

# CULT VISION

## CULT VISION PRESENTS YAIR NEUMANS DESIGNS FROM DELEREX™.

For this years' Clerkenwell Design Week Fringe Festival, Cult Vision Curated Eyewear in Clerkenwell will display DELEREX™ lamps and eyewear by conceptual, product – and eyewear designer Yair Neuman.

Focusing on the theme of vision, Yair's DELEREX™ range includes lights and eyewear frames made entirely from discarded lenses from the eyewear industry.

DELEREX™ is a translucent or coloured material, made entirely from discarded lenses from the eyewear industry. Yair Neuman invented DELEREX™ in direct response to seeing the excess of plastic in the eyewear sector that is usually destined for the incinerator. His invention turns this 'waste' into a new, aesthetically pleasing material.

The collection is intended to be unapologetically highly visible and features chunky DELEREX™ that is polished to a high sheen. This emphasises the stunning qualities of the material, providing 100% expression from 100% recycled plastic.



This will be the third time CULT VISION takes part in the **Clerkenwell Design Week Fringe Festival** and the CULT VISION founders Marianne and Panos Nicolaou are very excited for the come-back of the show this year.

In 2019, their in-house creative technologists designed a retro claw grabber to be part of an interactive window display: 'Up for Grabs'. Visitors were invited to test their skill at operating the retro claw grabber with design prizes up for grabs: Flat pack bird house by London design studio Smith.Matthias, Lens cloths by Textile Designer Amelia Graham and Leather Eyewear cases by Manu Torres Eyewear.

The previous year, Cult Vision presented bespoke programmable LED eyewear displays for the Fringe Festival. Conceived by CULT VISION founder Panos Nicolaou, designed and built by furniture designer Peter Cathersides and enhanced with built-in tech by Creative Technologist Justin Nowell. These are still part of the Cult Vision furniture today.

Learn more about Yair Neuman's designs on [The Curated Showcase](#).

Notes to editor:

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**CULT VISION PRESENTS YAIR NEUMANS DESIGNS FROM DELEREX™:**

Dates: 24<sup>th</sup> – 26<sup>th</sup> of May 2022

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**About CULT VISION:**

At CULT VISION, we curate an exclusive collection of cult eyewear brands; original frame designs, made from the best quality materials and the finest craftsmanship. Our eyewear is chosen from a handful of independent, carefully selected, design and craft-led brands – all with a story behind them.

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**About YAIR NEUMAN:**

Yair Neuman is a renowned conceptual, product and eyewear designer. He explores the opportunities of sustainable design and works towards minimum environmental impact solutions. Yair conceived eyewear brand Wires Glasses and has created collections for British and European eyewear brands. He has designed for notable companies including Samsung and LG and developed art pieces for Bob Dylan (Halcyon Gallery). Yair is currently the Artistic Director for Maison Bourgeat Paris and his studio pieces are sold globally, represented by Bonham gallery NZ/AU and Noblhaus in the US.

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**About the Clerkenwell Design Week Fringe Festival:**

As well as hosting an abundance of furniture and interiors showrooms, Clerkenwell is also home to a variety of other creative practices including architects, branding agencies and craft studios.

In celebration of Clerkenwell Design Week 24<sup>th</sup> – 26<sup>th</sup> of May 2022, a selection of these local practices open their doors to the festival's visitors and host workshops, displays and installations.

Website: <https://www.clerkenwelldesignweek.com/fringe/cult-vision/>