

# FOLK

UPHOLSTERED EDITION

EDITION—1



BY PEARSONLLOYD

**Allermuir**

## Folk

Folk is a mercurial, but modest family of chair, stool and table designed for Allermuir by PearsonLloyd. Its earthy simplicity just feels right, like it's a design that's always been around. Originally intended purely as a bistro chair, it grew into something more versatile, suitable for a diverse range and size of settings. Folk is both timeless in its seemingly familiar design, and timely in its modest and ingenious flexibility.

A range of wood, plastic and metal finishes, different colours and now upholstery options allow you to change Folk's flavour so that it can appear like a range of different chairs that somehow sit together harmoniously in one space. It's flat pack - no glue - assembly and minimised usage of sustainable materials make it a meaningful contribution to a ward over production.







FOLK . 04

## Like it's always been there

Stripped back with a softness and sturdiness that both beckons and becalms, Folk has an effortless appearance that belies the two years of painstaking development perfecting the design obsessively with minute adjustments time and again.







## The same but so different

Adding upholstery not only changes the way the collection looks, it changes the way it feels which in turn opens up the possibilities for application.

Available in an earthy colour palette of six powder coat finishes, matching colour washes with either a matching plastic or wood seat and back, and now an upholstered seat and back.

The Allermuir configurator makes it easy to specify and style Folk to suit individual tastes and spaces.



## Carefully considered comfort you probably won't notice.

Like its aesthetics, the Folk chair just feels right. Its low profile back has been meticulously contoured to maximise support and comfort, whilst its footprint has been kept to a minimum, so that it stacks efficiently and stays true to its unobtrusive nature.



We designed Folk to be something understated, elegant and subtly surprising in its transformation when brought to life in different materials and colours.

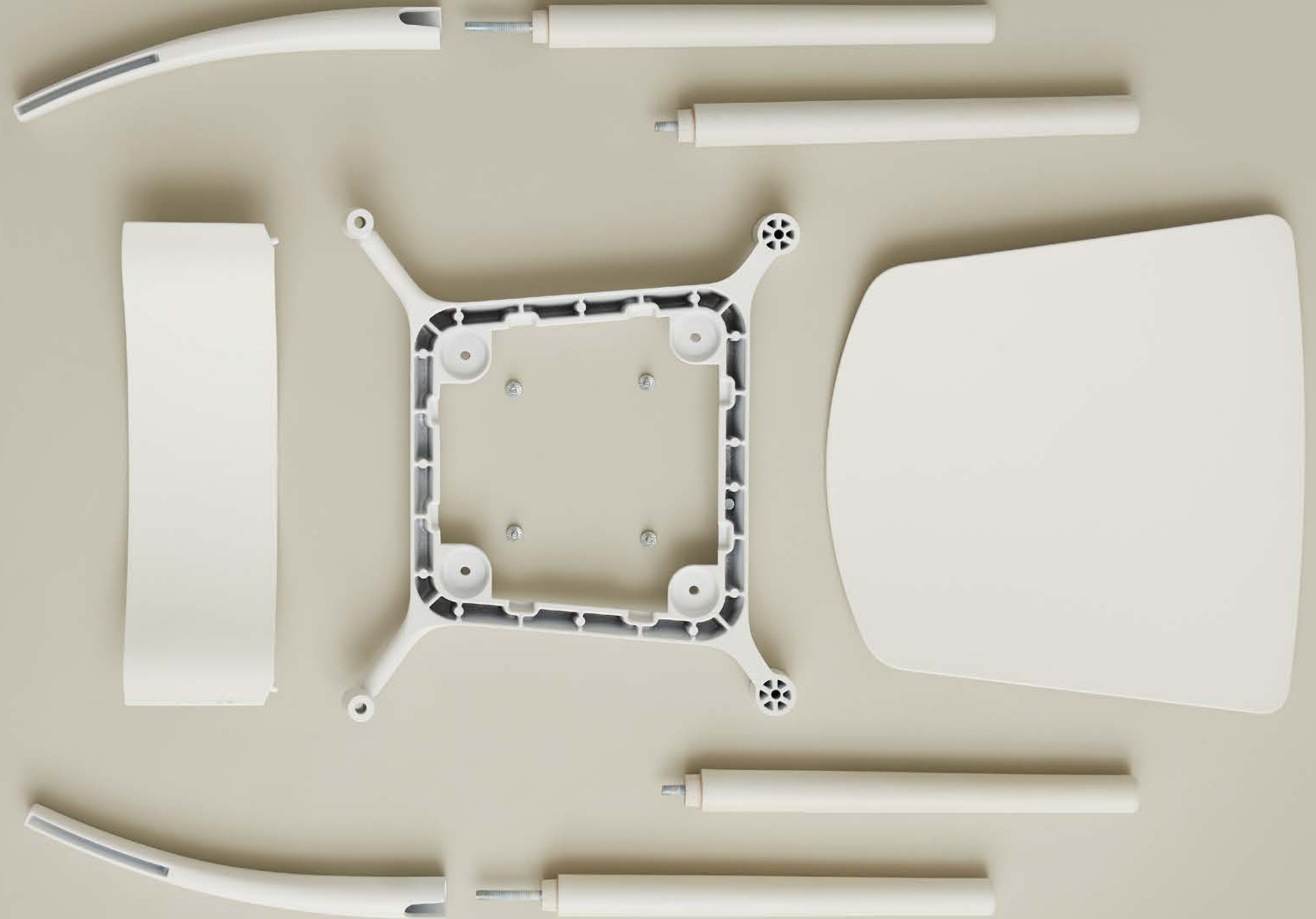
Luke Pearson — PearsonLloyd



## Fewer parts that work harder together

Folk's design has also ingeniously responded to contemporary distribution and logistics issues. Its flatpack nature means it can be stored in volume, assembled anywhere and is ready to be shipped.

At the end of its life it can be easily broken down to recycle or reuse.





## Design by PearsonLloyd

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PearsonLloyd is a product, furniture and innovation design studio led by founders Luke Pearson and Tom Lloyd, and run from a studio in Shoreditch, East London. The agency's work is driven by a need to understand and interpret a world that is experiencing rapid and often unexpected change. It's in depth research into these changes - in both the material and digital world - enables PearsonLloyd to create design solutions that are appropriate and relevant for manufacturers, brands and users. The studio is highly collaborative in its approach. It embraces the restrictions imposed by product type, function, material and process and delivers products that are beautiful, efficient and useful.

## Watch the Film

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Delve deeper into the design and manufacturing processes behind our Folk collection by PearsonLloyd.

## Explore Folk

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Visit [allermuir.com](https://allermuir.com) to configure your design and download all of Folk's imagery and product related assets.

Allermuir