



## 'A Day to Remember'

Fifteen unique interpretations of Robin Day's iconic 675 chair to be auctioned in aid of the Robin and Lucienne Day Foundation

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Charity Project Press Release June 2019

<https://casefurniture.com/675-chair-charity-project/>

#ADaytoRemember





Robin Day and the 675 chair

Archive Images © The Robin and Lucienne Day Foundation

Fifteen leading designers from the world of textile design have been invited to pay tribute to one of Britain's greatest designers by customising Robin Day's iconic 675 chair.

Initiated by Case Furniture in partnership with Heal's and the Robin and Lucienne Day Foundation the project, entitled 'A Day to Remember', will help improve the future of young British designers by supporting the educational work of the Foundation through an exhibition display and live online auction.

Paula Day, daughter of Robin and Lucienne Day and Chair of the Robin and Lucienne Day Foundation said: *"The Robin and Lucienne Day Foundation represents the work of two of Britain's greatest 20th century designers. It is dedicated to carrying their design legacies forward into the future, to enrich the lives of generations to come and inspire the great designers of the future."*

The bespoke designs, alongside the launch of two new fabric ranges by Case, will form part of a three-week window display and in-store presentation at Heal's flagship store on Tottenham Court Road from 1st to 21st August 2019. Each design will be previewed in newsletters in the lead up to the event before the three-week bidding window opens. All proceeds will be donated to the charity.

Confirmed participants include: Eleanor Pritchard, Donna Wilson, Charlene Mullen, Cristian Zuzunaga, Wallace & Sewell, Eley Kishimoto, Hannah Waldron, Beatrice Larkin, Catherine MacGruer, Darkroom, Bill Amberg Studio, Stitch by Stitch, Margo Selby, David Irwin and Christopher Farr.







### **Why this matters?**

Robin Day (1915 - 2010) was one of the most acclaimed British furniture designers of the 20th Century whose outstanding body of work made a major contribution to world design. With his wife, textile designer Lucienne Day, he pioneered a new modern idiom which transformed British design after World War II.

Robin Day helped shape the post-war furniture industry by introducing new materials such as plywood and polypropylene to bring contemporary design to the wider public at affordable prices. He was convinced that good design could improve the quality of people's lives.

In 2014, Case launched an authentic new production of Robin Day's 675 chair, originally designed in 1952. The continuing success of the chair lies in its elegant minimalist design which perfectly marries functionality, engineering and style.

The Days' legacy lives on through the work of the Robin and Lucienne Day Foundation, a design education Charity set up by the couple's daughter in 2012. As well as running an Awards programme for design students, the Foundation collaborates on educational projects and is developing a digital archive which is an important resource for exhibition curators, design historians and writers.

Visit <https://casefurniture.com/675-chair-charity-project/> for further information on the designers involved and their creations, the Robin and Lucienne Day Foundation and further details on the silent auction. #ADaytoRemember

### **Notes to editor**

#### **Case Furniture**

Established in London in 2006, Case is dedicated to delivering excellent design at good value. Working with world-renowned award-winning designers, Case is a vanguard of creativity and creates modern furniture with integrity and character.

With an exemplary attention to detail, the highest standards and never compromising on quality, Case combine cutting-edge technology and advanced manufacturing techniques to make the best design accessible to the mass market.

Case designers includes Matthew Hilton, Shin Azumi, David Irwin, Marina Bautier and Nazanin Kamali who are each specialist in their own fields.

“We choose designers because we like their work and, importantly they have a passion for what they do. That experience shines through in each product and we hope that the marriage of design, knowledge and function is equally evident.”

– Paul Newman, Director

### **Robin and Lucienne Day Foundation**

Furniture designer Robin Day (1915 - 2010) and textile designer Lucienne Day (1917 - 2010) hold a unique place in 20th century design history. For nearly seven decades they pursued independent careers alongside each other, both making outstanding contributions to British design.

The Robin and Lucienne Day Foundation was set up by their only child Paula Day in February 2012. The design contents of Robin and Lucienne Day's home were donated to public collections including the V&A Museum and the Geffrye Museum, London.

Fiona MacCarthy OBE and Professor Sir Christopher Frayling became Patrons.

The Robin and Lucienne Day Foundation was registered as a Charitable Incorporated Organisation on 10th May 2016 (Registered Charity no. 1167016).

[www.robinandlucienndayfoundation.org](http://www.robinandlucienndayfoundation.org)

### **Heal's**

Heal's has been designing, making and selling quality furniture for more than two centuries now, so it's no surprise that it's known as 'the home of modern and contemporary designer furniture'. Starting out as mattress makers in 1810, and later embracing the ideals of the Arts and Crafts movement, Heal's has a long history of collaborating with prominent designers. Heal's is as passionate today as it's always been about introducing new ranges, discovering the stars of the future and pushing the boundaries of outstanding contemporary design.

Heal's. Where Design Lives.

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