

Press Release September, 2010

100%Design 23-26 September 2010 Earls Court 2 Stand E 37



Dixie

Dixie by Louise Hederström, which was launched earlier this year, has received a lot of attention. At 100% Design we are showing it in white. Dixie has taken its influence from the silhouettes of the 1950's with wide skirts and slim waists. The threaded construction carries the shape of a crinoline skirt and lends the strict form of the lampshade a soft expression when spreading the light.

At 100% Design we introduce new members of the Siluett family. Siluett, created by Malin Sköld, is a playful collection that takes the concept of an illusion to another level. The graphic outline of a lamp has been developed into a three-dimensional form now presented in one more size and in crisp colours.

We are pleased to announce that Dixie has been nominated for the prestigious Blueprint Design Awards 2010 in the category of Best New Product. The winners will be announced on the 23rd September at the fair and we congratulate our designer.

Kumulus, which has been our signature luminaries in the UK, continues to draw attention worldwide. At this year's show Peter Nilsson's creation will appear in white glass.



Siluett



Siluett

You can find Bsweden at 100% Design on stand E37

Images can be found on our mediaserver:

<http://press.bsweden.com>

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