

PRESS RELEASE SEPTEMBER 2019

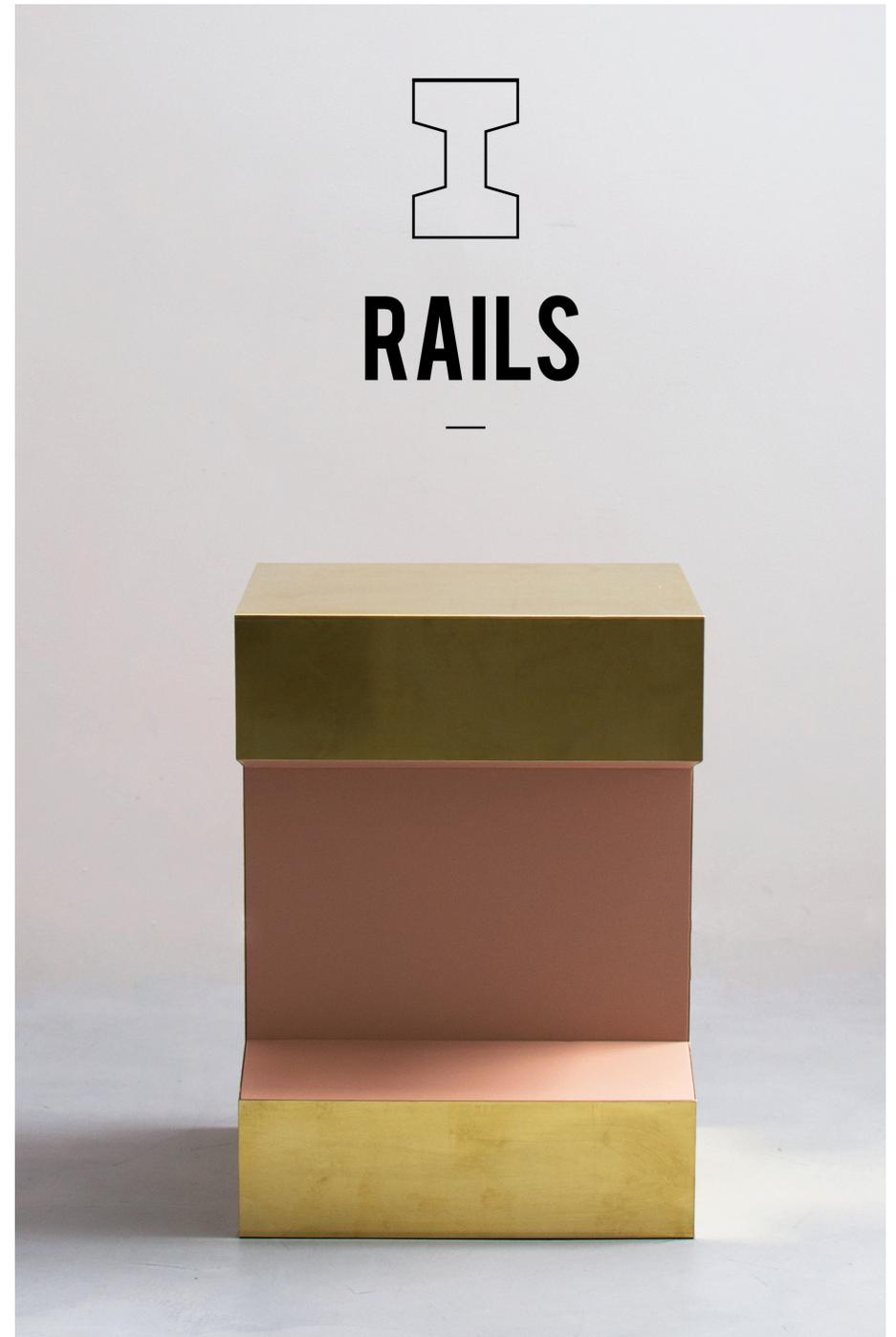
RAILS MAKES A NEW JOURNEY AT THE LONDON DESIGN MUSEUM SHOP

After a well-received launch at this year's Clerkenwell Design Week, Gwendoline Porte's RAILS is to be available to view at the Design Museum, and to buy via its online shop.

PRESS ENQUIRIES:

Gwendoline Porte
E: contact@gwendolineporte.design
T: +44 (0)78 9699 6119
gwendolineporte.design

Rioco Green
Design Museum Press and PR Manager
T: +44 (0)20 3862 5914
E: Rioco.Green@designmuseum.org



RAILS MAKES A NEW JOURNEY AT THE LONDON DESIGN MUSEUM SHOP

After a well-received launch at this year's Clerkenwell Design Week, Gwendoline Porte's RAILS is to be available to view at the Design Museum, and to buy via its online shop.

Part-way between sculpture and furniture, RAILS is a modular concept, inspired by the form of railway tracks and the concept of 'journey'. Porte conceived the system when she worked on a fictive redesign of Fulham Broadway Station's old Edwardian ticket hall during her studies at Chelsea College of Arts, UAL, London. 'Being given the opportunity to retail at London's Design Museum is a real privilege,' says Porte. 'I have long admired its dynamic approach to design, research and education and I hope my collection is a good fit for its ethos of innovation and curiosity.'

The inspiration for Porte's limited edition range came from the idea of fluidity and movement. 'In this digital age, we spend a lot of time working, while wireless technology enables us to move around more freely,' she observes. 'RAILS matches that flexibility with a collection of timeless modules that suit the way we live and work now, whether in contemporary office spaces, hotel lobbies or home living areas. The simple yet ingenious shape of these stackable objects speaks to our primitive need to let the human body express itself.'

The functional sculptures are playful, graphic and ergonomic. Each is made from plywood and built as a boat hull, resulting in a surprisingly lightweight (less than 10kg), easy-to-handle feel. They can be stacked on top of one another to form a column, multiplied to form a hexagonal, or separated to become a stool, chair, coffee table or side table. The pieces can lie horizontally or vertically or combined to create a bench, wall or a landscape or used simply as a striking standalone art piece within a room.

Available in a range of colours, finishes include metal brass, lacquer and wood. The patented modules are available in three sizes at standard seating heights: 450, 550 and 750mm. They can be bought individually or in multiples.

Every piece is handcrafted with care in Italy by specialist metal and wood artisans who blend traditional techniques and innovative technology. Unlacquered, brass pieces are designed to reveal a gentle patina over time. This first collection is created for indoor use, while an outdoor edit, made from Jesmonite, is in the pipeline.

Find RAILS at designmuseumshop.com.

NOTES TO EDITORS

GWENDOLINE PORTE

Gwendoline Porte is a French interior designer, born in 1974, who lives and works in London.

She spent her childhood under the Caribbean sun and the shade of palm trees, growing up barefoot, in contact with warm sand and the colonial houses of Guadeloupe. As an adult, she moved to Paris to study and work as a PR in fashion, events, arts and digital marketing. She then moved to London, whose cosmopolitan nature prompted her to embrace the idea that 'anything is possible.'

Porte recently graduated in Interior Design at Chelsea College of Arts, UAL, receiving the Dean's Award for her work. RAILS, designed as a functional sculpture, was inspired by a cross section of railway tracks and aims to capture the essence of life's journey. It was exhibited at Decorex London, Paris Design Week, the Decorative Arts Museum in Berlin and most recently at London's Clerkenwell Design Week 2019.

'I love travel and history,' says the designer. 'I believe we are constantly reinventing things based on what we know and what we see. I am influenced by so many creative minds, from Le Corbusier and Pierre Paulin to Basquiat and Warhol.'

Undoubtedly, Porte's inspiration stems from her travels and her exotic roots. Her designs tell a story using clean lines and natural, often raw materials that age beautifully. She likes to mix different elements to add contrast and create a balance of styles, between male and female, traditional and contemporary, rustic and luxurious.

gwendolineporte.design

THE DESIGN MUSEUM

The Design Museum is the world's leading museum devoted to architecture and design. Its work encompasses all elements of design, including fashion, product and graphic design. Since it opened its doors in 1989 the museum has displayed everything from an AK-47 to high heels designed by Christian Louboutin. It has staged more than 100 exhibitions, welcomed over five million visitors and showcased the work of some of the world's most celebrated designers and architects, including Paul Smith, Zaha Hadid, Jonathan Ive, Miuccia Prada, Frank Gehry, Eileen Gray and Dieter Rams. On 24 November 2016, The Design Museum relocated to Kensington, west London. Leading architectural designer John Pawson has converted the interior of a 1960s modernist building to create a new home for the Design Museum giving it three times more space in which to show a wider range of exhibitions and significantly extend its learning programme.

designmuseumshop.com