

ARAM AND ECOLATTICE PRESENT 'BEYOND FOAM' EXHIBITION

An experimental design showcase exploring foams of the future during London Design Festival 2025



Aram, the celebrated destination for furniture, lighting, and home accessories, will present 'Beyond Foam,' an exhibition curated by the innovative research startup EcoLattice, in the Aram Gallery during the London Design Festival 2025. This showcase aims to address the challenges posed by conventional polyurethane foam, a material widely used in furniture design, through the lens of eight emerging UK-based designers utilising EcoLattice's unique 3D printed lattice foam replacement. 'Beyond Foam' is open from 11 September to 1 November 2025 at Aram in Covent Garden, London.

EcoLattice was founded by Yash Shah in 2020, aiming to address the pollution crisis after he developed a passion for 3D printing materials while studying at Central Saint Martins. Although foam is widely used in sofas, cars, and trainers, Yash viewed the material as toxic and nearly impossible to recycle. Through experimentation, he created EcoLattice's foam replacement, an innovative 3D-printed alternative made from elastomers, such as those used in TPU phone cases and automotive waste, which is recyclable after use and scalable, all while remaining affordable.



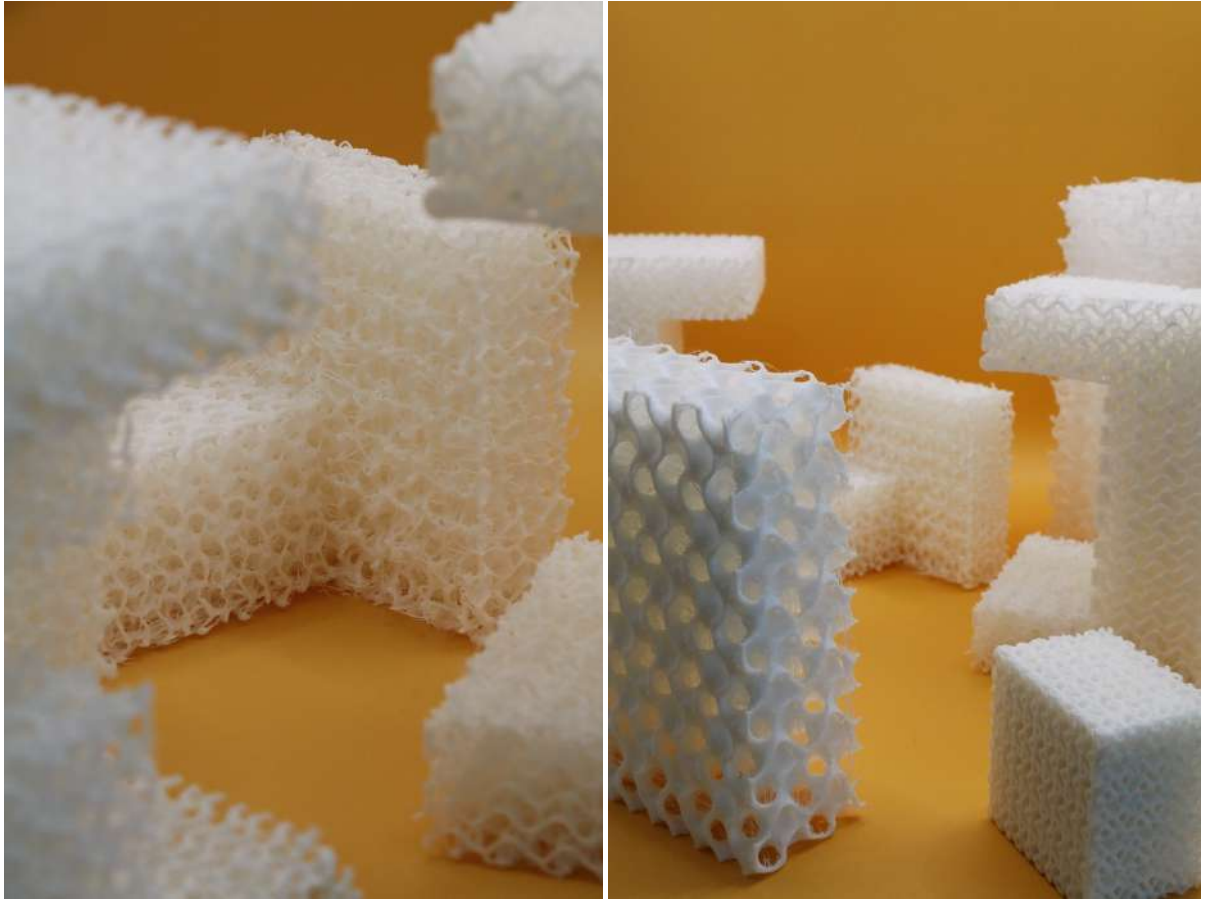
Yash Shah, Founder of EcoLattice, says: “For me, materials aren’t just what things are made of—they’re how we shape the future. I’m on a mission to reinvent them, until they do more with less. It’s all about solving real problems with a little rebellion and a lot of curiosity.”

To showcase the capabilities of EcoLattice’s foam replacement, eight up-and-coming product designers were carefully selected and challenged to create playful, interactive designs that encourage visitors to rethink the materials we interact with daily. The exciting line-up includes Arianna Kilachand, Harinad PM, Maria Bravo, Richard Price, Rupert Warries, Shivangi Vasudeva, Tom Howell, and Tomas Thorsson. ‘Beyond Foam’ will showcase original concepts including the ‘Eco Fidget’, a cluster of chairs that repositions fidgeting as a positive tool for reducing stress and enhancing focus within shared spaces, ‘Évoque’ sleek, a modern lounge designed for exceptional comfort and everyday relaxation, and ‘CorpusForma’, a spine-like design that provides a variety of seating positions.



By leveraging EcoLattice's innovative technology that captures user posture and points of contact, products are designed to prioritise user comfort while ensuring each exhibition design is lightweight and breathable. This technology transforms foam into a representation of the body's needs, optimised for comfort and specifically catering to long-term seating solutions and the wellness industry. Additionally, the 3D-printing process facilitates quick production and mitigates high costs as well as the environmental impact associated with tooling and mould-making, all while being crafted for longevity.

Grace Eden, Creative Manager of Aram, says: "The industry problem that Beyond Foam seeks to tackle is overwhelming in scale, and yet, to many, it still feels distant. However, through a strong narrative, bold and engaging exhibition design, and the presentation of new works, visitors will gain a clear understanding of the issue — and learn how inspiring materials engineers, such as Yash Shah of EcoLattice, along with an emerging generation of product designers, are creating alternatives to the status quo."



From the designers' innovative, bespoke solutions to EcoLattice's reinterpretation of the iconic Eileen Gray Bibendum Chair—fittingly featured as Aram holds the global head licence for Gray's designs—the exhibition celebrates the intersection of circularity, aesthetics and comfort. To enable visitors to fully immerse themselves, Nina Zenhäusern, exhibition designer and co-curator, has also created a material lab to provide attendees with a closer look and feel of the EcoLattice foam replacement.

Daniel Aram, Managing Director of Aram, comments: "Our gallery exists to provide a showcase for innovative designers and their new ideas, and as such Beyond Foam is just the sort of show that belongs here. An innovative method of production, using recycled and recyclable material, has the potential to provide a highly sustainable and customisable alternative to the chemical foams currently used in modern furniture production, which is timely as the replacement of unsustainable chemical foam is something that the furniture industry is finally starting to address."



‘Beyond Foam’ continues the legacy of the Aram Gallery, established in 2002 by the late Zeev Aram to champion experimental design. Following the gallery’s relaunch in Aram’s Covent Garden flagship, as part of the store’s 60th anniversary in 2024, ‘Beyond Foam’ signifies the latest in a series of forward-thinking exhibitions curated to inspire, question, and reimagine the future of materials.

Notes to Editors

The exhibition runs from 11 September – 1 November

Opening hours are 10 am – 6 pm Monday – Saturday. No ticket is required to attend.

Aram Address:

110 Drury Lane, London WC2B 5SG

Participating designers:

- Arianna Kilachand
- Harinad PM
- Maria Bravo
- Richard Price
- Rupert Warries
- Shivangi Vasudeva
- Tom Howell
- Tomas Thorsson

About Aram

Aram was launched in 1964 as Aram Designs by a young Zeev Aram. His groundbreaking showroom on the vibrant King's Road in Chelsea introduced internationally sourced modern furniture and lighting to the UK for the first time. The company focused on creating interior schemes complemented by the new furnishings.

This inherent zest for bringing the best modern design products to the attention of the London design world saw Zeev work closely with a pioneer of the Modern Movement, Eileen Gray. Zeev worked to resurrect Gray's designs in the 1970s and spearheaded and ran numerous graduate and professional design shows in the two following decades. This focus and celebration of new work culminated later in establishing Aram's gallery, a non-commercial space for experimental and emerging design at Aram in Drury Lane, Covent Garden.

Zeev's daughter Ruth and son Daniel joined him and the business in 1999, and together, they redeveloped a Victorian warehouse space to become today's Aram, a destination for designer furniture, lighting, and home accessories over four spacious floors. As well as the gallery, the building is home to Aram's dedicated trade team, which focuses on commercial interior projects.

Zeev and Ruth's remarkable legacy now lives on under the guidance of Daniel, who is supported by an experienced team of 25 people who continue to promote the best brands the design world has to offer.

Aram Designs Ltd holds the worldwide licence for [Eileen Gray](#) designs. The showroom displays the best modern and contemporary designs from the most important manufacturers, including Vitra, Knoll, Walter Knoll, Cassina, B&B Italia and USM.

www.aram.co.uk

About EcoLattice

EcoLattice was established with the goal to change the foam products market by using environmentally friendly materials and innovative technologies. This journey was fuelled by the vision to pursue sustainable solutions, providing high-performance customisable foams to cater to various industries ranging from ergonomic furniture to automotive or wellness industries.

EcoLattice was founded in 2020 by Yash Shah as a university project focused on developing substitutes for foam and traditional production processes. This made people search for sustainable materials from waste which in turn boosted our mission. The project came into existence in 2023 when EcoLattice

started participating in design weeks internationally and cooperating with automotive, wellness, and luxury interior companies.

<https://www.ecolattice.uk>

Press Information

For further information and images or to request an interview, please contact:

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