

## Kusch+Co and Nowy Styl to open a new showroom in London for the Clerkenwell Design Week

An air of an art gallery, bold colours and closeness to nature - these ideas guided Nowy Styl and Kusch+Co as they designed their new shared showroom in the UK capital. The new space will premiere on a significant date as the doors will first open for the Clerkenwell Design Week: 24-26 May.

**Clerkenwell Design Week**

24-26 May, 2022

**58 ST JOHN'S SQUARE LONDON**

KUSCH+CO

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The Clerkenwell Design Week is an independent, prestigious design festival in the UK. Every year, it attracts an international community of architects, designers, developers and design enthusiasts to the London borough of Clerkenwell. The neighbourhood is an artistic hub that has more creative businesses and architects per square metre than any other place on earth. Thousands of participants come together to spend three days filled with exhibitions, installations and showroom events.

The Design Week has the world's leading brands present their achievements, including Nowy Styl and Kusch+Co. The two brands have something special to show off at the event: it is their new, shared showroom in the very heart of Clerkenwell, at St John's Square.

*“It was no coincidence we chose this location - our brands just had to have a showroom in London’s design district - Clerkenwell Road and its surroundings. Every day, the address attracts architects, both those living in London and those coming to the UK capital for inspiration. Nowy Styl offers solutions for modern offices, many of which are ahead of their time, while Kusch+Co has a superb offer of designer furniture that’s famous all over the world”* says Bartosz Karasiński, Sales Director UK & Ireland at Nowy Styl.

The first thing a visitor sees on entering the showroom is a spacious window facing Clerkenwell Street. The space consists of two levels, the first one of which has an air of an art gallery about it that brings to mind Tate Modern. The bright, transparent space forms a non-distracting background bringing the design of the furniture to the fore. With natural light coming into the interior from both sides of the building, visitors can take a good look at the fine products.

The other space in Nowy Styl and Kusch+Co’s showroom has a warmer and more subdued interior. It is dominated by earth-coloured décor, offering a sense of calmness that creates favourable conditions for interacting with art - the many paintings and design albums collected there.

*“We made a point of creating a place where London designers and architects would feel at home, one that would cater to their artistic aspirations and their craving for the latest trends. It’s a brand new showroom - not only because it will open its doors in May, but most importantly because it will showcase our latest ideas and, of course, our new products”* says Marcin Magier, the showroom designer.

The showroom is also proud to present works created for Kusch+Co by world-famous designers. The space is filled with works by **Luigi Colani** and **kashkash**, and the lighting was designed by **Louis Poulsen** and **Verner Panton**.

Flagship products from Nowy Styl’s portfolio can be seen and tested at the new location. Cosy **Tilkka** armchairs and sofas that will warm up any space. **CS5040** desks equipped with smart solutions. The **Souly** chair that embodies excellent design and a less-waste approach.

Visitors to the new space can also discover the design and quality of furniture from Kusch+Co, such as the **Creva Desk** - tables that have brought the aesthetics of home furniture design into offices. **Creva Soft Seating** - sofas that offer a new perspective on designing living rooms, lobbies and cafes. - a **Embla** visually light and comfortable chair made entirely of beech wood.

Visitors can also see live Kusch+Co’s latest product **V-Care** which has just won the prestigious **Red Dot Design Award 2022** for unique design. The chair was designed by Justus Kolberg whose motto is: “with sensitive intelligence to innovative simplicity”. While working on the V-Care, Justus drew inspiration from nature. The V-Care is an expression of human-centric approach to design, and its name speaks for itself: “we care about your comfort”. Incorporating antibacterial qualities into the seat shell is Kusch+Co’s response to users’ heightened sense of hygiene in post-pandemic public- and workspaces.

The Clerkenwell Design Week will run until 26 May. Nowy Styl and Kusch+Co invite you to visit the new showroom: <https://www.kusch.com/de/news>

## About Kusch+Co

Kusch+Co is a brand recognised around the world for its excellent quality and exceptional design of office products: chairs, furniture, and specialized solutions for the healthcare sector and passenger terminals. Our products serve people and the environment for decades and more. Timeless in design and durability, bold and made with the highest precision, they are created to provide a sitting experience with a soul. The brand concentrates its sales and marketing activities on such strategic market segments as offices, seminar rooms, restaurants, lobbies, and passenger terminals. The brand is one of the leaders in the global airport seating market. It has more than 260 international airports on its list of reference projects.

Hallenberg, May 2022

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