

# TREND REPORT

CLERKENWELL OPEN 2021

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DESIGN  
**INSIDER:**



# CLERKENWELL REOPENS 2021

## REOPENING CLERKENWELL

On Thursday 9th and Friday 10th September 2021 Clerkenwell, London was flooded with life, with 60 brands across 45 showrooms participating in the Clerkenwell Open, an event organised by the BCFA in partnership with Women in Office Design (WOD).

It has been many months since we have been able to come together with our friends and colleagues in the commercial interiors sector and the overriding feeling at this new event was one of community.

International, industry leading brands, were able to welcome their customers into their showrooms in person. Across the two days it was joyful to be able to visit showrooms to participate in their workshops, product launches, independent talks and networking drinks. I will share more event highlights in this trend report.

An in depth event seminar programme was organised by event partner Women in Office Design (WOD) and enabled industry leaders to share their knowledge.

I often feel that the weather knows when there is an event in Clerkenwell and we were not let down with two lovely warm days, perfect for Clerkenwell Open visitors to walk between showrooms.

1. Gurvinder Khurana, Co-Owner and Design Director at Align
2. Boss Clerkenwell showroom.
3. Arper - Mixu.
4. Ensemble Clerkenwell showroom.
5. Office as a Hub for Interior Architecture & Collaboration hosted by Viaduct.
6. Camira Clerkenwell Showroom.



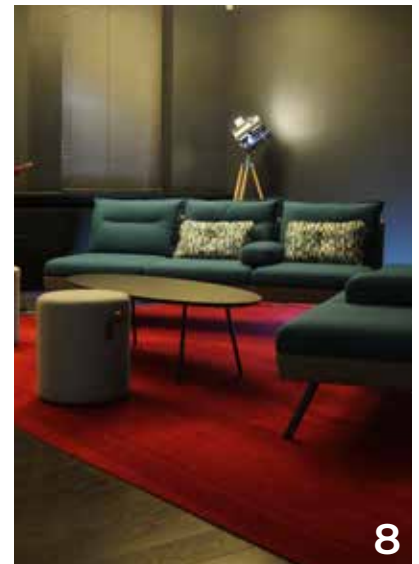


# NEW PRODUCT LAUNCHES



1. Arper - Kata
2. Ultra Fabrics - UF Select
3. Workbench - Geo
4. Milliken - Northward Bound
5. Connection - Camden
6. Assman - Consento
7. Hitch Mylius - Equinox
8. Verco - Anna
9. Gresham - Relo
10. Wilkhahn - Timetable Lift
11. Bolon - BOLON by Patricia Urquiola







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## SUSTAINABLE MATERIALS

Quite rightly sustainability was a key topic throughout the showrooms and seminars at Clerkenwell Open.

1. Casala's extremely versatile Curvy stacking chair is now available with a seat and back made from 100% recycled plastic household waste.

2. Mark Product showcased their Meta table which has the option to specify a table top and seat manufactured from FSC-certified Iroko, speckled recycled plastics from Smile Plastics or black recycled polyethylene sheeting from Cornish farms.

3. As part of Boss' current initiative, to systematically review each design within their portfolio with a target to make each product as sustainable as possible, the team have re-launched their Apply chair. Apply boasts 65% recycled content, 51% being post-consumer waste.

4. As part of the WOD seminar programme Luke Palmer at Orangebox spoke expertly about the determination of the business to tackle sustainability through their designs but also as a shared responsibility throughout the company. Allow Me will be launched by Orangebox in October 2021. In relation to the amount of carbon used to produce a product the audience was left to consider 'how can we get to zero?'

5. Shaw contract added to their Suited collection. You may have heard the news that all Shaw Contract commercial carpet manufacturing facilities worldwide are now carbon neutral.

6. Bureau took the opportunity to showcase sustainable brands and discuss their Annual Bureau Green Report.

During October, November and December our content focus on Design Insider will be sustainable materials. If you would like to find out more about this campaign please email [alys@designinsiderlive.com](mailto:alys@designinsiderlive.com)





## GETTING CRAFTY

Prior to the pandemic we had already seen interior furnishing products launched which had been inspired by craft. What was then an emerging trend is now a cemented trend which has been further fuelled by societies hunger for craft during the recent periods of lockdown.

Hitch Mylius welcomed visitors to their showroom for an evening discovering the art of Macramé under the calm and collected artiste and former interior designer Isabella Strambio's confident guidance. The strings we used were from 100% recycled cotton. Throughout the evening many commented on how this peaceful activity brought a sense of calm to their minds as the various knots they were tying demanded their complete attention and thereby banishing any other thoughts.

Ultra Fabrics showcased their Uf Select collection at Clerkenwell Open. Genevieve Boaler, Showroom Manager & Marketing Coordinator at Ultrafabrics inc, introduced visitors to this new collection, each design with a texture which has been inspired by a craft technique. Within the collection Lino *'emulates a printed two-tone woven linen fabric and is inspired by finely cut linoleum printing. It creates the impression of a textile weave with its refined crosshatch design. Its textural aesthetic and soft touch are brought to life with an assortment of foundational neutrals and on-trend colours, ranging from classic blues to fresh greens that pop. With a versatile and sizable palette of 18 shades, Lino will easily fit into any design aesthetic.'*







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## CREATING NEW SPACES

1. *Boss - Mews*
2. *Connection - Harp*
3. *Table Place Chairs - Circle of Life*
4. *Sven - Peace & Quiet*



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A key trend which was highlighted at Clerkenwell Open was the need for workplaces to create a variety of spaces which enable different types of working, from focussed work to collaboration.

Several exhibitors launched new products which answered this brief including Mews by Boss. Mews is a modular pod system which combines all that we love about remote working with all that we value about face-to-face collaboration, transforming your space without the need for major architectural intervention.

# WOMEN IN OFFICE DESIGN SEMINAR PROGRAMME

## *Wellbeing in Workplace Design*

*Speakers: Martin Anderson (The Well Workplace Ltd), Gurvinder Khurana (Align Interior Architecture & Design), Sarah Miles (Arcadis)*

## *Circular Economy is a Shared Responsibility*

*Speaker: Luke Palmer (Orangebox)*

## *Office as a Hub for Collaboration*

*Speakers: Michelle Smith (M Moser Associates), Muriel Altunaga Aguirre (CBRE), Nicola Osborn (Basha-Franklin)*

## *Future of Works*

*Speakers: Kay Sargent (HOK), Neil Usher (Gospace)*

## *Sustainability & Circular Design*

*Speakers: Georgia Elliott-Smith (Element Four), Jo Little (Planet Mark), Ella Fathi (Oktra)*

## *Workplace Design & Strategy*

*Speakers: Jane Clay (Gensler), Sarah Audsley (Knight Frank), Federica Frangipane (TP Bennett), Tony Antoniou (Rainbow)*





*WOD is known for its well curated knowledge based learning and networking events and brought the same to Clerkenwell Open.*

The seminar programme begin with a panel discussion, hosted by Shaw Contract, which discussed workplace wellbeing. The panel discussed the clear shift from wellbeing being addressed by beers on a Friday to it being data driven, strategic, budgeted and ongoing.

The Office as a Hub for Collaboration discussion was fascinating. This panel discussion was led by Gurvinder Khurana, Co-Owner and Design Director at Align Interior Architecture & Design. Gurvinder joined the spirited panellists in a conversation which began by asking if we needed to re-invent the workplace. Michelle Smith, Associate Interior Designer at M Moser Associates, Muriel Altunaga Aguirre, Director at CBRE, and Nicola Osborn, Creative Director at Basha-Franklin, continued to speak about the need for seamless collaboration spaces, a holistic approach to real estate and that a workspace must now fit the employee rather than an employee adapt to the space.



This seminar also looked at employee wellbeing, highlighting the importance of the quality of the environment, including community management, air quality, and density of space. They explained that space analysis has never been more important, with every space having to work twice as hard to accommodate the business and employee's needs whilst creating balance.





## FROM OFFICE TO EVERYWHERE

*Venue: Herman Miller*

*Speakers: Bertie Van Wyk (Herman Miller)*

It was a fantastic start to the second day of Clerkenwell Open as Bertie Van Wyk took a fascinated audience through the outcomes of Herman Miller's in depth research into employees experiences of working from home.

Attendees of this seminar, hosted by Design Insider, left fully informed on what a workplace will need to deliver in order to satisfy the needs of employees. The hybrid working model has been refined following the restrictions enforced by the pandemic. Bertie explained how the workplace will need to function if it is going to support the current hybrid working model.

The engaged audience took the opportunity to interact in the seminar and ask questions at the end.

*'At Herman Miller, we're excited about the course toward a more distributed model of work— one where the office and home will continue to play a critical role in helping organizations achieve their desired business results. In fact, we've been preparing for this hybrid way of working for a long time.'*

*In this talk, we touch on the three elements that will help organisations navigate a post-pandemic future and share insight from our home working experiences of 20,000+ global responses.'*

