



RAILS OPENS ITS FIRST LONDON POP-UP

RAILS®

A modern system for fluid living

LONDON, DECEMBER 2019 - RAILS, the innovative furniture-sculpture range conceived by designer Gwendoline Porte, is to occupy its first pop-up space in London's Notting Hill. During January 2020, customers, retailers, designers, architects and industry insiders can see the collection in situ, in an exciting creative space shared with French heritage skincare brand Cosmydor (cosmydor.co.uk).

Porte developed the range 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. Part-way between sculpture and furniture, RAILS is a modular concept, inspired by the form of railway tracks and the concept of 'journey'. Designed with fluidity and movement in mind, the pieces are playful, graphic and ergonomic. 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 or side table.

The West London pop-up, conceived as a home-from-home, sees the collection in a range of inspiring lifestyle settings, designed to showcase its versatility and unique appeal. Made from plywood and built like a boat hull, the pieces are complex to design and produce and admired for their timeless, ergonomic appeal. Available in a range of colours, individual finishes include brass, lacquer and wood. Plans are also afoot to launch a weather-proof version for outdoor use, available in summer 2020, as well as a capsule tile range, designed around the RAILS motif to produce a striking, geometric feel.

French-born Porte will showcase her unique pieces alongside skincare brand Cosmydor, founded in 1877. The heritage French label, renowned for its handcrafted creams, serums and soaps, has been recently reimagined under the creative eye of Xavier Quattrocchi. 'Displaying our products in the same space feels like a natural move,' comments Porte, who has designed a limited-edition RAILS-inspired paper packet to encase Cosmydor's elegant hand milled soaps. 'Our brands have a synergy based on their mutual appreciation of organic materials and forms, plus a love of playful design.'

The space, in lively Golborne Road, is inspired by the graphic shapes of Brazilian Modernism and the appeal of a nomadic existence in a digital age. The soft fluid lighting designs of French maker Julien Barrault and plenty of lush foliage will punctuate the interior, designed to browse and lounge in. A Toile de Laque© panel by Atelier Maury adds texture, and antique furniture, sourced by Porte at Quindry.net to complement her pieces, will be available to buy.

After a successful launch at 2019's Clerkenwell Design Week, followed by a permanent retail space at the Design Museum in London, January's pop-up represents a natural progression on the exciting journey of this evolving brand.



RAILS at 90 Golborne Road, London, W10 5PS

4-30 January 2020 inclusive.

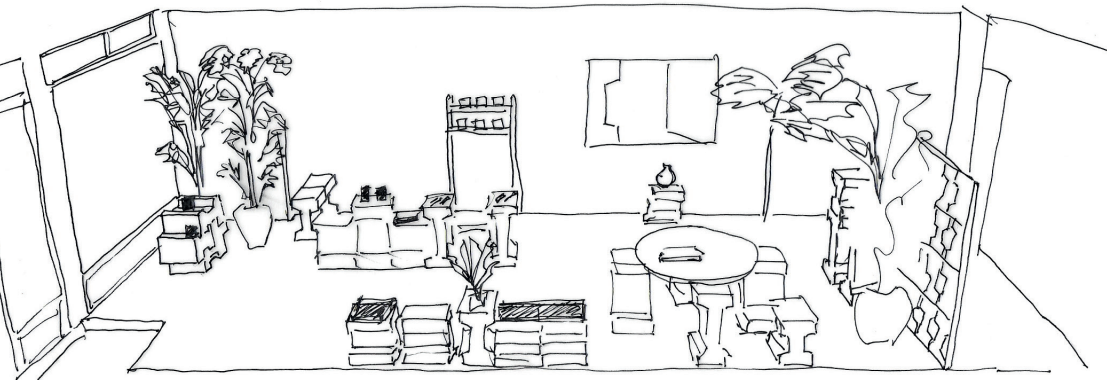
NOTES TO EDITORS

ABOUT RAILS

Each module is made from plywood and built as a boat hull, resulting in a surprisingly lightweight (less than 10kg), easy-to-handle feel. RAILS 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 combine 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 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 Europe 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. An outdoor edit is in the pipeline, as well as a range of tiles, handmade in Morocco.

RAILS is now available to buy at the Design Museum Shop (designmuseumshop.com) and at Adorno Design (adorno.design).




rails_edition

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 has been exhibited at Decorex London, Paris Design Week, the Decorative Arts Museum in Berlin, London's Clerkenwell Design Week 2019, London Design Fair, 100% Design and Pierre Frey's Design Centre Chelsea Harbour showroom.

'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.'



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