

# Newsletter

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ALEXANDER ROSE

[www.alexander-rose.co.uk](http://www.alexander-rose.co.uk)



## Welcome

The year started with some of the most adverse weather conditions that have been seen in the last 100 years. Moving forward to Spring and Summer we hope for more settled weather and plenty of sunshine so that we can all enjoy our outdoor spaces and gardens.

The first few months of 2014 have already been a busy time for Alexander Rose.

Working with the UK universities, we are delighted to announce the winners of our first Student Outdoor Furniture Design Competition. You can read more about the judging process and the young designers who were nominated.

In this newsletter you can also read about our Avant collection which was chosen by Howbery Business Park for their Oxfordshire Conference Centre. Additionally we are pleased to announce our entry for the Design Guild Mark, which is administered by the Worshipful Company of Furniture Makers, in recognition of excellence in British Design. We hope you enjoy reading all our latest company news and wish you continued success for 2014.

Borge Leth  
Managing Director

## Avant Collection chosen for leading conference venue

When looking to replace the furniture for their patio area, Howbery Business Park, set within 70 acres of beautiful Oxfordshire countryside, invited Alexander Rose, to carefully assess their requirement. Katy Heasman, Commercial Sales Manager for Alexander Rose commented:

“Our Avant collection in Teak was put forward and selected due to its sleek and elegant contemporary style and the highly durable and robust quality of the furniture. Other considerations included that the chairs could easily be stacked; the tables could comfortably seat between 4 and 8 people and quickly be wiped clean; and that the furniture could be left out in all weather conditions with very little maintenance”.

Donna Bowles, Estates Manager at Howbery Business Park has said:

“Katy provided us with various options and the Avant range certainly fulfilled all our needs: Additionally, we were able to have our logo printed on our Stainless Steel parasols”.

The Avant Range comes with a 10 year warranty and provides dining and spa furniture options in Teak or Textilene with the table tops in a choice of Teak or High Pressured Laminate (HPL). The sleek engineered frames, made with Grade 304 Stainless Steel, contain a protective film of chromium oxide, which prevents surface corrosion, making them ideal for contract or commercial use.



# Become a Garden Furniture Designer

## The Challenge

**‘To design either a single piece of Outdoor Furniture or a Furniture Set incorporating the Alexander Rose weave material’.**

Students on full time UK university Furniture and Product Design Courses were invited to put on their creative thinking caps and enter the new Alexander Rose competition to see their designs put into production. The entries were judged by a panel which included Alexander Rose Managing Director, Borge Leth and Head of Design, Alan Morley, together with distinguished industry professionals Diarmuid Gavin, one of the UK’s leading Garden Designers and a Chelsea Flower Show Gold Medallist, and Jonathan Hindle FCSD, from the Worshipful Company of Furniture Makers, the furnishing industry’s charity.

The Judges convened at the London office of the Furniture Makers’ Company where they discussed in detail each entry, with particular focus on the rationale and creative aspect of the design and the technical explanation of the construction process in both written and visual format. They additionally examined originality, commercial understanding and ease of manufacture. Ergonomic constraints, sustainability and suitability for the outdoor environment were also debated.

## SILVER WINNER



## BRONZE WINNER



## THE JUDGING



## FINAL DECISION



## WINNING DESIGN ENTRIES



# GOLD WINNER



After hours of deliberation, the three winning designs were chosen. GOLD was awarded to Matt Thompson from the University of Derby, who has been offered a five year royalty fee with Alexander Rose on sales of his Design and an all-expenses paid trip to the Alexander Rose factory in The Philippines to see his winning design put into production. SILVER to Andrew Hodgson from London South Bank University who has won an all-expenses paid trip to the International Spoga Furniture Exhibition in Cologne, Germany and BRONZE to Krasimir Boshov, also from London South Bank University, who will be invited to the Solex Exhibition at the NEC.

The Judges commented as follows: **“The process of selection was certainly a challenging one. Matt’s winning design was chosen for its elegance, practicality and ‘Mad Men’ evocation of 1950’s modern mid-century design reinterpreted in contemporary weave materials. Andrew’s entry was very well presented and he brought an extra layer of style and prestige to a contemporary classic design. Krasimir’s sculptural piece embodies the power of furniture to create a strong visual statement in any setting. We congratulate the three winners and also thank all the other students and Universities who entered the Alexander Rose competition”.**

This new and prestigious competition has been developed to encourage young designers to take up careers in our industry. Working closely with Universities across the UK, the aim for the future will be to encourage young designers to engage in live and industry-based projects that will provide them with substantial real work experience. Matt’s winning design, along with all the entries that were submitted, can be seen in a special Student Showcase at the Solex Exhibition, 7th – 9th July 2014 at the NEC, Birmingham.

## Design Guild Mark recognition for Alexander Rose

The Design Guild Mark rewards the work of the finest British furniture designers working in volume production. We are therefore delighted to announce that Alan Morley, Head of Design at Alexander Rose, has been invited to enter this prestigious Award.

Administered by The Furniture Makers' Company, the furnishing industry's charity, the Guild Mark is recognised for excellence in British Design. It is awarded to designers who demonstrate original thinking, commercial understanding of manufacturing processes and sustainability issues.

Alan's entry for the award is the Wave Swing seat, part of the Ocean collection which was designed in 2008. The inspiration for this iconic product was based on curvaceous wave lines to harmonise with the Ocean theme. It was a showpiece design that firmly established the identity of the entire collection. The Swing seat is constructed from 100% powder coated aluminium frames and is hand woven using synthetic rattan weave made from high density polyethylene (HDPE) in a distinctive 'V' pattern.

Produced at the Alexander Rose factory in Cebu, the Philippines, the swing seat was designed as a flat packed product, to minimise packaging (recycled carton) and to maximise container space. Both aluminium tubes and rattan are 100% recyclable and production waste material is reused in-house to produce small components. The Wave Swing seat embodies the innovation culture of Alexander Rose and continues to challenge the boundaries of design, manufacture, functionality and durability.

Today, the Ocean Range consists of 26 pieces with total sales of 21,000 units to date, including 4600 Wave Models with the iconic Swing seat still in production.

Jonathan Hindle, Founding Chairman of the Design Guild Mark has commented: "We introduced the Design Guild Mark to reward excellence in the design of furniture in volume production and we are delighted to receive the entry from Alan Morley of Alexander Rose" Alan Morley commented: "I am honoured to be considered for the Design Guild Mark for the Wave Swing seat, one of Alexander Rose's most innovative products to date".

