



PRESS INFORMATION

NEW CLERKENWELL SHOWROOM FEATURES RECYCLED PET

ACOUSTIC PANELLING BY WOVEN IMAGE

A beautiful new showroom featuring Woven Image's recycled acoustic performance wall panel Longitude, has opened in London's design heart Clerkenwell. The installation was overseen by The Collective, Woven's exclusive UK distributor.

The showroom provides a working office space for Clarus, the international writable glass board manufacturers, with a variety of showroom spaces to welcome clients informally and in work settings; a crittal-style glass meeting room; a large collaborative studio-style bench; height adjustable desks; high-backed soft seating booths and an informal lounge area.

With so many different types of working space in just 1,390 sq. ft. it was essential the design team made sure that each of these areas is functional and aesthetically appealing. Through The Collective, Clarus installed Longitude wall panels to reduce the impact of reverberating acoustics in the space. With a bevelled edge, the Longitude panels are a contemporary take on smart, traditional wood panelling.

The Longitude acoustic wall panel range is made of the award winning EchoPanel material in 12mm thickness. Longitude achieves up to an outstanding 0.75 NRC (noise reduction coefficient rating) when installed with a 50mm air gap. Available in a huge 27 colourways, EchoPanel is made of 60% recycled post-consumer plastic waste. It is estimated that to-date

Woven Image has recycled 107 million tonnes of plastic bottles to create their acoustic performance materials.

According to Lucy Abraham, Founder and Director at The Collective, Longitude was the perfect solution:” We’ve been working toward creating the best space possible with Clarus, who were meticulous about getting the right partners on-board. Woven Image create beautiful and, critically, functional acoustic performance products, so we were keen to use them to help create the environment we knew would be the best space for our clients and customers to experience our products.”

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About Woven Image®

Woven Image was established in 1987 after identifying a strong need for design driven interior finishes.

Based in Australia, they fast became a leading international business to business supplier of high-performance textiles and acoustic finishes for a wide range of commercial interiors across workspace, hospitality and education sectors. Woven Image has offices across Australia and Asia, and a large network of distribution partners across Europe, North America, Middle East and beyond.

Environmentally conscious products and sustainability are at the core of the company and because of Woven Image’s commitment they became pioneers in manufacturing to create high-performance textiles, wallcoverings, acoustic solutions and finishing materials using recycled materials. Today, almost all Woven Image products have gained environmental accreditations from third-party organisations.

www.wovenimage.com

About The Collective

The Collective’s passion lies in sourcing beautiful and sustainably manufactured, environmentally sound products for commercial interiors.

Working with exciting brands LOLL, Ophelis, IMO and Woven Image, The Collective is able to advise on the best ecologically conscious product solutions in acoustics, soft furnishings, indoor and outdoor furniture.

With many years’ experience at the heart of London’s architecture & design community in Clerkenwell, The Collective has helped design and install exciting, high quality, environmentally aware and innovative interior design to UK commercial interior projects.

www.thecollective.agency/