

## PRESS RELEASE - JULY 2025

Project HAS at LONDON DESIGN WEEK – 13.9 - 21.9.2025

### CONTACT INFO:

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### Hashtags:

#olivernewberry #ProjectHAS #365Hockers

### PROJECT TITLE:

**Hocker All Sorts** is a modular furniture project by **Oliver Newberry**, featuring 365 unique stools designed in one year. Shown at LDF 2025 as part of **Materials Matter**, the project celebrates the design process, material play and production methods.

### PROJECT DESCRIPTION:

**Oliver Newberry** presents his first solo collection, 365 Hockers in One Year, at **Materials Matter** during the **London Design Festival 2025**.

The project is a bold design experiment: **365 Hockers** (stools) developed over the span of one year, each a unique exploration of form, modularity and material. Through hands-on model making, digital sculpting and an evolving design process, Oliver reimagines the humble stool as an object of daily experimentation and design evolution.

"This project is about process over time," says Oliver. "It's not one a day but 365 across a year. A rhythm that leaves space to explore, refine ideas and let the iterations evolve naturally."

Each design iteration is also recorded as a digital NFT, offering early supporters the opportunity to collect, participate and engage with the process.

### ABOUT OLIVER:

**Oliver Newberry** is a spatial and product designer with over 15 years of experience across industrial design, retail environments and 3D visual storytelling. Born in Portugal and later based in London, he studied Product Design at Central Saint Martins before setting up an independent studio in Vienna. His approach blends hands-on making with digital tools, combining thoughtful design with practical execution. **Project HAS** is his first solo collection — a personal and playful investigation into modular systems, material processes and how we interact with everyday objects.

### CLIENT WORK:

Oliver's studio collaborates with brands, retailers, and creative teams to bring ideas to life through a combination of physical prototyping, spatial design, and digital visualisation. From EV-charging sites to modular display systems and immersive retail experiences, past clients include BP Pulse, La Prairie and Burberry. His work is always rooted in clarity, craft and storytelling — whether it's a one-off product or a large-scale brand environment.

### Exhibition Information

Materials Matter at London Design Festival 2025

Venue: Space House, Kingsway, London WC2B 4AN

Stand: C14