



Block launches the modern mantel clock

UK design studio Block has announced the latest addition to its Origami-inspired clock collection.

The Mountain Fold Desk Clock provides a modern alternative to the traditional mantel timepiece. Made from powder-coated steel in the UK, the clock features a simple vertical fold that aligns the eye to 12 o'clock.

Available in a carefully curated palette, the desk clocks create shifting interactions between light and colour throughout the day.

Tara Ashe, lead designer, said: "Our starting point was a paring back of clock design to its essential qualities. We identified that the vertical line was fundamental to the measurement of time; that the human eye is habituated to seeing 12 o'clock with the subtlest of visual cues."

Having recently taken a research trip in Japan, it was a logical progression for Tara to replace the line with a fold.

Tara said: "I was fascinated by the beautiful precision of Japanese design and particularly by the impact of a simple fold. In the Desk Clock I wanted to experiment with the effect a fold would have on colour and its relationship to changes in light and shade."

The desk clock adds to Block's current Origami-inspired clock range which includes the Mountain Fold Wall Clock and the Pleat Fold Wall Clock.

The desk clock is priced at an RRP of £32.00, and is available in pink, yellow, off-white, light blue and red. They measure 300 x 15mm. The product can be ordered online at www.blockdesign.co.uk.

Born in 2000, Block was inspired by a passion for living life in colour. Since then Block has established a distinctive style that influences every product. Designers at Block's UK studio have an innovative approach to design, developing products that celebrate creativity.

Block exhibit internationally and products can be found in museum stores, high-end retailers and online.

For high-res images please follow this [link](#). For any further information, please contact sarahmedway@blockdesign.co.uk or call 01503 230003.