



Rodrigo Vairinhos Invited To Take Part At Cologne's International Furniture Fair 2007

Witten, January 02, 2007 - Rodrigo Vairinhos was one of the names chosen to take part of this year's exclusive platform for young designers [d3] design talents at IMM Cologne, placed on the fairground in the course of [d3] design talents show in hall 1 booth C-050 from Monday 15th January until Saturday 22nd from 10 a.m. to 7 p.m.

The portuguese designer Rodrigo Varinhos was selected with his project "V.chair" to take part at the world's leading trade fair for the furniture sector, the IMM Cologne, inserted in the talent constest "Inspired by Cologne" wich he was asked to submit a prototype for future furniture.

The "V.chair" is an equipment created not only to satisfy the functional and aesthetical needs of the contemporary user, (ergonomics and multifunctionality), but as well the demand of easy production.

"V.chair" characteristic elements are the legs. This element took inspiration on the bridge/ tower traditional composition, a V shaped mesh in order to give stability to the constuction.

An important fact is also the production issue wich the product characteristics permit to be produced easily, result of the connection of only four pieces (legs, bottom and back).

In addition, this equipment features a strong appearance, stability, lightness and positivity!

Color is also important in a spectrum chosen in order to tease and inspire the user.

After his first show at the 100% Design London on September 2006, Rodrigo will have once again the chance to present himself and his ideas to an influent and international public.

About Rodrigo Vairinhos

Aborned in June 21st 1981 in Lisbon (Portugal), Rodrigo studied Industrial Design at the Lusiada University (Lisbon, 2000-2005).

His education was much diversifyed learning how to create concepts inside the graphic, web and product design areas.

Since August 2005 Rodrigo got established in Witten a city at the North Rhine Westfalia region in Germany to collaborate with Sanitec design studio in order to develop sanitary equipments for Keramag ceramics.

Since October 2005 the designer works on his private projects creating his own design studio, Neo Design.

His philosophy of design aims at creating a concept of everyday products. These creations unify functionality and aesthetics; they feature multifunctionality without lacking elegance and a contemporary freshness.

"I get my inspiration by observing people and their needs in our global and pluralistic culture and I'm sure that verybody would love to take at home a litle bit of what shapes the modern era, even in a modest way."

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NEO DESIGN

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The Neo Design studio

Neo Design is a recently established design studio created in 2005 by Rodrigo Vairinhos. His philosophy of design aims in creating a concept of everyday products with its core business is web, graphic and specialy product design: a studio with a strong character whose design language and quality are clearly seen on its creations.

Those creations unify functionality and aesthetics; they feature multifunctionality without lacking elegance and a contemporary freshness.

The development of Neo`s work happened in order to satisfy the needs of the actual client whose intensions go beyond the traditional "parameters" asking for "style" and quality in all levels. That`s the reason why Neo maintains a constant commitment to reasearch, innovation and internationalism, it`s a crucial factor to transmit "industrial culture" and for development these days.

Neo Design experiments as well new forms of communication, exploring new directions in design with projects concerning the web, by the exploration of the new opportunities offered by interactive media, visual/graphic design and interiors, whose approaches different languages, targeting different cultures and different attitudes.

At the 100% Design London of this year, Neo Design Presents its projects for the very first time, it consists in two "vibrant" chair collections: two concepts, two ways of thinking.

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Exhibitions:

- 100%Design London 2006, UK
- Interieur Biennale Kortrijk 2006 (Design for Europe), Belgium
- International Furniture Fair'07 (IMM Cologne'07), Inspired by Cologne 07, Germany

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