

# willer

## WILLER HOSTS CASTE SALON



### CELEBRATED KENSINGTON GALLERY BLURS BOUNDARIES BETWEEN PRIVATE AND PUBLIC SPACE

On 1st May, Willer launched a secondary gallery in partnership with Montana-based designer, Ty Best, co-founder of Caste. The space was formerly used by Willer to host rotating solo exhibitions, but has now been transformed into a salon where key furniture and lighting pieces from the Caste collection are shown within a fully functional designed space, complemented by objets available through Willer, including textiles, ceramics and glass.

Founder Rebecca Willer plans to use the salon for meetings with clients and artists, blurring the boundaries between gallery and social space, "It is a very comfortable, relaxed space that enables us to show people how things can be put together in a meaningful and considered way. The Caste lighting and furniture are statement pieces that add a new dimension to an interior, a world away from ubiquitous and highly standardised furniture ranges. They are a natural counterpoint to the wonderful art collections our clients often own."

Caste editions are designed entirely by Ty Best, who first made his name as a talented visual merchandiser, achieving prominence with memorable, provocative, and highly creative display work for a broad range of high-end specialty stores in New York. Having also pursued interests in fine art, sculpture, and painting, he created his first furniture collection in 2007 and established the Caste brand the same year.

From the beginning, Ty's work has been jointly and variously inspired by evolved natural forms, both animate and inanimate; modern architectural and industrial design; and the fine hand workmanship of traditional crafts. His one-of-a-kind furnishings are remarkable for their organic beauty, crafted in noble materials including bronze, marble, bridle leather and classic woods. He and Willer first began collaborating in 2015 and his designs are available in the UK exclusively through the gallery.

The Caste salon will be open for a year, with further collaborations planned for the future. Rebecca Willer is excited about the potential this new use of the space offers, "A high percentage of our clients are design professionals, with interior designers and architects visiting from all over the world. Being able to sit and talk in an environment that reflects my own curated eye enables people to understand that these are not isolated pieces, but all part of one evolving story."

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### THE MAKING

The collection is designed entirely in Montana by Ty Best. All pieces are first carved from wood to arrive at prototype shapes, no matter what their final material is to be. Pieces are then made for clients in Montana or Chicago.

### ABOUT WILLER

Willer is a beautiful amalgam of art gallery and collectible furniture showroom. Rebecca Willer seamlessly mixes the two to great effect in her Holland Street space in London. Willer is an essential source for architects, designers and private collectors with a constantly changing selection of both limited edition and exclusive pieces, often developed personally by Willer with the artists, craftsmen and designers. The gallery represents international artists and designers, including Philip Michael Wolfson, Massimo Micheluzzi, Ted Muehling, and Paul Mathieu.

For more information, including loans, images and prices, or to arrange a visit to the new space please contact Rebecca Willer: Email: [r.willer@willer.co.uk](mailto:r.willer@willer.co.uk) Tel: +44 (0)207 937 3518