

NOISE BY KIRKBY DESIGN X GREEM JEONG

AN IMMERSIVE INSTALLATION FOR MILAN DESIGN WEEK 2023

London-based contemporary textile studio Kirkby Design will unveil NOISE, an experiential installation in collaboration with Korean artist Greem Jeong for Milan Design Week 2023 from 17th-23rd April 2023. Located in the heart of Brera, NOISE draws attention to consumption and waste expressed through graphic and sculptural form.

Providing a contemporary backdrop to the installation, SCRIBBLE is an abstract wallcovering from Kirkby Design's new collection, printed on a blended ground of FSC certified wood pulp and corn fibre. A sustainable and environmentally friendly option, corn is a renewable resource that can be grown and harvested with limited impact on the environment. Created by Kirkby's in-house design team, SCRIBBLE as the title suggests, was playfully created using crayons to make expressive marks and scribbles to the beat of music.

Translating this energetic pattern into a 360 installation, the studio, who have gained a reputation for their experimental collections and forward-thinking approach to sustainability within the textile industry, approached artist and friend Greem Jeong to take inspiration from the design and bring the Milanese exhibition space to life.

Having experimented with 3D printing for some time and being frustrated at the volume of waste associated with it, Greem has developed and repurposed waste plastic, reinterpreting Kirkby's SCRIBBLE design and expanding upon it, to create a life size sculpture. Created from 98% waste plastic from the 3D printing process and 2% natural binding agent, the dynamic sculpture will consist of several tube-shaped modules and connecting pieces.

Inviting visitors to become part of the installation as they journey through and interact with the exhibition space, NOISE by Kirkby Design x Greem is a truly innovative installation that brings together two forward-thinking creatives to highlight a future-oriented approach to the usage of consumer waste and sustainability within design.



Artist rendering of space



“We spend a lot of time and energy thinking about how to upcycle plastics that are already used excessively and easily thrown away. But now we need to think about a more fundamental problem. That is to consider how to have responsibility for consumption and production. I believe it is important that we try to be conscious of our environmental impact and use our talents to showcase and highlight positive change and new ways of working. I hope this installation really inspires people talk about the subject.”

Greem Jeong, Artist



“We really hope people love the space and are wowed by what we have done with Greem. It’s going to be an immersive experience and I hope it inspires people to keep talking about sustainability more.”

Jordan Mould, Brand Director, Kirkby Design

NOISE for Milan Design Week 2023 will be on display from Monday 17th April until Sunday 23rd April.

SUSTAINABLE NOTES

As part of our commitment to reducing our impact on the environment, we are working with our charity partner, Trees for Life, adding 100 trees to our existing grove of 1045 trees to offset our carbon footprint of Milan Design week. For further details about our work with Trees for Life please visit treesforlife.org.uk/groves/296533/

We will also be reusing any materials from the show where possible, including re-purposing the sculpture by Greem Jeong.

VISIT NOISE BY KIRKBY DESIGN x GREEM DURING MILAN DESIGN WEEK 2023

17th – 23rd April 2023

Via Solferino ang via Castelfidardo 2 | 20121 Milano | 10am-6pm daily

NOISE PRESS PREVIEW

Monday 17th April 2023 | 630pm - 830pm

PRESS CONTACT

For further information on Kirkby Design, high-res imagery or interview opportunities with brand director Jordan Mould and artist Greem Jeong please contact: iain.niven@romo.com

ABOUT KIRKBY DESIGN

Led by Brand Director, Jordan Mould, influential British interiors brand, Kirkby Design, has a contemporary and sometimes playful approach to innovative design and colour. Creating distinctive textiles from its in-house studio in London, Kirkby Design has also pioneered unique collaborations including the successful Underground collection with Transport for London and with iconic fashion brand, Eley Kishimoto.

[KIRKBYDESIGN.COM](https://kirkbydesign.com)

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ABOUT GREEM JEONG

Greem studied Object & Spatial Design at ESAD de Reims in France. After graduating in 2017, she moved to Seoul, Korea, and currently works as an artist and designer. She has previously been commissioned by Bottega Veneta, Louis Vuitton and Genesis Automotive. She focuses on creating interactive objects and spaces to please people and to stimulate their curiosity.

[GREEMJEONG.COM](https://greemjeong.com)

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