
FOUNDRY POPUP STORE

187 – 211 St John Street, Clerkenwell, London, E1
Late night shopping event: Thursday 18th September 6pm – 9pm
London Design Festival runs from 17th – 22nd September 2008

In September, during the London Design Festival, Foundry will be staging its first ever popup design shop alongside a carefully curated showcase of conceptual and bespoke design & art pieces.

Foundry will be converting a raw and industrial warehouse space into an exclusive retail concept store in the heart of Clerkenwell, East London. Visitors will be able to discover and purchase a diverse range of design products from lighting and furniture through to fashion and accessories. For a short period of time, the venue will operate as a 'popup' guerrilla retail store and will be complemented by an exclusive design exhibition. On show will be everything from one-off, mass production pieces, fashion, digital installations, limited edition and bespoke artwork from new and established designers. These products are rarely shown together in such an expansive and interesting environment and will transform the room into a gallery-like shopping space.



ROOM 1



ROOM 2

“It’s about not knowing what to expect” – says Marvin George, Director of Foundry. ***“Customers are always craving something different and this gives them a sense of discovery and exclusivity. The shop literally pops up unexpectedly and then goes away again, quickly drawing in the crowds. It’s an exciting way to display new work to a broad audience”.***

Foundry will be taking a curatorial approach by selecting designers and brands that have been personally vetted. The popup store will show an exclusive range of new products that haven’t yet been seen in the UK. The new accessories range from Moooi, first sited in Milan 2008, luxury lighting pieces by Andromeda, Catellani & Smith, Metalarte, Artimede, Flos and the launch of a new furniture collection by Nero 3. Thorsten Van Elten will be selling smaller more accessible products from designers such as Alexander Taylor, Andre Klauser, Fredrickson Stallard amongst others. Decode London will be celebrating its UK launch by commissioning design studio, Viable London, to create a new concept bar which will be dressed with products from their inaugural collection of furniture and lighting. Kathleen Hills, Christopher Pearson, Trokia, Voonwong & Bensonsaw, PearsonLloyd and many more will all be showing work in the curated spaces, including photography and original artwork from web based art gallery, Parkart.



ROOM 3



ROOM 4

Notes to Editors:

Foundry popup store: Foundry intends to operate as a guerrilla popup store, finding new and temporary locations all year round. Each time the store promises to be a vibrant new retail experience and will be repeated three or four times a year to offer new and exciting product lines. It will give customers a sense of discovery each time and allow them to buy while the stock lasts. www.foundryonline.co.uk will continually act as the main shop window to buy throughout the year. To find out about the next pop up location you'll need to subscribe to the quarterly newsletter.

Foundry: Foundry is a newly formulated online store selling high-end lighting and accessories from a cross section of design-led brands. Set up in January 2008 by Marvin George, founder of Greenwich Village retail and gallery, the website has been designed to aid the process of sourcing and buying good design for individuals furnishing their home or for professional designers specifying for commercial interiors.

www.popupstore.net

For more information on publicity and press please contact:

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