BENCHMARK

Whole Life Thinking:

Benchmark launch AYA collection designed by Foster + Partners

At Clerkenwell Design Week, British furniture maker Benchmark will unveil the **AYA collection** designed by Foster + Partners Industrial Design Team. AYA demonstrates Benchmark's circular approach to thoughtfully create for the benefit of both people and planet.

From 23-25 May, these new pieces will be on display at the British Collection exhibition at St James' Crypt. Benchmark will be recreating a corner of their workshop with materials, samples and prototypes; and telling stories of reuse, repurpose and refurbish to encourage and stimulate conversation on how the power of collaboration can be harnessed to encourage changes in perspective and whole life thinking.

A circular approach

The focus for the AYA collection is to create more from less. Made in solid timber, the humble form of Foster + Partners' restrained design is combined with material honesty to delivery beauty and functionality with minimal impact. Launched with Life Cycle Analysis and Environmental Product Declarations, AYA is presented with full carbon footprint labelling, a Lifetime Repair Service, and a Take Back Scheme to encourage sustainable consumption and a circular mindset.

Benchmark
Clerkenwell Design Week
May 2023

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The AYA collection is made with solid FSC British grown ash. Variation of character and colour is embraced, rather than rejected, to minimise waste. The pieces have been designed and made to be easily disassembled for repair, and finished with natural oils for ease of refurbishment, to enable the pieces to be in use for several lifetimes.

Locking in the Carbon

Our ash trees are currently being felled due to ash die-back. Ash is fantastic for furniture making yet undervalued, so much of the felled timber is being left to rot or being used for firewood releasing the sequestered carbon back into the atmosphere. By using the ash to make furniture, we can lock in the carbon for many years.

Good for Planet and People

AYA has also been designed with consideration of human health and well-being. The simplicity of design, soft tactile curves and natural materials provide a connection to nature and promote a restorative and calming environment. The collection is finished with low VOC oils for healthy indoor air quality and certified Declare Red List Free. This provides transparency and assurance that there are no toxic or harmful chemicals involved in its production.

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Designed to be tailored

Designed to sit comfortably in the home or workspace, the collection includes a **Dining Table, a Conference Table, a High Collaboration Table with/without a Reading Light, and Stools**. All tables are available in a range of standard sizes and, as with many of Benchmark's collections, can be ordered in custom sizes.

For more information about Benchmark's new collection, or to request high-res images, please contact press@benchmarkfurniture.com

A selection of images can also be downloaded here >

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Notes for editors

View the AYA collection at:

The British Collection
St James' Crypt
Clerkenwell Green
London EC1R 0EA

Opening times
23 May: 10am – 6pm
24 May: 10am – 9pm
25 May: 10am – 5pm

Benchmark

A powerhouse of craft, Benchmark is one of the UK's leading furniture-makers. Founded by Terence Conran and Sean Sutcliffe in 1984, the company has a mission to create furniture that contributes to human health and wellbeing, using natural, sustainable and non-toxic materials. With workshops in Berkshire and Dorset, Benchmark works with many of the world's leading architects and designers on commercial and residential projects. From forest to finished piece, Recently awarded the Kings' Award for Enterprise in Sustainable Development, Benchmark is positioned as a leader in sustainable enterprise. Its approach marries forward-thinking design with exemplary levels of craftsmanship and creativity, producing furniture that exudes natural warmth and soul. A

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