



PRESS INFORMATION: for immediate release

## PIXEL-ATION AT CLERKENWELL DESIGN WEEK

To mark the occasion of the tenth edition of London's legendary [Clerkenwell Design Week](#), Bene will be celebrating by turning their showroom into a [PIXEL](#) playground, ready for three days of entertaining the thousands of architecture & design enthusiasts visiting the district.

Clerkenwell, the beating heart of London's design scene, has been home to Bene's London flagship store for over 20 years, with Bene being one of the first furniture experts to move to the area. For the duration of Clerkenwell Design Week, from 21 to 23 May, the Austrian office furniture specialist will host a 'PIXEL workshop'. Visitors will be able to experiment with PIXEL boxes by trying out the almost infinite number of possible configurations to see what suits the particular environment of their own company and its individual culture for meetings and encounters.

Located on St Johns Street, a central artery of the festivities, visitors will be invited to explore and interact with the PIXEL modular furniture components. A strikingly simple design, PIXEL is made of unprocessed pine plywood that can be put together quickly and flexibly to make a wide variety of furniture. PIXEL is a building block which can be easily transformed into a table, a bench, a stool, or even a rostrum with just a few manoeuvres, opening up new possibilities for collaborative work.

PIXEL enables an endless number of possibilities when it comes to flexible interior design. With PIXEL, Bene has developed a comprehensive furniture set which achieves a lot, while remaining flexible and unpretentious.

Bene UK will unveil new additions to the award-winning [STUDIO](#) by Bene range, designed collaboratively by Austrian product designer Thomas Feichtner and Bene. This will be the UK launch of the STUDIO Workbench, High and Side Tables and Backbone – fresh from its much-applauded appearance at the Salone del Mobile, Milan.

STUDIO by Bene is a modular workplace system designed particularly to appeal to people whose professional and private lives are closely interconnected. The latest extension pieces offer new furniture solutions for an even wider range of functions – from co-working spaces and meeting rooms to events, pop-up shops and cafés.



Elsewhere in the showroom festival visitors will also find classic Bene ranges like PARCS, TIMBA and the IDEA WALL and have an exclusive first look at LEVEL Lift – a new portfolio of height adjustable desks. Bene will welcome guests to a private drinks reception on the opening night of the Festival.

Clerkenwell Design Week attracts around 35,000 visitors every year – mainly architects and designers – from over 70 countries. The event concept allows more than 90 international brand showrooms in the high-end furnishings sector to play an active part in festival activities.

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#### About Bene

The international office expert is a specialist in the design and furnishing of modern office and working environments. Bene defines the office as a living space, and its concepts, products and services turn this philosophy into a reality. The Bene Group is a globally active company with its head office and production facilities in Waidhofen an der Ybbs, Austria. Development, design, and production, along with consulting and sales, are thereby united under one Austrian roof. As a significant market player in Europe, Bene stands for innovative concepts, inspiring offices, and high-quality design. Bene develops and produces customised solutions for all company sizes – from one-person companies to SMEs and global corporations.

[www.bene.com](http://www.bene.com)