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FOR IMMEDIATE RELEASE

## Wayfarer Furniture explores one concept with two wildly different collections at Home 2014

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Through launching their 2014 catalogue, Wayfarer Furniture, a start-up based in the city of Leicester, looks to tackle the issue of sustainable living, functional furniture and realising 'Made in Britain' with two very different collections. The Prima and Tempo collections share similar design cues and use the same functional slot-together 'System-S' mechanism, however, by using materials like walnut for one range and cardboard for the other, the same basic concept has been applied to two visually very contrasting collections of furniture.

Harris Chapman, founder of Wayfarer Furniture, explains the reasoning behind the two collections, "During the design process it became clear that the materials that could be used to create a sustainably minded product could offer two perspectives on the issue; using wood would create a more durable product whereas using fibre and corrugate board would create a more disposable product," Durable vs. disposable led to the reality of high prices vs. low prices which further inspired the design process to take into account the realisation of two distinct collections, "The trade off when focusing on durability using environmentally friendly materials is that they are generally more expensive than their petroleum-based counterparts, and so by creating a more affordable range that uses lower grade but also low carbon materials allowed us to create a discussion point around the core concern of our company; that of the price of sustainable and ethical living people are willing to pay."

With bar stools, coffee tables and tweed cushions, it becomes clear that the discerning interiors the Prima collection is designed for will be very different to those of the Tempo collection. The Tempo collection's vibrant use of colour, industrial looking materials and economical pricing makes it more suited for areas of the home that reflect a more dynamic side of life.

The Prima and Tempo collections will be on show at Home 2014 at Earls Court 2, London 12-14<sup>th</sup> January. More information about the collections and to find out where to buy can be found on Wayfarer Furniture's website at [www.wyfr.co.uk](http://www.wyfr.co.uk).

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Notes to Editor:

Harris Chapman graduated from studying design at Loughborough University in 2012 and has since then joined the Prince's Trust enterprise programme to help launch his business. Taking part in Leicester City Council's Creative Enterprise Hub has also aided the development of the business, a reflection of the national drive to create more design-led start-ups.

Harris Chapman's approach to business is centred on creating ethical, environmentally-friendly and user-friendly high-quality products and services that meet demands brought on by changes in the way people live and work today.

For images and further information please visit [www.wyfr.co.uk](http://www.wyfr.co.uk). To interview Harris Chapman please email [info@wyfr.co.uk](mailto:info@wyfr.co.uk)

