



LEE BROOM

LEE BROOM LAUNCHES NEW COLLECTION – NOUVEAU REBEL
DURING LONDON DESIGN FESTIVAL 2014

Critically acclaimed British designer Lee Broom will launch his new collection Nouveau Rebel at Electra House, his flagship store and interconnecting design studio, during London Design Festival.

Nouveau Rebel is a tongue-in-cheek reference to the cultural associations of marble, the collection's core material. The collection is comprised of five products in lighting, glassware and accessories.



"I named the collection Nouveau Rebel as it is a material favoured by the traditional art world and also the nouveau riche. I like the tipping point between these two worlds, and I wanted to create contemporary products that use the material in new ways whilst referencing 80's styling and traditional production methods" says Broom.

Lee Broom's collections juxtapose design cues and materials: the old and the new, the tough and the delicate, the heavy and the light weight. Nouveau Rebel is no exception as Broom fuses together traditional materials including Italian Carrara marble and hand-blown lead crystal to create contemporary and original pieces.

In a similar fashion, the production process combines modern techniques such as water-jet cutting, acid etching and CNC-controlled milling machines, as well as the traditional lathe and hand-crafting by skilled stone masons and crystal artisans. The marble becomes core to the function of the product rather than just being a decorative finish.

In signature Lee Broom style, Nouveau Rebel will be presented in an innovative installation inviting the visitor to take an immersive journey through the space to discover the collection displayed on graphic plinths hidden from immediate view and set within a dramatic curtained maze.

The collection follows the hugely successful On the Rock – a set of wine and champagne glasses that combine lead crystal and Carrara marble – that was the hero piece of Broom’s Milan 2014 show.



GLOBE

A seemingly solid half-sphere of Carrara marble is topped by a dome of lead crystal. This 40cm diameter table lamp creates a robust presence yet emits a beautiful light from a LED bulb set inside the base. This shines through the thin marble top, illuminating the unique patterns of the stone and casting an upward glow.



CHAMBER

Housing a sculptural Carrara marble diffuser within a lead crystal vessel, Chamber expresses the unexpected translucent qualities of marble in a compelling decorative pendant. With its gentle luminosity and directional downlight, Chamber is available in two sizes and lends itself to being hung in clusters as well as individually.



TUBE

Skillfully milled from a single piece of Carrara marble and finished at each end with bands of brushed brass, Tube contains a strip of LED bulbs resulting in what appears to be a solid length of warm glowing stone. The unique veins of each piece of marble mean no two lights are exactly the same. A handcrafted twist on the traditional fluorescent tubelight.



ON THE ROCK MARTINI

An addition to the popular crystalware range, On The Rock Martini is the perfect vessel for a unique cocktail. On The Rock is also available in Wine and Champagne.



FULCRUM

A re-imagining of the original crystal version, this new Fulcrum edition employs pure Carrara marble to produce a monolithic take on the modern candlestick. The small Fulcrum is 30 cm tall and the large 40 cm.



NOUVEAU REBEL AT ELECTRA HOUSE

Electra House, 95 Rivington Street, London, EC2A 3AY +44 (0)207 820 0742

London Design Festival – Opening Times
17 to 21 September 2014

Wed – Sat : 10.00 to 19.00
Sun : 12.00 to 18.00

NOTES TO EDITORS

Lee Broom founded his company in 2007 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.

Lee Broom won the prestigious British Designer of the Year award for 2012 and won his 4th award in 3 consecutive years in the British Design Awards for his lighting product, 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 such as Christian Louboutin, Mulberry, Heals, Matthew Williamson, Selfridges and Mark Hix.

His products are now retailed in over 100 stores in 35 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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Electra House, 93-95 Rivington Street, London, EC2A 3AY +44 (0)207 820 0742
www.instagram.com/leebroom www.twitter.com/leebroom
info@leebroom.com www.leebroom.com

CAMRON PR

For further press information, please contact Camron PR: +44 (0)20 7420 1700
Adnan Abbasi; adnan.abbasi@camronpr.com
Valentina Giani; valentina.giani@camronpr.com

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