For Immediate Release:

VUUE launches furniture collection that defies categorization.

Office. Residential. Hospitality. Indoor. Outdoor.

Melbourne-based designers Ceci and Aydin Keyvanloo have responded to the movement away from strict definitions of spaces with a new collection of seating and tables. The collection is to launch at the International Contemporary Furniture Fair (ICFF) in New York May 14-17, 2016.

“With the Mornington Collection we wanted to design something that works in any environment and has an elemental appeal.” Ceci continues, “It should have character but function in multiples without overwhelming a space.”

Before moving from concept to production, the duo explored how well the collection suited a variety of contexts from historical to industrial, eclectic or contemporary. Mornington was tasked with working as well around a kitchen island as in a hotel restaurant.

Aydin drew on his experience designing and manufacturing fixtures for brands such as Starbucks, Chanel and Apple to create a durable collection that doesn’t compromise aesthetics.

“Mornington provides the building blocks, allowing people to imagine how to use them.” With nine key items and a variety of materials, one can create ninety-six standard combinations. Sixty of these combinations can be used indoors and out.

It was the café culture and coastal location of Melbourne that influenced the collection that takes its name from a retreat just outside of the city. As Ceci notes, “I have found Melbourne has a vibrant design culture that extends beyond the design community itself. Australians are very forward-looking. Melbourne is a great incubator of design.”

Prediction for the future: Expect to see VUUE pop up across the globe.

For more information or to schedule an interview with the VUUE founders, email info@vuue.com.au.