

# Imaginative and original contemporary concept furniture

Submitted by: Lloyd Design

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It has been a long term ambition for designer (<http://www.lloyddesign.co.uk>) and maker Lloyd Stacey to be able to create and produce his own furniture. In a competitive field, with a lot of talent, it is a rather daunting step to start a new business.

It is an idea that Lloyd has considered for many years but when it finally happened it was in quite a serendipitous way.

He had some ideas for what is now 'Alumina' (<http://www.lloyddesign.co.uk>) and soon had a prototype made which he very quickly realised had to get to market. After that the ideas began to snowball and the business plan began to grow.

There has been a lot of support available; Business Link West Midlands in particular have been invaluable. Lloyd recently attended a weekend seminar that helped him acquire the confidence to start a business, it helped demystify the whole process.

Lloyd design is based in Stourbridge, the home of glass blowing and crystal. He trained in London with a furniture and cabinet maker whose approach was to combine hardwood and stone. He then owned a successful carpentry business designing and making bespoke projects, anything from wooden cabins and summerhouses, to fitted furniture and children's playrooms.

Lloyd previously had a background in design, starting his eclectic career as a graphic designer in major advertising agencies and design & marketing companies in the south of England.

'Alumina' is a new concept in furniture. Redefining the boundary between sculpture and functionality, Alumina stops people in their tracks with its simple elegance.

Supplied with a multi function remote control that adjusts LED (<http://www.lloyddesign.co.uk>) lights. Alumina ranges through the complete colour spectrum.

Facilitating the finest materials, environmentally forested hardwoods and 19mm toughened glass top, along with the finest, hand finished craftsmanship (<http://www.lloyddesign.co.uk>), these tables are functional, as well as ambient and meditative.

We have shown Alumina with a bamboo design that has been sandblasted onto the underside of the glass top, but it could, however, be anything. Already of particular interest for the corporate market, where a logo could be displayed.

The lights are 12v, therefore efficient, environmentally friendly and have a lifespan of up to 100,000 hours with all parts, if necessary, easily replaced.

Alumina is one of several designs in a new range of contemporary (<http://www.lloyddesign.co.uk>), concept (<http://www.lloyddesign.co.uk>), furniture (<http://www.lloyddesign.co.uk>).

For more information please go to: [www.lloyddesign.co.uk](http://www.lloyddesign.co.uk); [info@lloyddesign.co.uk](mailto:info@lloyddesign.co.uk) or call 01384 350143 or 07903 672280