

ARAM PRESENTS ARFLEX POP-UP FOR LONDON DESIGN FESTIVAL 2026

A celebration of Italian design heritage, innovation and contemporary craftsmanship



Aram, the celebrated destination for contemporary furniture, lighting and home accessories, will showcase an extensive collection from arflex, the historic Italian furniture company, during London Design Festival 2026. Bringing together landmark pieces from arflex's archive alongside its latest contemporary releases, the pop-up showcase on the first floor of Aram will highlight the breadth of arflex's designs and fabrications, presenting a wide range of pieces together in one setting, including several making their UK debut.

Having sold arflex since the 1990s, Aram continues to celebrate the brand's enduring contribution to Italian craftsmanship. arflex embodies the excellence of 'Made in Italy' design, transforming its unique heritage into a legacy of innovation, craftsmanship and design culture. Founded by Pirelli engineers and executives, the company pioneered a new vision for upholstered furniture through research, experimentation and material innovation. Today, its family-led story continues to embody passion, expertise and attention to detail, balancing tradition with a distinctive savoir-faire.

Patrizia Colombo, Co-owner of arflex, says, “We are delighted to cooperate with Aram during London Design Festival – a partner who has shared our vision of design for many years and helps to highlight its history, research and evolution. This pop-up offers an opportunity to showcase arflex’s identity through a dialogue between iconic pieces from our history and our most recent collections, highlighting the continuity of our commitment to quality, innovation and comfort. It is a journey that shows how timeless design can evolve whilst keeping intact the values that have always distinguished our brand. We are glad to present this selection to the London public alongside Aram, helping to strengthen the link between our design heritage and the new perspectives of international design.”

Celebrating the enduring relevance of arflex’s designs, the carefully curated presentation will feature classic pieces, including the Marius&Marius and Marengo sofas, both designed by renowned Italian designer Mario Marengo in the 1970s. These historic works will be presented alongside new collections that demonstrate arflex’s ongoing exploration of form, materials and contemporary living. The showcase will introduce arflex’s 2026 launches, including the Càmila sofa, Pair dining table, Antea dining chairs, Treboli shelves, Treboli coffee table, Marea coffee tables in new sizes and finishes, as well as updated versions of the Tokio sofa seating system and Botolo in a new finish.

Daniel Aram, Managing Director at Aram, comments: “arflex is a historically significant Italian furniture manufacturer, an active innovator in design and manufacturing quality since its foundation in the late 1940s. arflex joined Aram’s range in the 1990s, and since then its significance within our collection has continued to grow as its iconic and contemporary designs have found an increasingly appreciative audience among London’s knowledgeable design community.”

The arflex pop-up at Aram celebrates the enduring dialogue between heritage and innovation, bringing together decades of Italian design excellence and a contemporary vision for the future. As part of London Design Festival 2026, the installation invites visitors to experience the stories behind some of arflex’s most recognisable designs while discovering the next generation of the brand’s creative direction. The showcase highlights Aram’s ongoing commitment to presenting exceptional design from internationally recognised makers and connecting London’s design community with the stories behind iconic pieces.

Notes to Editors

Opening hours are 10 am – 6 pm Monday – Saturday

For those unable to attend during London Design Festival, the pop-up will be on display until January 2027.

Aram Address:

110 Drury Lane, London WC2B 5SG

Photography Credit:

Courtesy of arflex – seven salotti spa

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 arflex

arflex represents one of the finest excellence of 'Made in Italy' design, a brand that has transformed its unique history into a legacy of values, innovation and design culture. Its origins are closely linked to the world of research: founded on the initiative of a group of Pirelli's engineers and executives, the company has successfully combined experimentation with materials and design, giving rise to a new concept in upholstered furniture.

What began as an entrepreneurial challenge has, over time, become a true family story, passing on a legacy of knowledge built on passion, expertise and attention to detail. It is precisely this continuity that gives arflex its authentic charm and unmistakable savoir-faire, maintaining a balance between tradition and innovation.

The pursuit of quality has always been one of the brand's cornerstones. Every model is the result of a careful selection of materials and a development process focused on longevity. The aim is not simply to produce a piece of furniture, but to create an object destined to accompany several generations, becoming part of a family's history. All products are designed and manufactured in Brianza, locally

sourced, supporting a local supply chain, that guarantees quality control and manufacturing excellence.

www.arflex.com

Press Information

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

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