

Press Release



RIO launch at Morgan during LDF

British furniture maker, Morgan, is once again taking part in LDF (#LDF15) and the Clerkenwell Design Quarter with an exciting new seating collection, RIO, launching on 22nd September.

Designed by Morgan Studio and Mehran Gharleghi from Studio INTEGRATE, RIO explores the relationship of the craft of yesterday with the craft of tomorrow. Is technology dictating the new aesthetic? Can tradition, innovation and comfort be combined?

These are the questions that inspired the new collection. A clearly expressed structure is varied offering tactile beautiful timber detail, minimal but comfortable upholstery or 3D printed bone-like intricate lattice framework.

Mehran Gharleghi has collaborated with Katerina McMahon and the Morgan Design team and developed a chair that uses technology to create a sophisticated luxurious product. He used his expertise in new technologies to develop a 3D printed component, made in both a polyamide and a metallic finished resin.

Constructed using a mathematical algorithm each set of chairs features a slight variation of the algorithm making it slightly different as if it were carved by hand.

Also by Morgan at LDF

3D Wall Displays

Visitors to 1 Dallington Street will also be treated to a creative style of presentation from Morgan to depict the design and manufacturing processes. Inspired by flat lay photography (#flatlay), 3D objects and infographics will be used to bring technical subjects to life in an engaging way.

FX Drawing Competition

Underlining the importance of drawing skills for designers in today's computer age, Morgan will be showcasing a drawing competition by FX magazine. Short-listed drawings will be displayed throughout LDF.

For more information go to www.morganlondon.uk

For further information about this press release and digital imagery contact Tracy Ann Bates at Esprit PR Ltd. Tel: 01428 714546 or email tracy@espritpr.com

For more information about Morgan, visit www.morganfurniture.co.uk, or email info@morganfurniture.co.uk

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Ends

25/08/2015



RIO -
Designed by Morgan Studio and Mehran Gharleghi