

# RAINLIGHT

## Press Release: Rainlight wins Design Guild Mark award

Rock, designed by Rainlight studio for American furniture manufacturer, Allsteel, has been awarded a prestigious Design Guild Mark award, by The Furniture Makers' Company, the City of London livery company and charity for the furnishing industry, in order to drive excellence and raise the profile of British design innovation. Now in its eleventh year, the mark recognises the highest standards in the design of furnishings in volume production by the finest designers working in Britain, or British designers working abroad.

Rock is one element of the Townhall collection, a range of movable soft seating, tables and accessories taking its cues from real-life work situations, supporting multiple functions, new postures and diverse activities. The collection provides a system of components that create agile micro-environments with individual objects that complement and add variety to the landscape. The agile Townhall portfolio comprises several distinct and unique products that address a variety of needs in the workplace and beyond.

Rock can be used individually or collectively, it celebrates fidgeting behaviour, eliminating static postures whilst supporting wellbeing and allowing users to work first and relax second with its fun, rocking motion. When in use the chair becomes planted, resisting slipping. Lightweight and easy to move with a simply pull of the neat leather handle, Rock can be used in any commercial or educational environment.

Rock can be seen this week at By Bailey, 33-35 Clerkenwell Green. This is the first time AllSteel has launched a product in the UK.

Chaired by Rodney McMahon, this year's prestigious judging panel for the furniture category included: Simon Alderson – twentytwentyone; Jeremy Myerson – Royal College of Art; Helen Berresford – ID:SR; Tom Pearce–Farrah & Pearce; Joanna Biggs – GA Design; Campbell Thompson – The Conran Shop; Elliott Koehler – Layer Design and Terence Woodgate – Terence Woodgate.

Helen Berresford RIBA, Head of ID:SR said:

*"The diversity of entrants shone through, with a wonderful eclecticism in craft, materials and manufacturing processes on show as well as approach to ecological responsibility. As the world of work, life and play blurs, so did the ideas of the entrants, with many pieces adaptable enough to be useful in many different contexts without compromising their purposefulness, design quality, or indeed their commitment to pushing the wellness agenda forward."*

Joanna Biggs, director at GA Design said:

*"This years' winners provided a refreshing mix of clever ideas, beautifully crafted details and creative solutions on how to live, work and relax. It's always a pleasure to be involved in the process and I hope the results will inspire more unique and innovative entries next year."*

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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.