

## Established & Sons Exhibits in Basel

World-leading design company Established & Sons will occupy an ex-pharmacy building across from the Art Basel venue of Messe Basel to show a pop-up installation of its LIMITED collection during the world-renowned art fair, from Tuesday, 3rd June to Friday, 6th June.

Designers whose work will be showcased include Zaha Hadid, BarberOsgerby, Amanda Levete/Future Systems and the team of Terence Woodgate and John Barnard.

The pieces being shown at this disused venue have never before been seen in Basel, and they represent the best of collectable furniture in the world today.

Three tables from IRIS, the current BarberOsgerby exhibition at the Established & Sons LIMITED London gallery, will be on display, as will the West Bench and North Console from architect Amanda Levete's Around the Corner exhibition held earlier this year. This will be the first time these pieces have been exhibited outside London.

Zaha Hadid's celebrated Serif shelves from the Seamless Collection will also feature in the Basel show.

The revolutionary Surface Table, designed by Terence Woodgate and John Barnard, recently launched at the Milan Furniture Fair will also be on view.

Venue address: Clarastrasse 57, 4058 Basel

Opening times: Tuesday 3 June – Thursday 5 June, 10am – 8pm

Friday 6 June, 10am – 5pm



For further information please contact:  
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A good headline

First paragraph:

- Who?
- What?
- When?
- Where?
- Why?

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Main body

— More on why

— How?

Event details



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Branding

Contact details

# Style and tone

- Write in the third-person
- Use the active - not passive - voice
- Use strong verbs
- Make sure your claims are true
- Don't advertise!
- Economy of words
- Write for the media

### **What doesn't work...**

- When it's not news...
- Crap headline
- Poor writing and bad grammar
- Bad sales pitch
- Full of pseudo-academic or technical gobbledegook
- Bad images