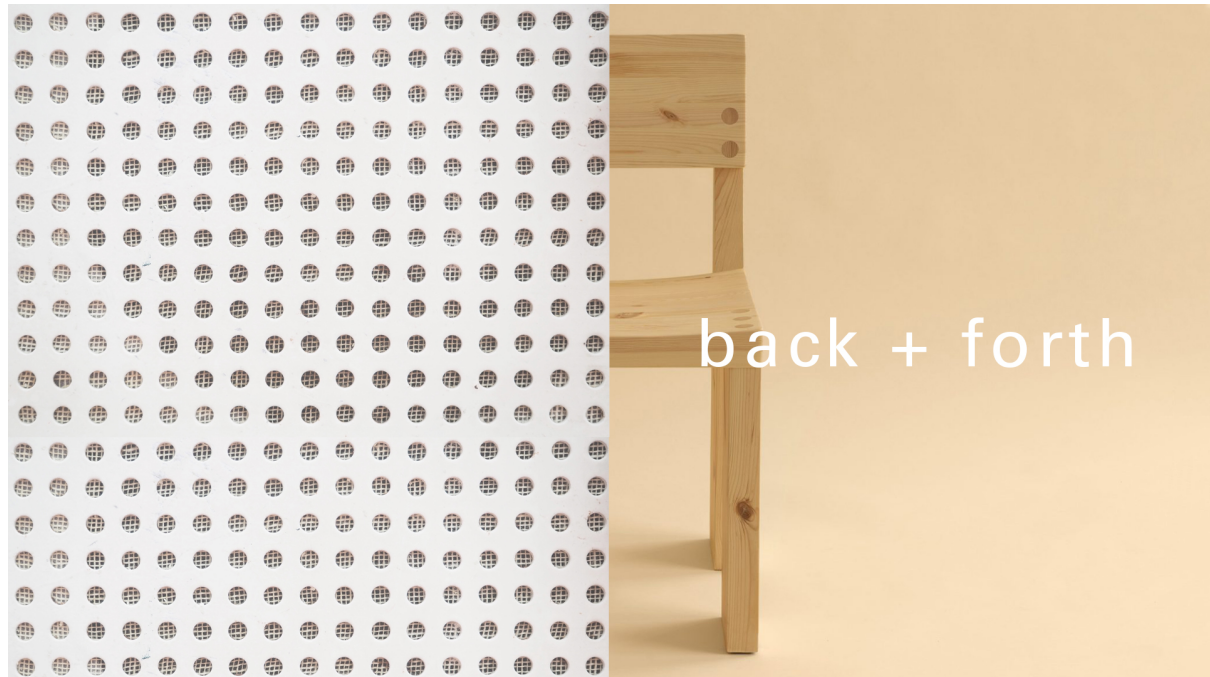


Back + Forth by twentytwentyone

Press Release | London Design Festival 2021



Back + Forth celebrates the 25th anniversary year of twentytwentyone, applauding designs that have inspired the company's two founders, whilst looking firmly forward to a new era of designs. We will host an exhibition of designs that have motivated and influenced twentytwentyone, alongside the launch of a brand-new design company that suggests a fresh perspective.

Back

twentytwentyone was borne through the fusion of twentieth-century designs with those of the twenty-first. The selection of modernist pre-war designs merges with the flair and technological evolution of the post-war era into a seamless picture of modern design excellence. The twentytwentyone name bridges both centuries to acknowledge the heritage of design and the enduring potential of the contemporary.

Simon Alderson and Tony Cunningham will select 25 designs that have provided meaning to them, presenting a unique and personal insight into their inspirations. The assemblage will provide a naturally curated display, rich in diversity by era, material and functionality. The selection will offer a rare opportunity to enjoy an intimate view of those designs that have shaped the world of twentytwentyone. It promises to be an exhibition of design pedigree acquired through 25 years of immersion in ground-breaking, international design. It will be an overview with furniture, lighting, industrial design and household objects on display.

The selection traces the history of modernism through early 20th Century designs from Aalto right through to the contemporary, with the exciting launch of the new Iso Lounge, a feathered plywood construction by Jasper Morrison and Isokon Plus.

Many will be familiar, some will be obscure, and hopefully some unknown. The designs are chosen from across the globe with work by iconic designers such as Perriand, Eames and Sottsass alongside the intriguing and lesser known.

The challenge to create an edit of just 25 pieces was no easy feat.

“25 years! To condense such a long time and so many incredible memories into objects is an impossible task, but we hope what this collection demonstrates is the absolute privilege it has been to source, share and appreciate the life-affirming qualities of good design.”

- Tony Cunningham, twentytwentyone founder



twentytwentyone founders, Tony Cunningham and Simon Alderson

"We use solid natural materials and are inspired by the efficiency of vernacular design, where objects are made to service the basic needs of many people. Ours is a contemporary vernacular, combining the local with the global, craft in concert with technology.

Vaarnii is built on strong brand values; An honest approach dictates the company's way of working, such as transparency in manufacturing, packing, shipping, selling. Vaarnii products are designed to endure, they are robust and hardworking, conceived to last a lifetime and age gracefully."

- **Antti Hirvonen, Vaarnii founder**

Vaarnii's initial range uses Finnish wild pine, an overlooked natural asset that is plentiful and worked by local craftspeople and factories. The designers of the first 12 products are varied: by their country and their approach. They are both established and emerging and together bring a diverse and thought-provoking collection. Many are UK-based, including Industrial Facility, Sarah Kaye, Max Lamb, Philippe Malouin and Livia Lauber. Together the wider collective Dimitri Bahler, Soft Baroque, Cecilie Manz, Mac Collins, Kwangho Lee and Frederik Paulsen provide a wholly international sensibility. twentytwentyone are the exclusive UK representatives for Vaarnii; Back + Forth will be the first time the collection is seen outside of Finland, exhibited in the context of a rich and diverse cross-section of design classics.

"We wanted our 25th Anniversary to be both introspective, paying homage to our inspirations while also reflecting a new partnership as a projection of the future. The Back + Forth exhibition will honour the fundamental components of twentytwentyone; the very best in pre-war, post-war and contemporary design."

- **Simon Alderson, twentytwentyone founder**

Back + Forth

22nd to 26th September

twentytwentyone showroom, 18c River Street, London EC1R 1XN

twentytwentyone

Founded in 1996, twentytwentyone celebrates outstanding 20th and 21st-century design from its shop on Upper Street Islington and showroom on River Street, Clerkenwell. It offers design lovers a selection of furniture, lighting and accessories ranging from Bauhaus classics and enduring mid-century masters to emerging talents and progressive new design.

Through twentytwentyone Contracts, the company also provides a dedicated service to architects, designers and commercial clients to select, supply and install furniture and lighting for hospitality, residential and institutional settings. Interiors furnished by twentytwentyone can be found at the Barbican, the Tate Modern, the V&A Dundee, and numerous hotels and members' clubs around the world.

twentytwentyone produce their own range of furniture and lighting by historic and contemporary designers, that is sold worldwide. The company are also committed to a programme of exhibitions, launches and communication with the designers, manufacturers and the partners with whom they work.

www.twentytwentyone.com

Vaarnii

Vaarnii will launch in UK during London Design Festival as part of twentytwentyone exhibition, Back + Forth. Their first range is made entirely from FSC certified, wild-grown, Finnish pine. Subsequent product ranges will each be made from a singular natural material. The origin of the name Vaarnii is 'vaarna' meaning dowel and 'saarni' meaning Ash tree. Vaarnii is the strength of making and material combined.

The inaugural range contains 12 products, designed by a group of carefully selected international designers. These are: Dimitri Bahler, Soft Baroque, Mac Collins, Industrial Facility, Max Lamb, Livia Lauber, Kwangho Lee, Philippe Malouin, Cecilie Manz, Fredrik Paulsen, Sarah Kaye Rodden.

Vaarnii founders Antti Hirvonen and Miklu Silvanto will be available for interview ahead of the brand launch. Similarly, we can arrange interviews with Vaarnii designers on request. Vaarnii have worked with creative partners to realise this ambitious brand launch; Graphic Thought Facility have produced graphics, Connie Hüsser has styled imagery and photographer Jussi Puikkonen has produced imagery. See the website for the full list of collaborators.

www.vaarnii.com

For high resolution press images and further press information, loans, or media requests please contact louise@twentytwentyone.com