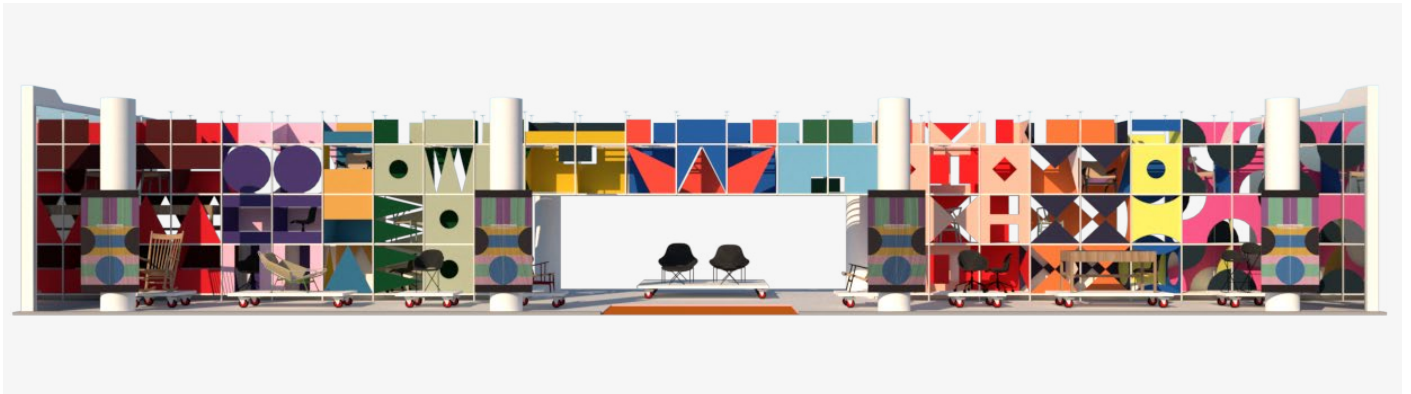


London Design Festival 2021



The Conran Shop x Damien Poulain

This London Design Festival, The Conran Shop will celebrate the launch of its most coveted, exclusive pieces of the year with an enthralling and innovative window installation by French artist Damien Poulain. Poulain will transform the brand's flagship Chelsea store window into a graphically led three-dimensional canvas of colourful geometric shapes that invite the viewer to explore the exclusive product offering, as well as the space itself, from myriad perspectives.

Poulain has utilised the existing large steel grid structure in the window as a canvas for his larger-than-life artwork, seeking inspiration from the colour and forms found in the building and natural environment. With the clever use of vividly coloured abstract shapes that run the full height and length of the window, the result will be a fitting backdrop to the brand's latest additions.



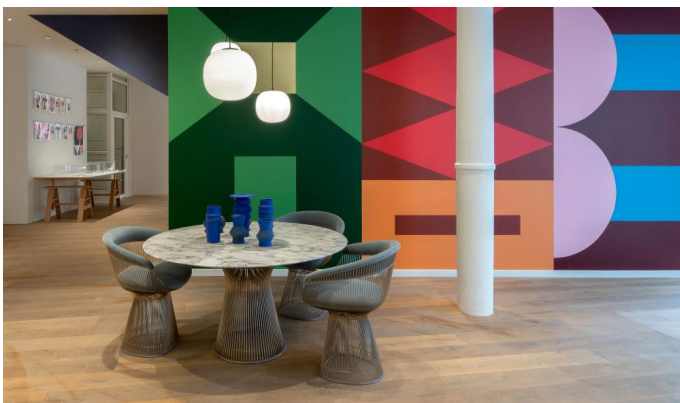
About Damien Poulain

Poulain's practice uses Shintoist, primitive, and heraldic symbology as well as contemporary materials and digital culture to create a distinct visual language. Through an evolving range of formats, including textiles and sculptures, Poulain devises symbolic systems of geometry and colour, raising questions about how humans relate to each other, their surroundings, and the mystery of existence. Poulain's work has been exhibited, amongst others, at London's Kemistry Gallery, Tokyo's 21_21 Design Sight Museum and Breda's Museum of Graphic Design.



Poulain on the inspiration behind the collaboration

"The three-dimensional aspect of the shelves allowed me to create a painting with depth. From the front, it is considered a painting representing modular faces created with simple geometrical shapes, yet, from a different angle, we start to get inside the painting and discover new patterns. I want the viewer to project themselves into the art, see things appearing in their mind and create their own colourful vision. We do not see the world as it is, but as we want to see it."



Poulain on the collaboration with The Conran Shop

"I always try to push myself to express my thoughts and emotions freely, without the constraints of how others should see me. My work is informed by everything surrounding me, including architectural details, which clarifies my partnering with The Conran Shop. My work is difficult to frame and tends to crossover disciplines, and The Conran Shop is one of those rare clients that commission artists and allow them to express their creativity without any constraints."



The Conran Shop on the collaboration

"Our Chelsea store has a huge display window that works very well when seen directly face on, or when viewed from left to right or vice versa. We currently have a large steel grid structure that displays sixty iconic chairs, and briefed Damien to use it freshly and imaginatively. The result: a two-dimensional design rendered in three dimensions which changes based on the angle of approach. In essence, it will work as an eye-catching backdrop to our new and exclusive product launches in September."

The Exclusives



Exclusive PP225 Flag Halyard Lounge Chair by Hans J. Wegner for PP Møbler, £9,185

A tribute to the early modernists, the PP225 Flag Halyard Lounge Chair was conceived by Hans J. Wegner whilst on a beach holiday with his family. Digging into the sand to create a comfortable shape to recline in, the angled wing shape for the lounge chair was created, now clothed in a global-exclusive salesco olive-lacquered frame, agnello-hued bouclé alpaca wool cushion from dedar, and chestnut bridle leather straps.



Exclusive PP126 Rocking Chair by Hans J. Wegner for PP Møbler, £8,495

This exclusive collaboration between PP Møbler and The Conran Shop highlights the exceptional craftsmanship of the celebrated PP126 Rocking Chair by Hans J. Wegner. This iteration of the slim and straight rocking chair stars a soaped oak frame with Sørensen walnut- and black-hued leather upholstery, breathing new life into the unmatched design.



Exclusive CH24 Wishbone Chair by Hans J. Wegner for Carl Hansen & Søn, from £900

The Conran Shop is thrilled to introduce a global exclusive of Hans J. Wegner's iconic CH24 Wishbone Chair, available only at The Conran Shop with a supple leather-upholstered seat. The characteristic 'Y'-shaped Wishbone form is offered in both soaped oak and oiled walnut, with a considered selection of five leather seat colourways.



Cross Leg Collection by Magnus Long for The Conran Shop, from £675

A staple of The Conran Shop's private furniture offering since 2015, Magnus Long's Cross Leg design was soon bestowed the Design Guild Mark's Jonathan Hindle Award for design excellence. Completely redesigned and newly available in brand-new models, including task and meeting chairs, the countless fabric and leather upholstery options from the Build Your Own edit allow unlimited customisation of the extended family.



Domus Collection by Matthew Hilton for The Conran Shop, from £1,295

Offered in a compact two-drawer and more extensive three-drawer configuration, Hilton's Domus Desk refines the most important home office component, exclusively for The Conran Shop. Each elegantly shaped desk boasts a solid walnut or oak frame, fitted with discreet yet capacious drawers and completed with a durable and antibacterial linoleum desktop, available in several sophisticated shades.



About The Conran Shop

Founded by Sir Terence Conran in 1973, The Conran Shop is one of the leading lifestyle retailers in the world, offering an eclectic, hand-selected collection of gifts, furniture, lighting and accessories from the most respected designers and emerging talents. With its unique heritage, dedication to providing an unbeatable shopping experience and its expert interior advice and personal services, The Conran Shop is the go-to destination for any type of gift or interiors inspiration, with ten stores across the world, from the UK to South Korea.

Contact

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