



PRESS RELEASE:

Come and enjoy Rockfest with By Bailey at Clerkenwell Design Week 2019

This year at Clerkenwell Design Week, [By Bailey](#) will be celebrating its newly formed partnership with leading US furniture dealer [InsideSource](#) with a number of events and activities that pay homage to this exciting pan-Atlantic relationship.

By Bailey will launch the first ever product from US manufacturer [AllSteel](#) Inc to the UK market. Rock is part of the agile Townhall collection, a range of soft seating, tables and accessories that are movable but not mobile, designed by the international design studio [Rainlight](#).

The collection takes its cues from real-life work situations - learning from observed behaviors and supporting multiple functions, new postures and diverse activities, the agile Townhall is a system of components that create micro-environments with individual objects that complement and add variety to the landscape.

The Townhall portfolio comprises five distinct and unique products, as part of this Rock provides a fun, captivating option to the rocking chair or beanbag and celebrates the 'fidget'. Its unique shape supports an upright posture for engaged participation, while providing a base that encourages action and motion.

Another key product from AllSteel is Rise, a tiered modular seating product, that can be used to assemble small or large groups for meeting and creative thinking in an impromptu manner.

By Bailey will also be showcasing original and innovative products from Danish design company [Normann Copenhagen](#). The range on display, all possessing the distinct minimalist design qualities include, sofas, a variety of tables, beautiful chairs, poufs and lights.

The recently unveiled Novus by [Frem](#) is also on show at By Bailey. This modular, interchangeable desking solution is built around a central spine allowing components to link together to form unique settings reflecting the diversity of different business practices.

Mark Bailey, CEO of By Bailey says:

“As a global dealer we service clients around the world and work with manufacturers that can handle the logistics. Allsteel is one of our favoured manufacturers and with Rock have a collection unique in its design and appeal - and we can deliver worldwide.

We are back into CDW with a bang, with our new global alliance and looking forward to a great week full of interesting people, informative talks and catching up with old friends.”

Schedule of Events:

Tuesday 21st May

9.30am to 11am – American Breakfast

Serving Muffins, Pancakes and Bloody Marys

Wednesday 22nd May

9.30am to 11am – American Breakfast

Serving Muffins, Pancakes and Bloody Marys

5.30pm to 8.30pm – #Rockfest Cocktail Party

Serving cocktails and other drinks

Thursday 23rd May

4pm to 6pm Round Table

A closed round table forum, where invited leaders and experts will discuss “Where do trends come from?”.

ENDS

Email anna@informare.co.uk for more details.

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About By Bailey

By Bailey was founded in 2015 with the intention to present the best in high quality furniture to the industry we've worked in for 30 years.

In our gallery space in Clerkenwell Green, decades of experience and research have resulted in a selection of some of the finest furniture in the world today. In partnership with a select number of complimentary brands, By Bailey offers the complete package: consultation, design, supply, installation and ongoing project support.

www.by-bailey.london

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