

ARAM AT LONDON DESIGN FESTIVAL - MDF ITALIA

Saturday 16 to Saturday 23 September

Private view Monday 18 September 6pm-9pm



Minima 3.0 shelving by Bruno Fattorini, K Tables by Victor Vasilev, Thea sofa by Lina Obregòn and Carolina Galan, Flow chairs and stool by Jean-Marie Massaud, Rock dining table by Jean-Marie Massaud and Inmotion wall storage by Neuland Industriedesign

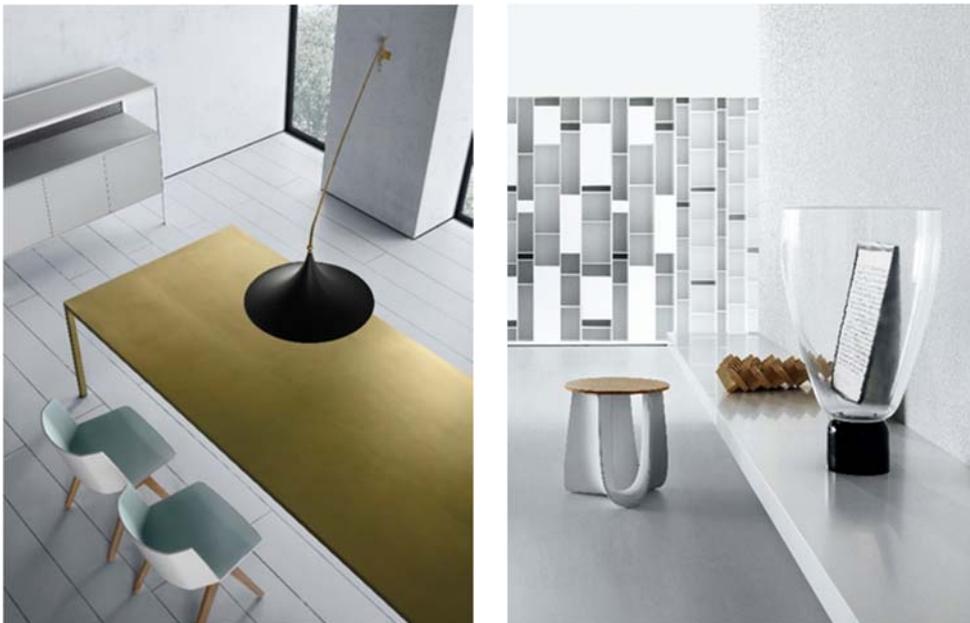
Aram Store is now the new UK flagship destination for Italian brand MDF Italia, the leading furniture design and manufacturing company based in Milan. Founded by designer Bruno Fattorini in 1992, the company was set up with a dynamic entrepreneurial and product strategy in mind and it has always focused on design and simplicity as core values in selecting projects and designers – Rodolfo Dordoni, Jehs+Laub, Jean-Marie Massaud and Nendo, to name a few.

Aram has worked with MDF Italia for many years and has developed a strong relationship with it due to shared values and vision. Both companies are family run with first and second generation members at the helm. In 2013 MDF Italia was acquired by the Cassina family. The company has relaunched at Aram Store with a brand new 100m² display area showcasing a comprehensive range of products from its collections, all which can be seen during London Design Festival. There are two dedicated areas within the impressive retail space in Covent Garden with a curated selection of dining, lounge and storage furniture – newly launched and favourites from the existing catalogue.



The Sign Filo side chair (above) by Piergiorgio Cazzaniga, which was launched this year, is made of 45 meters of steel wire in four different diameters. The 16 shoulders and 12 cross wires are sealed by hand at 226 points. It is available in glossy galvanic gold, pink gold and black chrome. Optional silk cushions are available in colours to match the chairs. Price is £1537 without seat pad and £1769 with seat pad.

<http://www.aram.co.uk/sign-filo-chair.html>



The Tense dining table is now available in three new finishes. Designed by Cazzaniga and his son Michele in 2009, the Tense Material versions were launched this year in wood, brass and stone finishes (brass version above left). The table is available in 24 sizes, height 73 cm. Prices for the smallest size at 160 x 90 x 73h cm are £2871 in wood and reconstructed stone and £4686 in brass. The table is pictured with the Aïku side chairs by Jean-Marie Massaud and the Heron storage unit by Rodolfo Dordoni.

<http://www.aram.co.uk/tense-material-table-220cm.html>

The Sag stool or side table (above right) was designed by Studio Nendo/Oki Sato in 2016. Sag was designed as a single base shape folded on itself through moulding, creating a polyhedral form. Its concave arc structure gives Sag its soft and elastic look. This shape is made of goffered matt white and matt mud TECH polyurethane. It is a high density material which is shock, scratch and age resistant.

The seat is available in two materials. The polyurethane version, in matt white or matt mud, is moulded in a soft integral polyurethane called Freeform which has a plywood insert. The wood variant is composed of a bamboo veneered plywood panel.

Sag is attractively packaged in a special box with carry handle and is priced from £298 making it an ideal gift to take away. All finishes are available from stock.

<http://www.aram.co.uk/sag-stool.html>

Aram Store, 110 Drury Lane, Covent Garden, London WC2B 5SG
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Notes to editors:

ARAM

Aram is London's finest contemporary furniture dealer. From the origins of our company in 1964, our mission has been simple: to bring the very best modern design to London from around the world. At the heart of our family business is the Aram building - our home in Drury Lane, Covent Garden. At 20,000 sq ft Aram Store occupies four floors showing the largest range of contemporary furniture, lighting, rugs and accessories in the UK from leading international manufacturers as well as the complete range of Eileen Gray's designs, for which we hold the worldwide licence. Our expert contract sales team dedicated to professional projects is based here too and works with the best architects, interior designers and decorators across Europe on large scale commercial and more intimate domestic projects. The third floor is where we continue our tradition for experimentation. The Aram Gallery is an independently curated, non-commercial space where we hold regular exhibitions exploring new and experimental work with some of the world's most exciting young as well as established designers.

Since Zeev Aram, who trained as an interior and furniture designer, opened his first showroom in London's Kings Road we have led the market in London for contemporary design. We were the first to introduce the designs of, among others, Marcel Breuer, Le Corbusier, Ludwig Mies van der Rohe, Eileen Gray, Achille Castiglioni, Shira Kuramata and Jasper Morrison to the UK.

Two of Aram's children, Ruth and Daniel, work alongside him as directors. Zeev Aram, Chairman, continues to encourage up and coming talent and is Director of The Aram Gallery. In 2014 he was awarded an OBE for services to design and architecture and was recipient of the Homes & Gardens Lifetime Achievement Award.