



WALLPAPER* BUILDS CHAIR ARCH IN V&A COURTYARD IN ASSOCIATION WITH ERCOL FOR THE LONDON DESIGN FESTIVAL

Wallpaper*, the international design, fashion and lifestyle magazine, has commissioned a chair arch in celebration of the London Design Festival. Constructed solely of Ercol Originals 'Stacking Chairs', the arch will be located at the V&A Museum and has been designed with Martino Gamper.

The idea revives a long-forgotten Great British tradition from the Victorian age, when towns would celebrate special occasions, for example a royal visit, with a party and a commemorative arch spanning the high street. The arches would preside over processions, speeches and dances, and would often be composed of the town's main commodity. For example, in High Wycombe, Buckinghamshire – at one time the home to the British chair-making industry – chair arches were regularly constructed, with the first known version in 1877 marking Queen Victoria's visit to Disraeli at Hughenden Manor.

Acknowledging London's central position in the world of design, **Wallpaper*** and Gamper have designed a beautiful contemporary structure using more than 160 Ercol Originals 'Stacking Chairs'. The new design is being realised by London-based engineering firm Atelier One.

In contrast to the traditional arches, which generally consisted of a scaffolding frame with some chairs attached, the new design is a self-supported structure. The Ercol

chairs are stacked and spaced carefully in two catenary arches that overlap at their apex. The form is at once modern, organic and supremely elegant, resembling, in Gamper's words, 'a human spine'.

One of the arches will consist of the Ercol chairs in their natural wood finish, while the other will be stained in rainbow colours by Gamper himself.

Ercol, one of the only remaining British chair manufacturers still based in Buckinghamshire, has since discovered that the company was, in fact, involved in the very first chair arch, bringing the story full circle.

Wallpaper* Editor-in-Chief Tony Chambers says: 'When our design editor, Henrietta Thompson, presented the chair arch idea, we all instinctively felt it was the right time to revisit this long lost spectacle. Gamper was the ideal man to be charged with realising it and Ercol the perfect furniture company to collaborate with.'

The arch will be on display in the courtyard of the V&A during the London Design Festival from 19-27 September.

Wallpaper*

ABOUT WALLPAPER*

Truly international, consistently intelligent and hugely influential, Wallpaper* is the world's most important design and style magazine. It has attracted the most sophisticated global audience by constantly pushing into new creative territories and ensuring its coverage of everything from architecture to motoring, fashion to travel, and interiors to jewellery remains unrivalled. Wallpaper* has readers in 93 countries and has enjoyed unparalleled success in reaching the design elite right across the globe. To us, the world is one seamless marketplace, where consumers flit from one destination to the next, easily cross physical borders and cultural divides, and flirt with a variety of different brands, both established and undiscovered. With 12 themed issues a year, and a limited-edition cover by a different artist or designer each month, Wallpaper* has evolved from style bible to internationally recognised brand.

Best New Editor of the Year – Tony Chambers

British Society of Magazine Editors Awards 2008

Best Designed Magazine of the Year – Wallpaper*

'Wallpaper* continues to innovate with page after page of just stunning design. The most restrained, considered magazine in this category. A triumph.'

The judges, Press Gazette Magazine Design and Journalism Awards 2008

NOTES TO EDITORS

ABOUT MARTINO GAMPER

After an apprenticeship in cabinet-making, Gamper studied sculpture and product design at the University of Applied Arts and the Academy of Fine Arts in Vienna. In 1996, he moved to Milan, working as a freelancer for internationally renowned design studios. He moved to London in 1998 to do a two-year masters degree at the RCA, after which he started up his own practice developing and producing a wide range of objects from limited-edition and semi-industrial products to site-specific installations. His work has been exhibited in various spaces, including London's V&A, Design Museum, Sotheby's and Oxo Tower, Nilufar gallery in Milan, Kulturhuset in Stockholm, MAK in Vienna and the National Gallery in Oslo. Gamper has an abiding interest in the psycho-social aspects of furniture design and behind each of his pieces, there is a story involving materials, techniques, people and places.

ABOUT ERCOL

Ercol was founded in 1920 by young Italian designer Lucian Ercolani OBE. From the early 1920s through to today, Ercol has worked with craftsmen, manufacturers and retailers to create and extend the Ercol furniture collection to the widest audience. The Ercol brand has become synonymous with great design combined with functionality. Ercol has a strong British design heritage and today's designs are created within its design studio in Princes Risborough in the Chilterns. The adjoining factory has won awards for its innovative design and environmental credentials.

The 'Stacking Chair' used in the Wallpaper* chair arch was designed by Lucian Ercolani in 1957, a variant on the classic 'Windsor' chair that he evolved from the 'bodgers' who were makers of chairs in and around High Wycombe going back several centuries. In its heyday, it was purchased by schools in huge numbers, and thousands of chairs were produced by Ercol in the 1950s and 1960s until Robin Day's polypropylene chair entered the marketplace. The design was revived in 2002, when Margaret Howell asked Ercol to reintroduce the chair, which she now sells through her clothes stores around the world.

ABOUT ATELIER ONE

Atelier One is a structural engineering consultancy committed to creating structural solutions that are appropriate for and contribute to the overall building design through close collaboration with other members of the design team. With approximately 20 staff working from offices in London and Brighton, the practice has the resources and expertise to complete a broad range of architecturally challenging projects to exacting schedules.

Atelier One was founded in 1989 as a small team by Neil Thomas, offering an enthusiastic and innovative approach, which resulted in its involvement in a wide variety of prestigious projects. Atelier One has a close association with Atelier Ten, a team of environmental engineers, which adds another dimension to its progressive approach. Atelier One runs a core team of talented staff under the guidance of directors Neil Thomas and Aran Chadwick. When specific challenges arise they will often extend their design team and draw upon the experience of external consultants as a source of inspiration, while maintaining their goal of finding simple structural solutions.

Atelier One has completed a number of international projects, including the shell structures of the new Singapore Arts Centre and the façade engineering for Federation Square in Melbourne, Australia. Another recently completed project is the £22m conversion of the Baltic Flour Mills into an Arts Centre for Gateshead. Atelier One is also involved in a variety of art installation projects, as well as developing a series of high-spec modular structures. In all of these projects, Atelier One continues to pursue efficient, aesthetic and architecturally ambitious engineering solutions to enhance modern buildings.