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Clerkenwell Design Trail and London Design Festival: Nowy Styl and Kusch+Co with new showroom in London!

From 20-21 September, Clerkenwell Design Trail will take over EC1 as CDW and London Design Festival collaborate! The world's leading brands will showcase their achievements at the event. Among them are Nowy Styl and Kusch+Co. Their new showroom is ready to welcome visitors in the heart of Clerkenwell.

2 days, multiply events, exhibitions, and many participants curious about design novelties and new product launches – it is a great opportunity to open the showroom's door.

- *Having a spot in the heart of Clerkenwell is a privilege as well as a responsibility. We look forward to greeting architects and designers from London and all over the world to share our extensive offer of two brands: modern office solutions from Nowy Styl and designer furniture from Kusch+Co* – said Ralph Hearnshaw, Managing Director for Nowy Styl UK.

Art gallery feel, bold colours and closeness to nature

The showroom consists of two levels. The first one has an air of an art gallery about it that brings to mind Tate Modern. The bright, transparent space forms a non-distracting background, bringing the furniture design to the fore. With natural light coming into the interior from both sides of the building, visitors can take a good look at the fine products.

The other space in the showroom has a warmer and more subdued interior. It is dominated by an earth-coloured décor, offering a sense of calmness that creates a perfect environment for interacting with art and design.

- *The showroom is proud to present works created for Kusch+Co by world-famous designers. The space is filled with works by Luigi Colani and Kaschka, and the lighting was designed by Louis Poulsen and Verner Panton* – stressed Marcin Magier, the showroom designer.

WithME – a chair with a high IQ, designed by Martin Ballendat

WithME is not a typical office chair. It is exceptional - by fully reflecting new workplace dynamics, where the popularity of hybrid and agile workstyle is growing. And where people treat their office more as a place for inspirational meetings, co-working and space-settings. WithME helps create these new habits by boosting a sense of team-spirit.

V-Care – the Red Dot winner, designed by Justus Kolberg

V-Care, the latest product from Kusch+Co, is one of the stars of new showroom. The chair won the prestigious Red Dot Design Award 2022 for its unique design. The V-Care is an expression of a human-centric approach to design, and its name speaks for itself: "we care about your comfort". Incorporating antibacterial qualities into the seat shell is Kusch+Co's response to users' heightened sense of hygiene in post-pandemic public- and work-spaces.

Some of the numerous other products that can be seen in our showroom during the event are:

- CS5040 desks (Nowy Styl) equipped with smart solutions.
- Souly chair (Nowy Styl) embodying excellent design and a less-waste approach.
- Creva Soft (Kusch+Co) - sofas that offer a new perspective on designing living rooms and lobbies.
- Embla chair (Kusch+Co) - a visually light and comfortable chair made entirely of beech wood.

Our space is open every day:

58 St John's Square
London, EC1V 4JG

ABOUT NOWY STYL

Nowy Styl (www.nowystyl.com) is a European leader providing comprehensive furniture solutions for offices and public spaces. The company delivers complete interior lay-outs based on analysis of clients' specific needs: work organisation, desired effectiveness as well as ergonomic and acoustic considerations. It has branches in 18 countries. The brand presents its solutions and expertise in office interiors in the Office Inspiration Centre in Kraków as well as in 34 showrooms in locations such as London, Paris, Warsaw, Munich, Prague and Budapest.

ABOUT KUSCH+CO

Kusch+Co is a brand recognised around the world for its excellent quality, exceptionally designed office products, as well as specialised solutions for the healthcare sector and passenger terminals.

At Kusch+Co, quality has always been irreplaceable. This concept translates not only into the products, their design, materials and precision, but also into the general approach. As mankind is at the heart of the brand's thinking, Kusch+Co aims to provide people with the quality that can truly support their dynamic workstyles, their everyday and the environment that they live in.

MEDIA CONTACT

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