meeting during LDF 2021, contact: Emi Morimoto, emim@thinktank.org.uk or Louise Gough, louiseg@thinktank.org.uk at The Think Tank, 020 7831 2225.

Notes to Editors

About Morgan

Morgan Furniture is a wholly British, design-led business making seating and tables for the contract market from its dedicated factory in Hampshire.

At Morgan we believe the design and manufacture of truly original, high-quality furniture is the result of passion, care, design integrity, experience, craftsmanship and an unfaltering dedication to quality. This commitment could not be realised without fully integrating the

design and manufacturing processes. At our factory and studio in Hampshire we start the process with trees and finish with beautifully crafted chairs.

About Rock Galpin

Rock Galpin is an award-winning designer with over 28 years' industry experience in London and abroad. His work is primarily in interior products, furniture design and branding projects.

For further information about Morgan, visit www.morganfurniture.co.uk, or email info@morganfurniture.co.uk.

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