

## ANOTHER COUNTRY COLLABORATES WITH BUILDING DESIGN COMPANY EKKIST TO DEVELOP NEW DESIGNS FOR 'THE NATURAL HOME'



Another Country and design studio Ekkist have collaborated for the London Design Festival to launch the Ori Collection, a range that demonstrates how design can improve well-being. The collection is launched on 15<sup>th</sup> September, during London Design Week, at Another Country's Marylebone showroom.



The Ori range is inspired by the well-being design principles incorporated in the Ekkist and Studio McLeod-designed concept dwelling, 'Ori House'.

Ekkist designs and creates buildings that focus on enhancing human health and well-being through a unique design framework, focusing on natural materials, light, air quality and aesthetics. Ekkist's core ethos is that architecture and design can be harnessed to improve our overall quality of life, health and happiness, and their work is based on principles of the WELL Building Standard\*.

Another Country was founded in 2010 and has built a loyal following for its designs in contemporary craft furniture and accessories. It aims to deliver quality and longevity at fair prices; its products are built to last, both in terms of construction and style. Another Country's products are made from sustainably harvested timbers and they make use of both time-honoured craft techniques and modern technology to manufacture in as sustainable a way as possible.

The Ori House's attributes have now become a source of inspiration for Another Country and Ekkist's joint collaboration. The two companies' shared values, of beauty, functionality and sustainability, allowed the partnership to flourish.



Another Country founder, Paul de Zwart, comments: "The ethos of Another Country fits perfectly with Ekkist, the focus is on creating welcoming, sustainable and non-toxic homes that will last. We see ourselves as purveyors of the natural home and this was the perfect

For all press enquiries please contact:

Christine Samuelian / [Christine@friendsandco.co.uk](mailto:Christine@friendsandco.co.uk) / 07957 203037

Eleanor Lloyd / [Eleanor@friendsandco.co.uk](mailto:Eleanor@friendsandco.co.uk) / 07984 135261

## Another Country®

opportunity to collaborate with the minds behind the Ori House. This is what the future should look like for both the house itself and the furniture inside.”



“[The WELL Building Standard] focuses on human health and well-being not just environmental credentials,” says Ekkist co-founder Olga Turner. “Many of the other standards don’t pay enough attention to building materials’ subsequent impact on human health and well-being.”

Ekkist, collaborating with Studio McLeod, designed the UK’s first self-build wellness concept home that encapsulates design for well-being principles based on scientific research and the WELL Building principles.

Among Ori Houses’ features are the use of non-toxic building materials, air and water filtration systems, a lighting system designed to benefit the owner’s body clock and interior planters to improve air quality and encourage interaction with nature. Ekkist is now raising funds to build the first Ori House.

The collection includes:

- Guest bed / day bed which pulls out to become a UK king size bed with Naturalmat Organic coir (coconut fibre) mattress and recycled wool upholstery, providing a flexible solution.
- Coffee table with handles, encouraging movement and a flexible approach to the home interior.
- Planter, a refined take on a familiar outdoor planter, placing plants as the centre of the home.
- Hinged Mirror, functions as a full-length mirror but also bounces light around the interior space
- Large Mirror, can be wall-mounted or wall / floor leaning. The door-like size means it reads as part of the architecture and, again, bounces light around the interior space
- Plant shelf (*scale model*)
- Side table with removable tray and hidden storage space (*scale model*)
- Bed (*scale model*)
- Wardrobe with cedar back and copper handle detail - copper has anti-microbial qualities (*scale model*)

The project will launch in the Another Country showroom during London Design Festival, 15-23 September 2018.

*Another Country, 18 Crawford Street, Marylebone, London, W1H 1BT*

[www.ekkist.co](http://www.ekkist.co)

[www.anothercountry.com](http://www.anothercountry.com)

\*[The WELL Building Standard is a performance-focused system for measuring, certifying and monitoring features of the built environment that impact human health and well-being. Research has proven that an individual’s health and well-being is at least 70 percent dependent upon environmental factors and lifestyle choices. Knowing that the average individual spends at least 90 percent of his or her time indoors leads to a focus on how the built environment can enhance our health and wellbeing.]

For all press enquiries please contact:

Christine Samuelian / [Christine@friendsandco.co.uk](mailto:Christine@friendsandco.co.uk) / 07957 203037

Eleanor Lloyd / [Eleanor@friendsandco.co.uk](mailto:Eleanor@friendsandco.co.uk) / 07984 135261