

FOR RELEASE BEFORE 12th JANUARY 2008

“Corky Lips” @ *Growing Materials* Exhibition

V.I.A Gallery Exhibits One Of The Most Successful Vairinhos's Creations

Witten, Germany, 2nd January 2008 The Parisian “V.I.A” gallery is exhibiting one of the most successful creations of the Portuguese / German based Designer **Rodrigo Vairinhos**. Selected to fit the gallery's annual exhibition “**Matières à cultiver**” / “**Growing Materials**” is the sexy-eco-friendly project **Corky Lips**.

A must see product to be seen from the **12th January 16th March 2008** at the V.I.A headquarters in Paris.

It's more than well worded a visit to Paris to see how far did the young and upcoming designer Rodrigo Vairinhos in order to conciliate sensuality and ecology. V.I.A (Valorisation of Innovation in Furnishing) talent scout and detector of trends, selected among others Vairinhos's work to illustrate a fresh and new creativity based on sustainable, ecological and environment-friendly product development.

Vairinhos hopes with his participation to tease the public to discover the sensuality of “real” and organic materials whatever the mode of expression is.

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NEO DESIGN

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Rodrigo Vairinhos and V.I.A are looking forward to see you in Paris.

V.I.A Gallery is going to exhibit Vairinhos's product from the 12th January until the 16th March 2008 in 33 Avenue Daumesnil - 75012 Paris.

For further information please consult www.via.fr

*This exhibition will be running from **Monday to Friday 10 am - 1 pm / 2 pm - 6 pm** and **Saturday-Sunday 11 am - 6 pm**. The Entrance is free of charge.*

CORKY LIPS

Corky Lips is becoming one of the most successful projects created by Rodrigo Vairinhos. The reason for such successful product is its concept being inspired in a "sensual-eco-friendly" conscience.

The designer meant to focus on sensual and pleasing shapes concealing at the same time with the use of organic and recyclable materials, which nowadays is so important to establish on people minds a new mentality.

The materials chosen to produce the composition were a basis of recyclable foam covered with cork leather.

The objective of this project meant to make use of cork's magnificent characteristics, materializing comfort and a highly aesthetic result, nearly taking this object to a sculptural level.

Cork is a truly renewable resource. Unlike wood, paper and other so called renewable materials, no trees are cut down to make cork products.

Anyway, *Corky Lips* won't be directly related with a furniture typology: Chair? Rocking chair? Puff? "Interactive" sculpture?

The project manufacturing process produces a near zero waste stream and results in no toxic emissions and cork is a completely environmentally-friendly product.

Corky Lips is sexy, attractive and harmonious. The carefully chosen materials and the extravagant visual appearance of the seat provide an exiting experience for body and mind. The charming combination of foam and soft cork leather on the surface will allure the user to let go in these amorous lips.

Dimensions: 780x500x780 mm

Weight: 6,3 kg

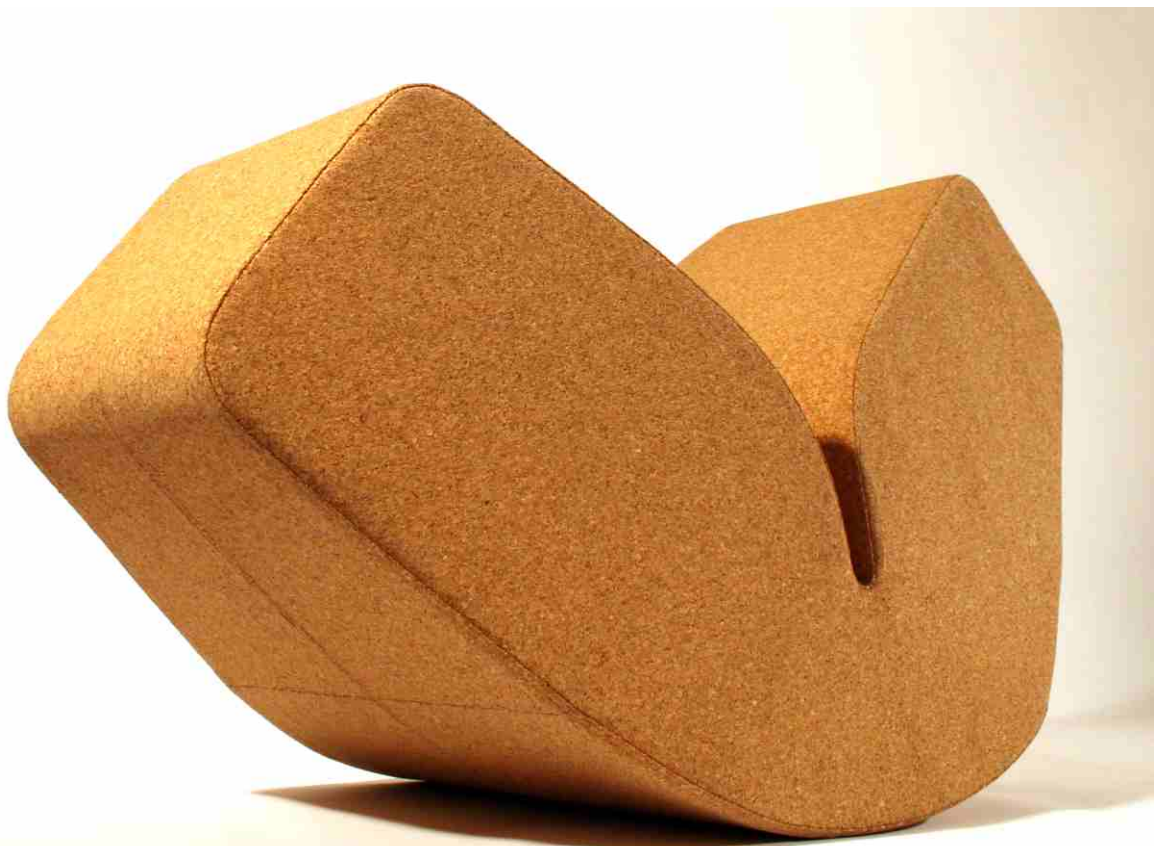
Materials: Foam and Leather cork

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About “Growing Materials” exhibition

“Growing Materials” / “Matières à cultiver ” is an exhibition that aims at showing the new possibilities for using renewable materials: timber, multiplies, composite fibres of vegetable origin, etc.

About V.I.A institution

Since 1979, VIA has earned a solid reputation world-wide for revealing young talents and enabling many designers who now have international standing to do design work in habitat and furnishing. This activity of stimulation is open to creators of all origins and cultures and contributes to making France and Paris in particular a platform for the expression of international creation in design for living space and environments.

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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 diversified 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 Westphalia 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.

The young designer, who considers himself “ basically an all-round designer”, is eager on fresh impulses from another cultures and mentalities and point of views.

Vairinhos constantly creates juicy, unique and cutting-edge products featuring elegance and post-modern playfulness without lacking functionality. He carefully chooses warm and organic materials and uses simple local production techniques since he is enthused with the idea of developing stylish products following the creation of uncomplicated shapes and a selection of basic materials: “I get my inspiration by observing people and their needs in our global and pluralistic culture and I'm sure that everybody would love to take at home a little bit of what shapes the modern era, even in a modest way.”

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
- Copenhagen International Furniture Fair 2007, TalentZone, Denmark
- DESIGNMAI 2007, Berlin, Germany
- 100%Design London 2007, UK
- International Furniture Fair'08 (IMM Cologne 14th / 20th Jan. 2008), [D3]Talents-professionals, Germany
- Expo VIA: “Growing Materials” exhibition, (Paris 12th Jan. / 16th Mar. 2008), France

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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 which its core business is web, graphic and specially 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 research, 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.

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