



LEE BROOM

April 2014

LEE BROOM LAUNCHES NEW GLASSWARE COLLECTION FOR THE SALONE DEL MOBILE, MILAN 2014

Broom will also present further celebrated products in updated finishes on view and available to buy at Spazio Pontaccio in the Brera Design District

Critically acclaimed British designer Lee Broom will launch his new *On the Rock* glassware collection at Spazio Pontaccio, one of Milan's leading design boutiques for the Salone del Mobile 2014. *On the Rock* – a set of a wine and a champagne glass that combine exquisite lead crystal and beautiful Italian Carrara marble will be part of an exclusive dinner party taking place in the windows of the showroom on Tuesday 8th April in celebration of the opening of the Salone. A limited edition run of 30 wine glasses and 30 champagne glasses will also be available to buy from a special pop up shop within Spazio Pontaccio from 9th-13th April.



Each crystal vessel is fused to the white marble base engraved with the signature Lee Broom crest to create dramatic drinking glasses. Each glass will retail at EUR 75 from the Spazio Pontaccio pop up shop and for £60 in the UK.

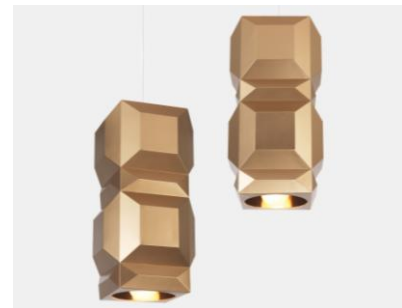
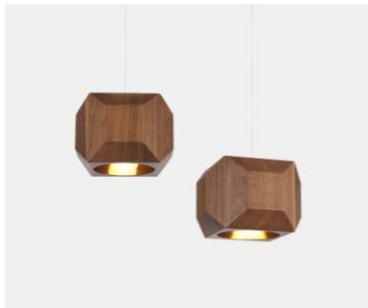
I am delighted to be presenting my new glassware collection at Spazio Pontaccio this April for the Salone. On the Rock combines stunning Italian marble and hand-blown lead crystal vessels mixing traditional materials to create a contemporary glassware collection. Fusing the delicate crystal with the heavy marble base plays with the idea of balance - both structurally and through the contrasting materials. I am sure they will add to the theatricality and unique experience of the dinner party in Milan! Lee Broom.



Also on show and available to buy through special order at the Spazio Pontaccio pop up shop will be *Carousel*, Broom's contemporary light fitting inspired by the Merry-Go-Rounds found at British fairgrounds in a new polished brass finish.

A new addition to the *Fulcrum* range of sculptural candlesticks will also be available to purchase in a clear solid optical crystal design.

Alongside this, Broom will present the successful *Half Cut* glassware collection, now available through the Lee Broom store and dealers worldwide. The glasses integrate the unused crystal stoppers from Broom's Decanterlight collection which have been gathered over the years. Each stopper is polished, cut and then fused with a hand blown lead crystal vessel which forms the glass and etched on the bottom with the signature Lee Broom crest. Four different versions of the stoppers are available in the updated range of glassware, which has been streamlined to consist of a champagne glass and wine glass. *Half Cut* retails at £60 and EUR 75.



Broom's striking pendant light, *OLO* is relaunched in matt white and new brushed gold and walnut finishes – *OLO* will also be on show at Spazio Pontaccio. Each *OLO* light has a polished gold interior inspired by Art Deco jewellery. Prices start from £225 and *OLO* is also available as a chandelier in units of five pendant lights.

NOTES TO EDITORS

Lee Broom

Lee Broom founded his company six years ago and has since gone on to become 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 Christian Louboutin, Heals, Matthew Williamson, Ballantines and Philips. His products are now retailed in stores in over 25 countries including Liberty, John Lewis, Selfridges, Dopo Domani, Lane Crawford, Merci, Illums Bolighus and Le Bon Marché.

In September 2013 Broom launched Electra House, his first flagship store interconnecting with his design studio on Rivington Street in London.

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Spazio Pontaccio

Founded in 2002, Spazio Pontaccio is located in the artistic Milanese area of Brera and features a unique selection of design brands. The showroom is focused on the unusual combination of styles, shapes and materials, with the aim of offering visitors an aesthetic and refined experience, in which avant-garde furnishings and accessories are complemented by works of craftsmanship often presented as an exclusive preview. Their three front shop windows on Via Pontaccio have featured designers such as Marcel Wanders, Philippe Starck, Matteo Thun, Mario Bellini, Tokujin Yoshioka, Jean-Marie Massaud, Patricia Urquiola, Arik Levy, Piero Lissoni and Nika Zupanc.

Spazio Pontaccio - The Design Boutique
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