

## NEW BALANCE'S COMMUNITY SPACE DURING THE LONDON MARATHON

New Balance partnered with Run The Boroughs (RTB) a London based running community to create Everybody's Local a Soho based pop up space designed to bring RTB into a new location.

Based around the idea of cultural exchange, Everybody's Local allows RTB to reference and reimagine landmark cultural spaces as a contemporary meeting point for their community.

Everybody's Local merges the worlds of performance and culture to create a cross over space for the running community, with the look and appeal of a contemporary lifestyle space. Within the space visitors can hang out with like-minded souls over a coffee and pastry, purchase limited edition merchandise and listen to DJ sets whilst relaxing with a beer or wine in the evening.

Set within an archetypal Soho townhouse, the space was designed by Talah Interiors who selected USM as the key furniture partner. USM was the perfect furniture to create an aesthetic that references sports halls with a combination of clean lines, block colours and geometric shapes.

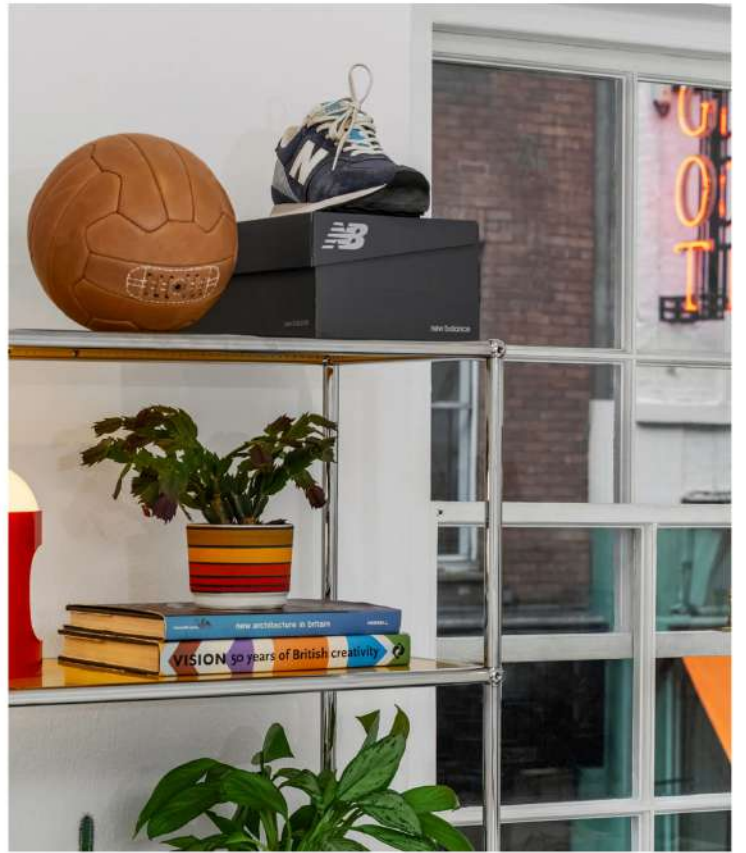
“USM felt like an organic fit to the brief set out by Generation.Works. USM's steel modules enable a modular approach to an area which can be increased or decreased depending on its requirements. This playfulness in USM's core design aesthetic crossed over into this reimagined space

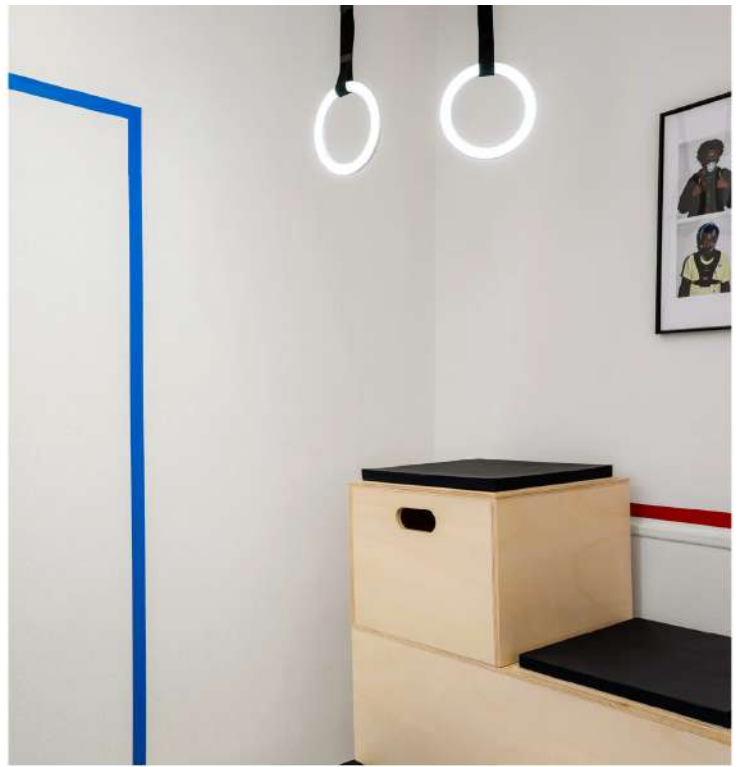




crossed over into this reimagined space naturally for this pop-up. The contemporary colour choices from USM also paired magically with the brief to marry everything in the space". Comments Farnaz Ari Design Director at Talah Interiors.







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