

**LO/ZINE
ISSUE 01**



**TEN
YEARS
OF MAKING**





Lozi (n, Persian)

A rhombus. Used in describing traditional woodworking techniques, textile designs and architecture.

Lozi (adj. Zambian)

'plain' in Makololo language.

Soroush
Founder/Designer – maker

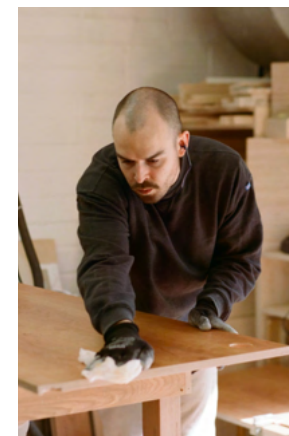
Rowena
Designer – maker



At Lozi, we believe that the furniture we surround ourselves with should be more than beautiful or practical - it should also be personal.

Founded in 2013 by Soroush Pourhashemi, Lozi designs and makes minimal, modern, plywood furniture. Every piece is made by the Lozi team at our Work/Shop on Hackney Road in East London.

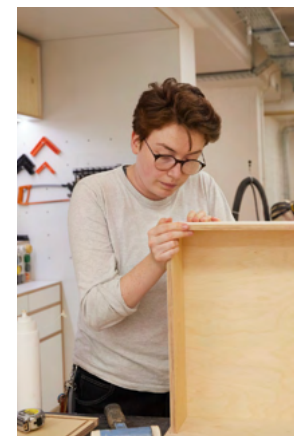
It's been a phenomenal decade here at Lozi, growing from a one-man-show in the corner of a warehouse to the team and space we have now. We truly can't put into words how much your support over the years has meant to us. We hope you enjoy looking back over our story, and we look forward to seeing you again in our next chapter.



Simon
Maker



Molly
Maker



Max
Production Manager / Maker



Soroush is holding a 1392 sign here, which is the year 2013 in the Persian Calendar!

Once upon a time in a North London warehouse...

Our founder Soroush was living within a community of creative minds, with the lucky addition of a free studio space. This was a place for experimenting, where ideas could percolate and form into gifts and one-off commissions for his artistic neighbours.

Having always had an interest in plywood and its unexpected ability to bend, Soroush developed his engineering knowledge by studying a Masters at Brunel University and became more innovative with the material. Gradually, his workshop took shape.

After building a vacuum press - the same trusty machine we still use in our workshop today - Soroush created Lozi's first curves: the U-shelf and Curved Stool. You can still find both of these original products today on our website. Check them out by scanning the QR codes here.

U Shelf



Curved Stool



“For the first time, I shared my experiments around plywood in an exhibition - and it was fantastic. That became the beginning of everything, the beginning of Lozi.”

Soroush, Founder



With six designs under his belt, Soroush decided to take a big leap into the Grand Designs Live show at ExCel London. The 3m x 1m exhibition stand showcased only a snippet of Soroush's ideas for plywood, but it was received amazingly and the Lozi ball began rolling.



2014

A new year and a new workshop.

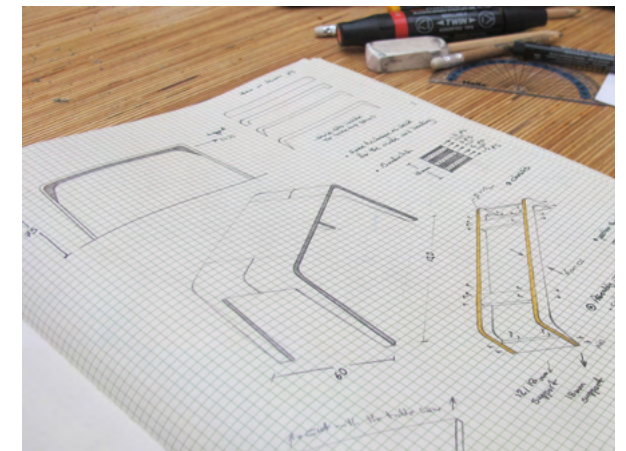
Soroush upped sticks and moved himself and Lozi into a space on Goodge Street, just off Tottenham Court Road. Rather than artists, he was now surrounded by a similarly creative bunch of architects. But the best part? The space was free of charge, meaning Soroush could keep Lozi's expenses low. A priceless gift for a new business.

Not satisfied with only bending plywood, he also bent a few rules, and turned the building's small shop front into a pop up shop, hosting exhibitions and events over the course of a few months.

All the while, Soroush continued to explore the world of furniture through plywood, creating one-off, small to medium-sized commissions.



This was Lozi's first year exhibiting at 100% Design and the Home Show, where the amazing feedback from customers pushed Soroush to keep designing, keep making and, most importantly, keep going.



“There was a big push by the end of 2014 - to invest in Lozi, to think about a bigger space and decide, what's next?”

2016

Our team began to grow and we made Hackney Road our home.

After flying solo for a few years, Soroush expanded the team to two. Lozi now had a marketing guru.

We were once again exhibiting at 100% Design with a range of free-standing furniture. The show was a huge success; we met a whole host of brilliant people, with bespoke projects and orders happening off the back of the exhibition.

But the year's biggest highlight was moving to a shared unit at 262 Hackney Road - just a few doors down from our current Work/Shop. You might know it now as the famous Dom's Subs, but back in 2015, No. 262 was home to Lanark Coffee. And our spot was tucked away at the back of this unit.



“It was super exciting to have a workshop of our own. And especially in East London. I felt that Lozi’s style, our furniture, suited this spot more than anywhere else in the city.”



The dream Work/Shop was taking shape.

Sharing a space with Lanark had been a pivotal step, but the truth was we needed bigger machinery and more room.

The opportunity arose at 278 Hackney Road to take over the entire unit, a much larger space than Lozi needed at the time. This was a big decision that wasn't made lightly, but Soroush decided to go for it.

Initially, we sublet out the shop front. But after six months, this became our first (mini!) Lozi showroom.

2016

We invested in our biggest machine to date and the Wave joint was born.

2017 was a big year for Lozi, starting strong with the purchase of our CNC machine (which we fondly refer to as Beyoncé). With just two designer/makers at the time, we were at maximum capacity and physically couldn't increase our output. But the CNC changed that completely, bringing another level of precision and accuracy.

We were able to develop the Wave joint, a form that simply couldn't have been created with hand tools. This led to us creating our Wave Shelving System which we showcased at Clerkenwell Design Week.

Our exhibition was featured across numerous national publications, including a full page spread in the Evening Standard. This led to even more exciting projects.

“Thanks to the CNC, we started developing some really interesting features. It revolutionised what we could do.”

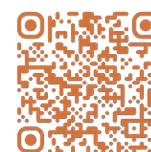
2017



This was also the year we collaborated with the Rio Cinema in Dalston for the first time. Rio has always had a special place in Soroush's heart and he approached them to help with the refurbishment of their basement whisky joint, named after the cinema's founder - The Ludski Bar.

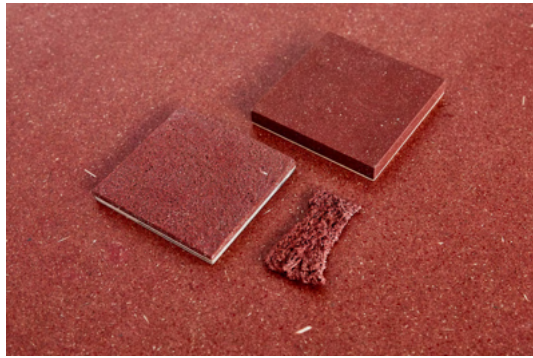
Influenced by the Art Deco building itself we created backlit, veneered shelving, a curved bar and the Rio Chair, a custom seating collection featuring our signature wave joint. We also added a playful, cinematic twist to our existing Sunset Lamp using shadowed film reels. This was a stand out project for us and the beginning of a long-standing relationship with the Rio Cinema.

Wave Shelving



Sunset Lamp





A year of firsts.

In 2018 we completed our first official, comprehensive House of Lozi project. Within this holistic design service, we're able to create furniture for an entire home, weaving a consistent aesthetic thread throughout each room.

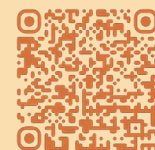
For Ilaria, a London-based book editor, this was truly a head-to-toe project, including a vast bookcase/crafting table in her living room, maple veneer kitchen cabinetry and a bespoke home office. Thanks to Ilaria's trust, the House of Lozi concept became a reality.

As well as this, in 2018, we created our first bio-resin surface, made using our sawdust waste. We launched the product at a panel talk in our Work/Shop, alongside a number of other sustainable brands. This included Toast - a beer made from bread waste, eco-swimwear company Davy J, and Smile Plastics.

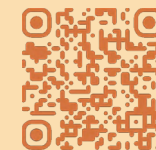
We began with the colourway pictured here - a deep, rich red - and our range now includes white, yellow and black.

We ended the year with a very special event indeed: a Lozi wedding, as Soroush and his partner Barbara tied the knot in our Hackney Road Work/Shop.

Learn about our bio-resin surface



Wave Table



2018



2019

We began designing our biggest project to date and House of Lozi came to London Design Festival.

Across the road from our Work/Shop at 278 Hackney Road, design-led developer Artform were planning to build Hide, a collection of nine apartments overlooking Haggerston Park and Hackney City Farm.

Influenced by their natural surroundings and history of craft in East London, Artform's design team were seeking local artisans to work on the project. It wasn't long before we were sat in our first meeting, discussing kitchens and curved wardrobes for nine new apartments - wardrobes that went on to become a huge hit for Lozi afterwards. This was our biggest contract to date.

At London Design Festival we showcased the House of Lozi concept for the first time, exhibiting some of the larger Artform pieces alongside free-standing furniture to create a miniature apartment. The exhibition was well received and was one of the most successful trade shows we've ever had.

Bed



Curved Shelves



2019 also saw us work with The Point Theatre in Eastleigh, Southampton, on their new performance space. Specialising in risk-taking contemporary performance such as aerial and circus, the theatre needed seating that matched its playful and versatile nature.

We designed a modern bench set that could be laid out, combined or easily removed, working harmoniously alongside each use of the performance space.

“Working on the apartments at Hide allowed us to expand the business. We challenged ourselves with the scale of the project and it paid off.”



A year that no one expected.

In the first few months of the pandemic, we officially completed all nine kitchens and every wardrobe for the Hide apartments. A huge project ticked off.

We then set our sights on launching our Work From Home collection - a series of furniture pieces and accessories that could transform any space, no matter the size and with a smaller budget. Lockdowns and laws meant we weren't able to visit clients at home for site visits and meetings, but the Work From Home collection meant we could still make an impact. We were able to design and build each piece, then ship it out, without needing to leave the workshop.

We worked on a lot of international orders and developed a flat-pack range, creating handy instructions for our customers to use at home.

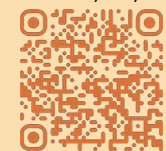
Our projects and products were featured in a number of magazines and the Lozi creative community was growing - we reached 10,000 followers on Instagram, a very exciting milestone for us!

2020

Work From Home
Desk



All-Day Tray





2021

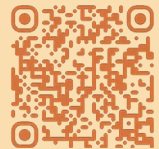
We expanded next door and then across the globe.

By 2021 we were keen to add to our range of available products, but we simply didn't have the space at No. 278. As it turned out, our neighbour at 276 was leaving and we were able to take over the unit on a temporary basis. Here, we created a separate office space to our Work/Shop, which allowed us to use the full size of our original unit to make furniture.

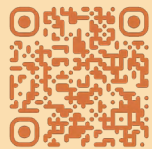
It was a difficult year for new designers and creatives in general, so we wanted to share our platform and do something exciting. We decided to hold a competition that would involve designers from all around the world, inspiring them to create an interesting idea for a low-cost, accessible product that would utilise our waste wood. The £9.99 design challenge was born.

We chose three winners, dotted around the world. They created the concepts for our Sunday Egg Cups, Key Place and the Instant Frame. All three were an instant hit and are still available to buy from our website.

Sunday Egg Cups



Key Place



Instant Frame





It was time for Lozi to come back under one roof.

2022 was an exciting year for us. We knew we wanted to have the whole Lozi team back together under one roof and, by a stroke of luck, 280 Hackney Road (next door!) became available. This was a much larger workshop space, with the opportunity to have a showroom and studio upstairs. While it was a big decision to make, really it was a no brainer. We got the keys.

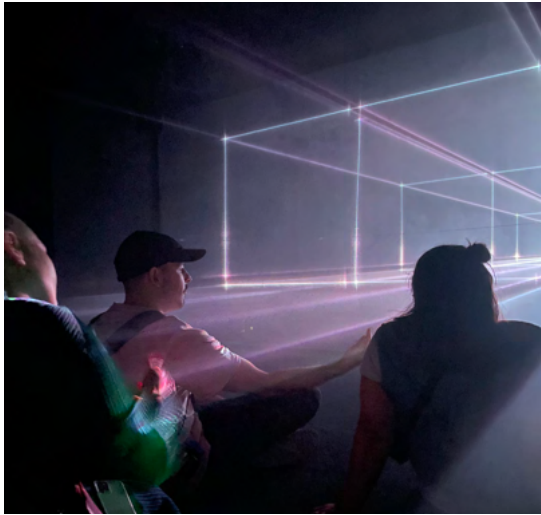
The space needed a great deal of work to bring it back to life, but it was also blank canvas, so we could shape it exactly as we liked. We began by building our dream workshop downstairs, keeping the showroom renovation for 2023.

In May we introduced Culture Day, where we all down tools for the afternoon once a month and head out to immerse ourselves in an inspiring experience picked by one of the team - from traditional Japanese woodworking techniques to immersive digital technology and a private tour of one of London's greatest examples of Modernist architecture.

Meanwhile, with Lavan's House of Lozi project we transformed a studio flat into a two-bedroom apartment using partition wardrobes, hidden beds, a media unit and kitchen. This project showcased the unlimited capabilities of Lozi design, even - or perhaps especially - for small spaces.

2022 was also the year we watched the lionesses win the Women's Euros live at Wembley Stadium!

Lozi Culture Day



Lavan's House of Lozi



A new showroom at 280 Hackney Road.

With downstairs and the workshop nearing completion, we were ready to focus our attention upstairs, towards our brand new office and showroom. This flexible space provides us with our first ever retail experience where our customers can properly interact with Lozi products.

In May, we held a grand opening, alongside the launch of three new pieces within our Wave Collection. These were the Wave Stool, Beam and Coffee Table. During the event, guests had the chance to tour the Work/Shop with one of our designers or makers, learning all about Lozi and our design and build process.

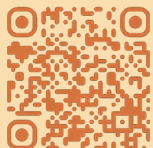
This year we also returned to the Rio Cinema to help with renovations of the ground floor, providing bespoke seating and a new bar, and we have another project in the works with design-led developer Artform, crafting a collection of kitchens and wardrobes for their upcoming Dalston apartments, Seam.

And that brings us to now! 10 years on from a warehouse in North London, we have an amazing community of people that have made Lozi what it is today. Thank you to everyone that's supported us on this journey.

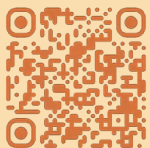
2023



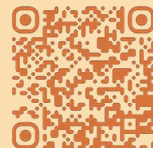
Wave Stool



Wave Beam



Wave Coffee Table





“10 years on, we have an amazing community of people that have made Lozi what it is today. It’s an exciting milestone for us and the start of a new chapter ”

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BESPOKE PLYWOOD FURNITURE



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