



SALONE DEL MOBILE 2015

LEE BROOM PRESENTS 'THE DEPARTMENT STORE'

Critically acclaimed British product and interior designer Lee Broom has transformed a street of disused shops on Via Alfredo Cappellini to create 'The Department Store', his largest exhibition to date with the launch of over twenty new products.

Encompassing furniture, lighting and accessories, the collection features new materials and new interpretations of those used in previous collections. Each piece incorporates traditional manufacturing techniques in innovative ways to produce this highly original body of work, all of which are presented in a dramatic series of interconnected department store-inspired vignettes.

Lee Broom's trademark theatrical style of presenting his collections has been elevated for this show, striking the balance between formality and fun with modernism and nostalgia.

Lee Broom says: "This is my largest collection to date and I wanted to explore all the things that inspire me right now; from new materials, vivid colours, pop culture, craft culture, techniques from the past and shapes from the future. All of which is housed in my very own Department Store."

THE SHOW CONCEPT

The Department Store invites the visitor on an immersive journey through a cinematic pastiche of a store across two floors. Upon arrival, visitors encounter windows dressed with new products in a scenographic style. Entering on street level, guests move from tableau to tableau through the exhibition, with each environment representing a surreal take on a different department – including The Perfumery, Ladies Accessories, Gents Fitting Room, Book Store and Haberdashery. Each department acts as a backdrop, finished in Lee Broom signature grey to accentuate the colours and materials of the new pieces. The final area is The Stock Room displaying Lee Broom's most popular and iconic pieces from past collections.

THE NEW COLLECTION

The Department Store comprises of twelve different departments featuring over twenty new products throughout the store. Broom explores the balance of abstract shapes and silhouettes and incorporates a primary colour palette of vivid red, petrol blue and neon yellow together with more neutral tones from natural materials such as wood and marble. Highlights from the new body of work include:



HANGING HOOP CHAIR;
Suspended from above, two circular brass-plated hoops join to create the Hanging Hoop Chair, with the seat and backrest upholstered in Kvadrat wool.



RING LIGHT:
A polished brass sphere, pierced by a dimmable circular fluorescent tube to form Ring Light, a pendant of simplicity and elegance..



CHAPEL LIGHT:
Utilising a thousand-year old technique, Chapel Light houses a geometric pattern of a hand-crafted stained glass window beneath a black spun dome, casting a warm and ambient glow.



CRESCENT LIGHT:
An illuminated sphere sliced in half to reveal a crescent-shaped brushed brass fascia, Crescent Light seamlessly combines the solid and the opaque.



GLASS ON BRASS:
A new line of glassware, Glass on Brass balances crystal vessels on solid spun polished brass bases in a meeting of delicate and robust materials..

THE DEPARTMENT STORE:

16 Via Alfredo Cappellini, 20124 MILANO (Corner Via Cappellini / Via Tenca)
San Gregorio Docet District of Milan – near Brera and Central Station
Tuesday 14 April to Sunday 19 April 2015 – 10.00 to 19.00 Open late Tuesday 14 April.

NOTES TO EDITORS

Lee Broom is one of the UK's leading product & interior designers. Since 2007 Broom has released 50 furniture and lighting products which he designs and manufactures under his own label and created 20 products for other brands. He has also designed over 40 commercial retail, restaurant and bar interiors.

He has won more than 20 awards including the prestigious British Designer of the Year Award in 2012 and won his 4th award in 3 consecutive years in the British Design Awards for his renowned lighting product, the 'Crystal Bulb' in 2013. A supporter of British manufacturing techniques, Broom designs, manufactures and retails his own collections, in addition to collaborating with leading brands including Christian Louboutin, Mulberry and Matthew Williamson. His products are sold in over 100 stores in 40 countries.

SAN GREGORIO

Centred along the streets of San Gregorio, Via Tenca and Via Cappellini this new design district is now in its second year and features exhibitions from Wallpaper* Handmade, Lee Broom, L'eclettico, SCP, Clarks and an installation for Nature Stone.

LEE BROOM

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