

RAINLIGHT

Press Release

Rainlight storms ahead in its first year of business

LOS ANGELES/LONDON, 18 January 2019 – Rainlight, the international product design studio based in London and Los Angeles, reports an impressive number of collaborations and awards as it completes its first year of business.

Rainlight has collaborated with leading names in the world of furniture manufacture such as Scavolini, Allsteel, Okamura, USAI, Carnegie Fabrics, Clestra, Mannington Commercial, Tecno. Rainlight has launched 12 new products across the Salone del Mobile/Milan, Clerkenwell Design Week/London, Neocon/Chicago, AIA National Conference/New York, SDA Showcase/New York and Orgatec in Cologne.

Rainlight embraces aspirational thinking to create products that break the mould yet seem as if they've been there all along. Part laboratory, part workshop, part studio, Rainlight combines design innovation with business acumen. This is a formula for success, evident in the impressive number of industry accolades from some of the most prestigious award programmes that Rainlight has attained this year:

- Best of NeoCon 2018 Gold: Conference Room Furniture
Satellite for Okamura
- Best of NeoCon Gold: Education Solutions
Rock for Allsteel
- Hip Awards NeoCon 2018: Product/Workplace/Furniture
Townhall for Allsteel
- Interior Design BOY Awards for Education Furniture with Allsteel Townhall

Led by Susan Grossinger and Yorgo Lykouria, Rainlight enters 2019 from a position of strength, continuing to make products that enhance the way people live and work. Further launches are planned throughout 2019 at many of the major global trade shows.

Susan Grossinger, who is based in Los Angeles comments:

“Product design is about the individual and their interaction with an object – it is the most personal of the design disciplines. Whether it’s your eyeglasses, the chair you sit in or your steering wheel, we all have a visceral interaction with design that affects our day to day life. The opportunity to make that experience extraordinary is in itself an exceptional experience.”

With a unique blend of commercial acumen and creative intelligence, they strive to create objects that are both timeless and pioneering. “A trend is already yesterday,” says Lykouria. “We begin our work open to all possibilities.”

Rainlight begins its process with a philosophical question, refraining from the immediate urge to design, giving space to formulate the approach with its clients to produce a truly collaborative experience and product.

“The things we create embody thought,” said London-based Rainlight Creative Director Yorgo Lykouria, who has more than two decades of experience in industrial design and architecture. “Our work today is a message to the future.”

For further information please contact Anna King anna@informare.co.uk

Tel: + 44 (0) 7780 956 291

ENDS

Notes to editor:

About Rainlight:

Rainlight is an integrated studio working in London and Los Angeles with client collaborations across North America, Europe, and Asia.

More than a design practice, we discover the needs of a changing world through cross-cultural research within our own network of experts in various market sectors. Part Laboratory, part workshop, part studio, Rainlight combines inspired design thinking with business acumen to create artefacts that enhance how people live, work, and play in the real world.