

Heal's Discovers returns for LDF 2021



L-R: Coastal mirror large £899 by Kieran Letts; **Petite Alesi vase** £185, **Petite Lilla vase** £185, **Petite Bethany vase** £279 all by Annabel Cucuz; **Willow Whispers print** £109 by Print Sisters; **Sapo rectangle velvet cushion** £85 by Amechi; **Fusion recycled glass vase** in small £59, medium £89, large £149 all by Lea Randebrock.

This year's London Design Festival will see Heal's celebrate five talented, up-and-coming designers with the return of its prestigious Heal's Discovers Programme.

For more than two centuries, Heal's has championed innovation, supporting both established and emerging brands who have gone on to become leading names within the design industry. Since 2004, the prestigious Heal's Discovers programme has created a unique opportunity for emerging designers to showcase their creativity, whilst experiencing first-hand the process of creating great design for the home.

London Design Festival will see the launch of 2021's Heal's Discovers programme, with five new collaborations. Having been identified by the Heal's experts as ones to watch, Lea Randebrock, Kieran Letts, Print Sisters, Amechi and Annabel Cucuz will feature in the retailer's exhibition, in-store and online from 18 – 26 September.

In its search for the next crop of talent, Heal's will also host its first ever open call as part of LDF, giving aspiring designers of any background the chance to pitch their products to the in-house buying team. Details will follow later in the year.

LEA RANDEBROCK

Crafted in partnership with London Glassblowing, Berlin-based Lea Randebrock has used 100% recycled glass to create three vases, which look to exaggerate the bubble-like

imperfections of broken and impure shards found within the Glassblowing studio.

Committed to designing products that consider ecological and social implications, Lea explores the idea of

how people can consume in more sustainable ways.

Lea comments: "I wanted to look at the circular economy, and glass can be infinitely recycled and remelted again – this is a really rare quality and

something I found interesting from a systemic perspective.

"The project took a lot of unexpected turns, but I've learned so much and I am grateful for Heal's trust and support in bringing my experimental designs to life."

PRINT~SISTERS

Launched in July 2020, Print~Sisters is a collaboration of two sisters based in Clapham, who rework and revive vintage artwork for the modern consumer market.

With prints dating back to the early 1800s, designs are striking, timeless and inspiring. A specially-designed, limited edition collection will feature at London Design Festival to showcase Heal's colour palette for AW21.

Alexia & Claudia from Print~Sisters commented: "To have the support of a heritage British retailer enables us to reach a wider community and bring beauty into more spaces. Our father actually supplied lamp shade designs to Heal's at the beginning of his career in the early-70's, so to follow in his footsteps makes us very proud."

ANNABEL CUCUZ

A recent graduate of the Edinburgh College of Art, Annabel Cucuz takes inspiration from her home in Staffordshire, which lies at the heart of Britain's pottery industry.

Working with local clay suppliers to create beautiful stoneware, each of Annabel's hand-sculpted vases are entirely unique. The pieces delve into

the complexity of design aesthetics, playing on the idea of being disguised within any interior, whilst evoking a nostalgic feeling.

Annabel comments: "My interest lies in the history of interiors and architecture, and I like to create works that elevate domestic settings. This collection consists of repeated forms that run in parallel with my artistic practice of one-off pieces, and to collaborate with Heal's on the project has been a dream come true."

AMECHI

Officially launched in December 2020, Amechi Mandi's eponymous homeware brand is a purpose-driven enterprise. Having become dissatisfied with the range of West African-inspired home décor on the market, Amechi looks to celebrate pre-colonial African heritage through exciting and inspiring products, which explore aspects of indigenous African traditions and cultures. The Heal's Discovers collection will feature five vibrant designs across velvet and linen cushions.

Amechi comments: "Compared to the fashion industry, there are very few good-quality or trained designers of African origin within the interior market.

"It's huge kudos to be launching this collaboration with Heal's and shows that there is an appeal for Amechi's aesthetic on the high street. I hope to highlight, albeit subtly, misconceptions of West-African

design and educate and inspire others."

KIERAN LETTS

Based in South-London, furniture maker Kieran Lett's debut collection of steam-bent timber mirrors was spotted by Heal's at London Design Festival 2020. Marrying traditional craftsmanship with contemporary design, the functional pieces featured distinctively sculptural elements, which echo Kieran's fine art background at Goldsmiths University.

Describing himself as a collector, Kieran takes inspiration from natural forms and processes. This is showcased in the new Coastal Mirrors for Heal's Discovers, which manipulates Scottish Elm by hand to create elegant organic shapes.

Kieran comments: "It's great to be working with a company that promotes good design that is produced ethically and with sustainability in mind. To be alongside so many other amazing designers and makers is a real privilege and very exciting."

The Heal's Discovers collection will launch as part of Heal's exhibition for London Design Festival 2021, which will be available to view in-store and online at www.heals.com.



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Editor's notes

Heal's

Heal's has been designing, making and selling quality furniture for more than two centuries. Starting out as a mattress makers in 1810 and later embracing the ideals of the Arts and Crafts movement, Heal's has a long history of collaborating

with prominent designers. Heal's is as passionate today as it's always been about introducing new ranges, discovering stars of the future and pushing the boundaries of outstanding contemporary design.
Heal's. Where Design Lives.

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