



# LEE BROOM

T I M E M A C H I N E

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LEE BROOM LAUNCHES 10 YEAR SHOW  
FOR SALONE DEL MOBILE 2017



Time Machine | A Carrara marble grandfather clock | Limited Edition of 10

MILAN DESIGN WEEK 2017 – Critically acclaimed and award-winning British furniture and lighting designer Lee Broom will unveil his landmark tenth anniversary collection at this year's Salone Del Mobile from 4th - 9th April 2017. Entitled 'TIME MACHINE', the 10-year show is a unique and immersive installation set inside a derelict vault in the famous and historic Milano Centrale train station. The vaults, which have been unused for over thirty years and previously never been open to the public before, form the brand new Ventura Centrale Design District in the heart of Milan launching during Salone del Mobile 2017.



Ventura Centrale | Time Machine will be set within a disused vault in the Milano Centrale train station

## THE COLLECTION

The installation will feature an edit of furniture, lighting and accessories from Lee Broom's ten-year career including Bright On Bistro (2008), Carpetry Console (2009), Crystal Bulb (2012) and Drunken Side Table (2015), all reimagined in a completely white colour palette which gives the products a uniformity and purity. Each of the re-invented designs highlights the evolution of Broom's signature and unique mix of classicism, modernity and conceptual design in what will be a highly original body of work.



A decade of design | Lee Broom products from the past ten years reimagined in white

## THE INSTALLATION

The collection will be presented on a dramatic and modernist interpretation of a fairground carousel placed in the centre of the Milano Centrale station vault. The carousel will rotate to represent the evolving lifecycle the brand has journeyed throughout the past decade. The derelict vault, illuminated solely by the light of the carousel will be left untouched and in stark contrast to the purity and playful serenity of the installation. Exceeding over 340 sq meters, the exhibition will be the largest show to date and similarly to Lee Broom's presentations over the last few years it will seamlessly combine design, drama, movement and illumination in a surreal and unexpected experience offering a unique insight into Lee Broom's ten-year history.

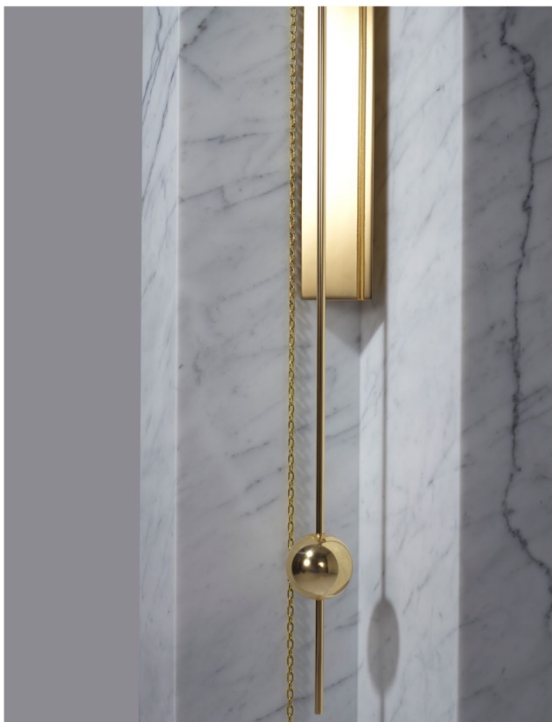


Iconic designs | Each of the reimagined designs launched for the 10-year anniversary will be a limited edition of 10



Of the landmark installation Broom says:

*“I am very proud of what we have achieved as a British design brand over the past decade so this landmark year and Milan presentation has always been very important for me. I decided I wanted to recreate pieces I had designed over the past ten years in a single colour palette and with new and different finishes which would give a cohesion to the presentation. I then explored interesting ways to present my designs which document the journey of the past decade in a thought provoking way. I also got the opportunity to create my own grandfather clock which has always been a dream of mine to design and very poignant for this show. Set within one of the most exciting spaces I have seen in Milan, I hope that this will be a memorable show for everyone which offers a look at the past with a glimpse to the future.”*



Time Machine | Hand-crafted from Carrara marble with a traditional clock mechanism and polished brass pendulum, weight and hands

## THE CENTREPIECE

Keeping with the essence of time and in addition to the re-imagined ten-year collection, a new exclusive piece will be created and launched at the show in the form of a statuesque marble grandfather clock. Hand-crafted from Carrara marble, the monolithic structure which will take centre stage in the exhibition features a traditional engineered clock mechanism with solid brass pendulum, weight and hands.

## LIMITED EDITION

To mark the ten-year anniversary, the grandfather clock and the re-imagined designs will all be limited edition with only ten of each being produced, Lee Broom's first limited edition collection since his debut in 2007.

## 10 YEARS ON

Lee Broom is one of the UK's leading product designers. With his highly original brand of luxury furniture and lighting designs, his work is recognised and retailed across the globe. In the last ten years since he founded the company, Broom has created over 100 furniture, accessory and lighting pieces, all of which are designed, manufactured and retailed under the Lee Broom brand. Broom has also designed products and interiors for other leading global brands including Christian Louboutin and Mulberry alongside designing over 45 commercial retail, restaurant and bar interiors. Most recently Broom has partnered with British heritage brand Wedgwood to create a prestige capsule collection of collectable Jasperware.



Designer Lee Broom with Time Machine; a Carrara marble grandfather clock

Broom's creative career began when he was a child actor performing in many TV shows and theatre productions, including being a member of the Royal Shakespeare Company. At the age of 17 he won the 'Young Designer of the Year' award which changed his focus and led him to work alongside Vivienne Westwood before moving on to study fashion at Central Saint Martins. After graduating Broom opened an interior design practise for four years after which he set up his eponymous brand 'Lee Broom' in 2007 launching his very first furniture and lighting collection which showcased during The London Design Festival and firmly established his name in the industry as the one to watch with products that are both unique and familiar.

Winning over 20 awards to date, including British Designer of the Year and The Queen's Award for Enterprise presented by Her Majesty The Queen in 2015, the past ten years have seen the brand grow at an unprecedented rate. By creating a highly original collection of coveted products and a Lee Broom universe, making the brand an experience for people to become part of, Broom has made design a successful global business with products retailed in over 250 stores in 48 countries around the world alongside his own flagship showrooms in London and New York.

#TIMEMACHINE

VISIT LEE BROOM DURING SALONE DEL MOBILE 2017

Ventura Centrale | Via Ferrante Aporti 17 | 20125 Milano

Press preview: Tuesday 4th April, 10am – 4pm

Dates: Wednesday 5th April – Saturday 8th April 2017, 10am – 8pm | Sunday 9<sup>th</sup> April, 10am - 6pm

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