

FEBRUARY 2012

LAUNCH OF LEE BROOM, PUBLIC HOUSE  
SALONE DEL MOBILE 2012  
17 – 22 APRIL 2012



This April, the critically acclaimed British designer, Lee Broom, will launch his first, solo exhibition in Milan during the Salone del Mobile. Entitled *Public House*, the show will mark the fifth anniversary of the Lee Broom brand, showcasing a selection of Broom's hero pieces in one curated space, for the first time.

Inspired by the age-old institution of the British pub, with a multi-dimensional, surreal twist, *Public House* will bring a truly British experience to the Ventura Lambrate design district. Reflecting a common theme in Broom's work, materials used within the exhibition will be of authentic British origin, reclaimed from old pubs. Deconstructed oak panelling, etched glass and an ornate wooden bar will act as eclectic, statement backdrops to Broom's British designed and manufactured collections.

This cultural amalgam of old meets new is reflected in Broom's collections on show. New pieces, including a striking pendant light and exciting new editions to existing products, will complement Broom's core collections, showcasing the scope and variety of his work.

*Public House* will also complement the launch of Broom's collaboration with renowned international Scotch whisky, Ballantine's 12 Year Old. Broom has designed an exclusive serving ritual, influenced by vintage crystal whisky decanters, with a very modern twist, to be launched at the exhibition.

*"I am very excited to be exhibiting for the first time in Milan. I wanted to showcase my work in a quintessential British environment, creating an experience for visitors which they could usually only experience in the UK."*  
Lee Broom



LEE BROOM, PUBLIC HOUSE, VIA VENTURA NR. 5, 20134, MILANO

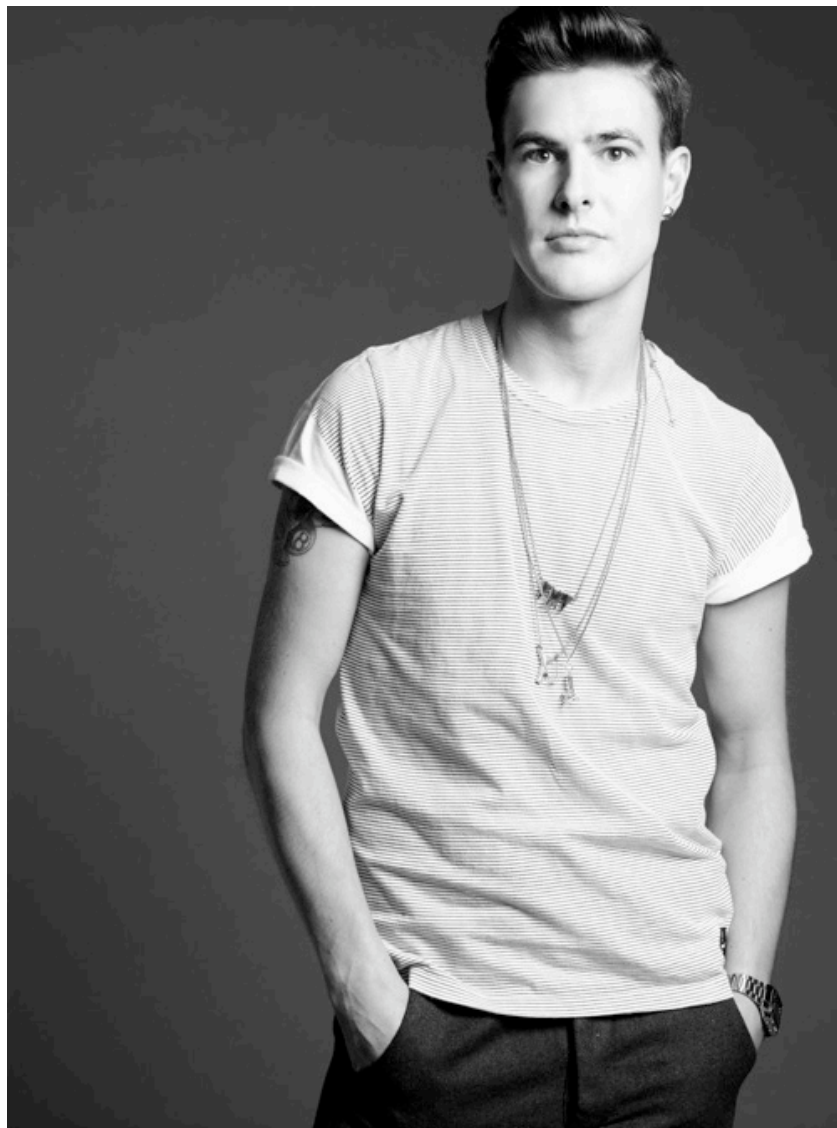
- **General Opening Hours:** Tuesday 17 April 2012 – Sunday 22 April 2012, 10am – 8pm
- **Press Conference (Invitation Only):** Wednesday 18 April 2012, 9am – 11am
- **Open Evening (Invitation Only):** Wednesday 18 April 2012, 8pm – 10pm

## BACKGROUND

Lee Broom founded his company five years ago and has since gone on to become one of the UK's leading product and interior designers. In his career to date, Broom has launched five furniture and lighting collections, designed over 40 retail, restaurant and bar interiors and has won more than 17 awards, including the *'Best British Designer'* at the British Design Awards in November 2011.

Broom designs, manufactures and retails his own collections, in addition to collaborating with leading brands such as Westfield, Heals, Deadgood and Philips. The importance of the manufacturing process is integral to Broom's philosophy with all of his unique contemporary pieces produced in Britain. Broom works closely with specialist traditional craftsman from the initial concept to final production runs.

Broom's products are now retailed worldwide, including Selfridges, Liberty, Lane Crawford, Conran, Chaplins, Le Bon Marché and other retailers globally.



**For more press information on Lee Broom, please contact Camron: Tel: +44 20 7420 1700**

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