



LEE BROOM

STORE



LEE BROOM UNVEILS NEW RETAIL SPACE DURING LONDON DESIGN FESTIVAL 2013

Dedicated Retail and Studio space to launch plus new lighting, accessory and upholstery collection

August 2013 – Lee Broom is delighted to unveil Electra House, his first dedicated retail space in the heart of Shoreditch during the London Design Festival, September 2013. To celebrate the new showroom, Broom will launch Carousel, a striking light fitting, Quilt, a new upholstery collection, Fulcrum, a collection of glass candlesticks and the OLO light and Crystal Bulb in a new wooden finish.

“This September marks a special moment for the Lee Broom brand. Not only are we presenting a range of new products and accessories but launching our own showroom and retail venture. Electra House is a culmination of our growth and success over the past five years and it will allow us to continue to curate new and exciting installations, as well as creating an innovative and unique retail space.”

Lee Broom.

Interconnecting with Lee Broom’s design studio on Rivington Street, the new store will act as a gallery and retail space. Designed by Broom, the contemporary showroom will present the complete Lee Broom range of lighting and furniture in unexpected ways. Dramatic, custom-made and oversized two metre high bell jars containing illuminated furniture will be on show. Other pieces will be displayed on rotating turntables, creating movement within the space.

Inspired by the curiosity shop, Electra House will have a sense of the surreal, immersing the visitor into a different world. The clean lines and modern palette, using the Lee Broom brand colours of grey and white will create a polished and contemporary environment.

The floor to ceiling windows will allow visitors to see the entire space upon arrival. The front of the space will have a conceptual, gallery like atmosphere, while the back of the showroom will have a contemporary retail feel. An open archway will connect the showroom to the design studio, allowing visitors to get a rare glimpse into the behind the scenes workings and the creative process. The lower groundfloor will house a consultancy area focusing on the studio's commercial projects along with The Snug – the studio's meeting space influenced by a traditional Gentleman's club. The two spaces will be divided by reclaimed windows and doors sourced by Broom, complementing the industrial architecture of the building.

The name Electra House is derived from the building's past, rich in furniture manufacturing and where electroplating was carried out on Le Corbusier sofas.

London Design Festival will also see Broom launch Carousel, a contemporary new light fitting inspired by the Merry-Go-Rounds found at British fairgrounds. Carousel, which is finished in a polished gunmetal and contains 30 light bulbs, is designed to work as a striking stand alone piece or hung in series to create a dramatic focal point.

Quilt will also be on show, an upholstery collection Broom has designed for British furniture brand Heal's. The three exclusive pieces include a sofa, armchair and footstool and draw inspiration from the geometric style and quilting process used for classic Chanel and Christian Dior luggage.

Two pieces from the existing collection are to be updated in a new solid walnut finish. The celebrated OLO light, first launched in 2010 and inspired by Art Deco jewellery and fashion photography from the late 1970's and the popular Crystal Bulb Pendant Light and Table Light will also be presented in walnut. Both pieces will still be available in their original finishes – matte white and polished gold for the OLO and brass for the Crystal Bulb.

Broom's first accessory range will be launched at LDF 2013 - Fulcrum, a two piece collection of sculptural candlesticks made of solid optical crystal with brightly coloured bases that filter through the glass.



NOTES TO EDITORS

Lee Broom

Lee Broom is one of the UK's leading product and interior designers. In his career, Broom has launched numerous furniture and lighting collections, designed over 40 retail, restaurant and bar interiors and has won more than 20 awards including the ELLE Decoration British Design Award for 'The Crystal Bulb' in October 2012 and 'Designer of the Year 2011 - 2012' at the British Design Awards in November 2011. His work has been featured internationally in most major broadsheet and interior design publications. A supporter of British manufacturing techniques, Broom designs, manufactures and retails his own collections, in addition to collaborating with leading brands such as Heals, Deadgood, Ballantines and Philips. Broom's most recent interior project was the new Christian Louboutin boutique at Harrods. His products are now retailed in stores in over 25 countries including Liberty, John Lewis, Selfridges, Lane Crawford, Merci, Illums Bolighus and Le Bon Marché.

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London Design Festival Opening Dates / Times:

Wednesday 18th September: 10am-8pm

Thursday 19th September: 10am – 8pm

Friday 20th September: 10am – 8pm

Saturday 21st September: 10am – 8pm

Sunday 22nd September: 11am – 6pm

For further press information on Lee Broom, please contact Camron PR: +44 (0)20 7420 1700

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