

23rd November 2018

Modelling the Near Future/Collision & Mutation

A lecture by Luke Pearson of PearsonLloyd Design

Co-hosted by Element Plus and Tacchini

On the occasion of the 2018 Salone del Mobile Milano.Milano Shanghai, 22 – 24 November, Element Plus in partnership with Tacchini will be hosting a lecture by renowned architect and designer Luke Pearson of London based design & innovation studio PearsonLloyd.

Theme

The presentation is focused on the idea of COLLISION. There are multiple changes going on in the world at the moment, on a technological, cultural, social, demographic and political level. These changes are creating a vortex of change in human behaviour, environment, services, and business models. In his talk, Luke Pearson will try to make sense of this extraordinary change. Using design thinking he will help articulate and interpret the world using some of the studio's work as a reference.

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↳ Lecture by Luke Pearson h. 5:00 p.m.

↳ Cocktail evening from h. 7:30 p.m.

Element Plus Group Ltd, 2nd floor, Building N1, The Bund Finance Center
558 Zhongshan n.2 Road (E), Shanghai 200010, China



About PearsonLloyd

PearsonLloyd is a product, furniture and innovation design studio led by founders Luke Pearson and Tom Lloyd, and run from a studio in Shoreditch, East London. For the last twenty years, the agency has designed products, systems and environments for the home, workplace, transport and healthcare sectors. Its close relationship with clients including consumer brands, manufacturers and retailers has given the agency unparalleled experience in understanding the needs of users and the demands of business. Luke and Tom were awarded the distinction of Royal Designers for Industry by The Royal Society of Arts in 2008 and in 2012 were named in the top 50 designers 'Shaping the Future' by Fast-Co Magazine in New York. They have lectured for a number of years at ECAL and the RCA and regularly talk at international platforms. — pearsonlloyd.com

About Tacchini

Tacchini celebrated its 50th year in 2017 and in that time has become a reference point for the furniture business thanks to its constant stylistic and functional research, project and product culture and care for people and the environment. Tacchini is based in Brianza, the historical cradle of furnishing design brand Made-in-Italy. The company's aim is to improve domestic and public spaces through the passion, creativity and responsibility that are applied to its products and services. The result is a 'work in progress' of original and versatile solutions, suitable for every environment and situation and able to arouse emotions day by day. — *tacchini.it*

About Element Plus

The Element Plus Group Ltd. operates in the premium sector of the furniture market in China since the company was established in 2005. In 2014, the company aligned with their long-term business partners to create a new brand: Element Plus was born. With over a decade of extensive project experience and support from top-notch global furniture brands, it has successfully provided office space solutions to multinational corporations, has furnished financial institutions, law firms, media groups and architectural firms with quality office furniture, carpets, partition system and green plant solutions. Innovative, professional, and reliable are the basic elements of the philosophy for Element Plus. — *elementplus-group.com*

For more information, please contact:
Tacchini UK Press Office
Stefania Evans
T. +44 (0) 783 73 75 891
stefaniaevans@outlook.com