

FOR RELEASE BEFORE 14th JANUARY 2008

Show Time For Neo : How Amusing Can Design Be?

Neo Design Is Teaching How Can People Create A Fantastic Domestic New World

Witten, Germany, 2nd January 2008 Design that you can touch, play and be amused with is not so often available.

Presenting a selection of its design products at this year's **IMM cologne** furniture fair edition is the recently established design studio **NEO DESIGN**, showing by the hands of the designer **Rodrigo Vairinhos**, the innovativeness and marketability of his design ideas for today and for the future living.

Vairinhos's design adventures and new perspectives are going to be present in the **[d3] design talents professionals** from **Monday 14th until Sunday 20th January, Hall 2.1, stand B014.**

Starting 2008, Cologne will be the hot spot for the 2008's trends imposition and Vairinhos and its Neo Design studio carefully selected this event to set the "trend" and to show tomorrow's living world "reality".

Neo Design's developments show an extraordinary concept of a world of dynamic and animated objects touching the fantasy and imagination of the user.

Vairinhos's objects live in the colours in the shapes and on the contrast between them.

The objects present at the stand include the intriguing "V.Chair", the sensuals "Corky Lips", "Acid Lips" and "Fancy Lips" and the martian adventure lamps "Space Invader".

###

Rodrigo Vairinhos
(Dipl. Industrial Designer)
T. +49 (0)2302/699775
M. +49 (0)176/20993904

Bernd Colditz
(Betriebswirt)
T. +49 (0)2302/690982
M. +49 (0)176/20993788

Herdecker Straße 26
58453 WITTEN (GERMANY)
T. +49 (0)2302/2027628 F. +49 (0)2302/61309
info@neo-studios.de

NEO DESIGN

www.neo-studios.de

Rodrigo Vairinhos is looking forward to see you at the IMM Cologne 2008.

Rodrigo Vairinhos is going to exhibit his products from January 14th 20th 2008 at the international furniture fair in Cologne, Germany, Messeplatz 1, 50679 köln at the [d3] Design Talents Professionals, Hall 2.1, stand B014.

For further information please consult www.imm-cologne.com

V. CHAIR

The *V.chair* is an equipment designed in order to be placed indoors or outdoors. This product features a concept inspired on the bridge/tower traditional construction: a mesh of Vs, making its legs its characteristic and intriguing element as well, involving the project in an architectural and technological aura which lays in basic triangular shapes. The production was also an important factor to have in mind, requesting a simple wood work technology, resulting on the connection of pre-fabricated elements: legs, bottom and back.

An example of its technical and aesthetic versatility is a special edition adapted to kids (between 3-6 y.o).

V.chair is an equipment of strong appearance, stability, comfort and lightness.

The *V. Chair* definitely bears Vairinhos's philosophy of design. It clearly reflects the interaction of functionality and artistic finesse.

The *V.Chair's* technical and aesthetic versatility as well as its stability, comfort and lightness has already attracted considerable attention, trying nearly to get established as one of Vairinhos's best designs. Take a seat and enjoy "functionesse"

Rodrigo Vairinhos
(Dipl. Industrial Designer)
T. +49 (0)2302/699775
M. +49 (0)176/20993904

Bernd Colditz
(Betriebswirt)
T. +49 (0)2302/690982
M. +49 (0)176/20993788

Herdecker Straße 26
58453 WITTEN (GERMANY)
T. +49 (0)2302/2027628 F. +49 (0)2302/61309
info@neo-studios.de

NEO DESIGN

www.neo-studios.de



V. Chair & V. Chair Kids, 2006, designed by Rodrigo Vairinhos

CORKY LIPS (& ACID LIPS / FANCY 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, Leather cork or fabric

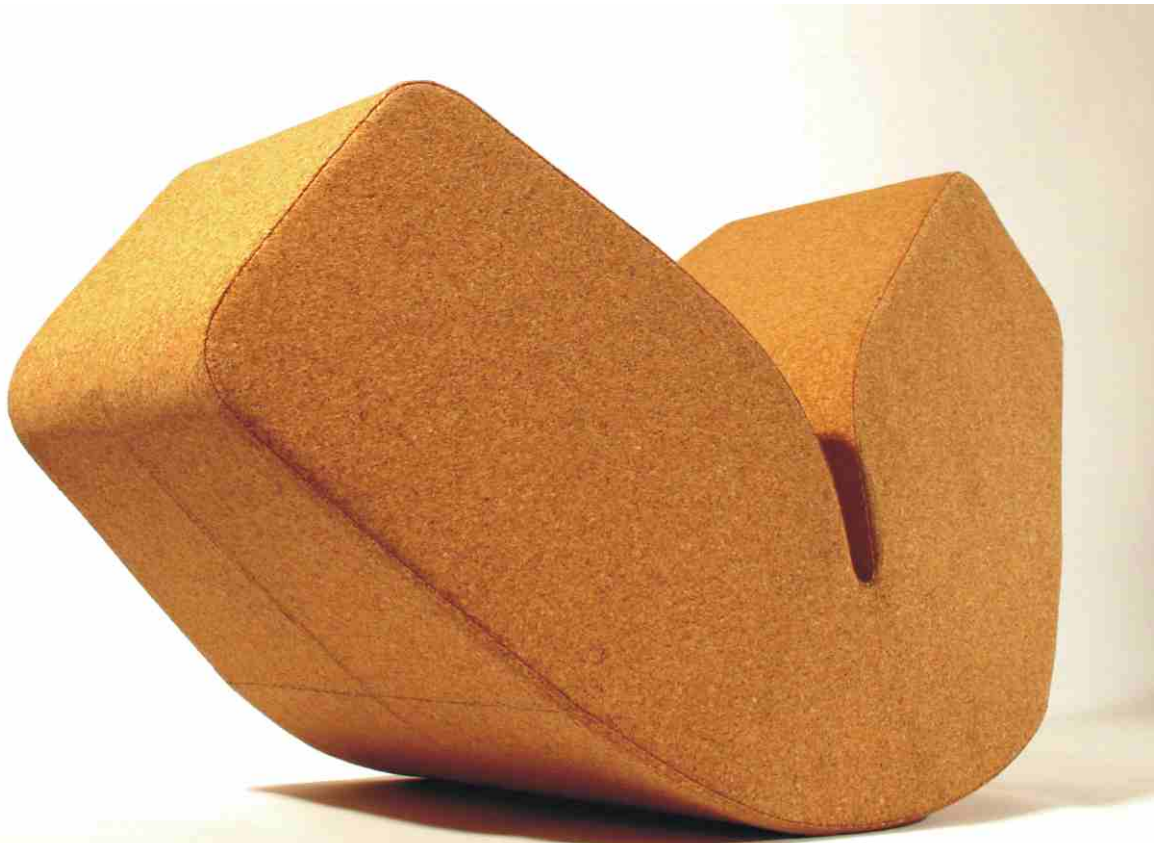
Rodrigo Vairinhos
(Dipl. Industrial Designer)
T. +49 (0)2302/699775
M. +49 (0)176/20993904

Bernd Colditz
(Betriebswirt)
T. +49 (0)2302/690982
M. +49 (0)176/20993788

Herdecker Straße 26
58453 WITTEN (GERMANY)
T. +49 (0)2302/2027628 F. +49 (0)2302/61309
info@neo-studios.de

NEO DESIGN

www.neo-studios.de



Corky Lips, 2007, designed by Rodrigo Vairinhos

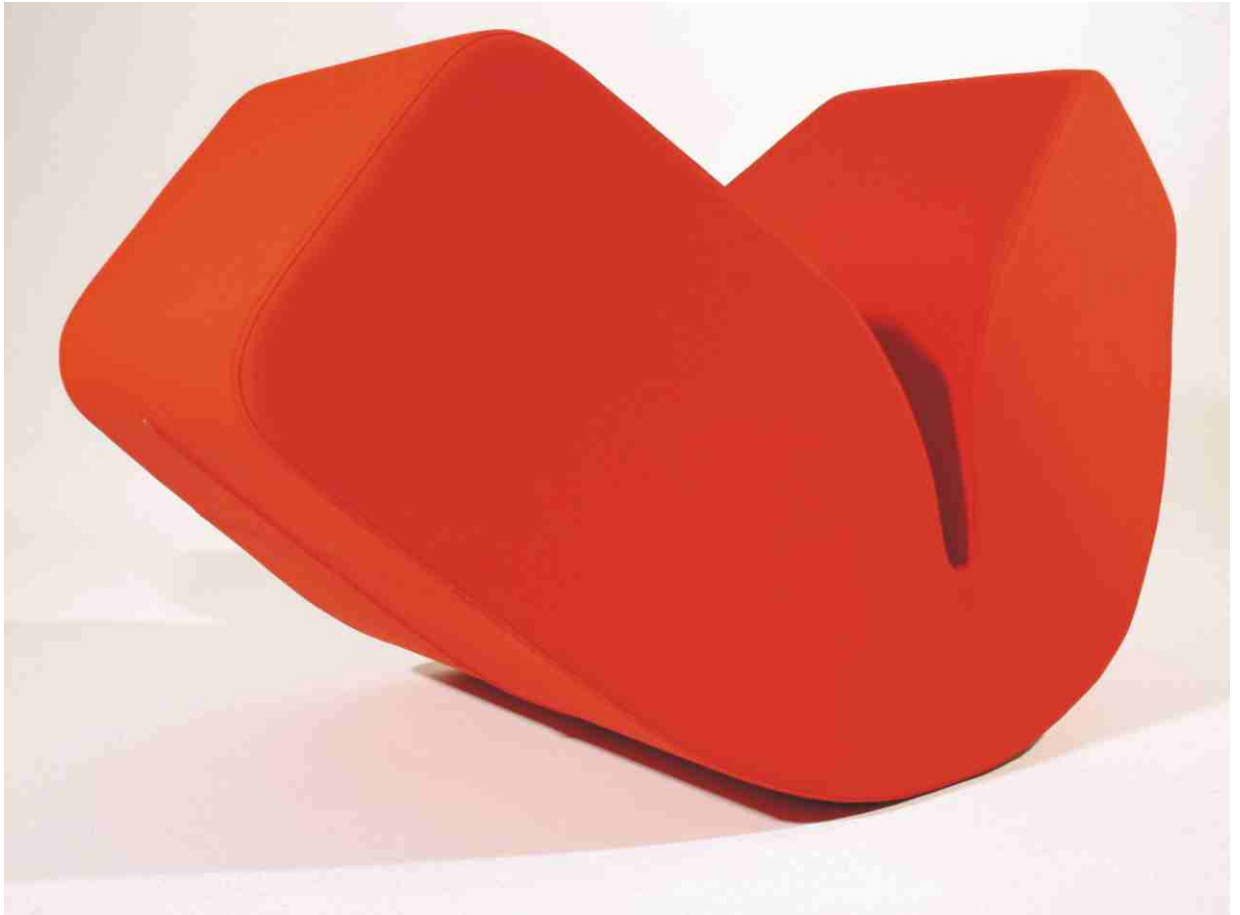
Rodrigo Vairinhos
(Dipl. Industrial Designer)
T. +49 (0)2302/699775
M. +49 (0)176/20993904

Bernd Colditz
(Betriebswirt)
T. +49 (0)2302/690982
M. +49 (0)176/20993788

Herdecker Straße 26
58453 WITTEN (GERMANY)
T. +49 (0)2302/2027628 F. +49 (0)2302/61309
info@neo-studios.de

NEO DESIGN

www.neo-studios.de



Acid Lips, 2007, designed by Rodrigo Vairinhos



Fancy Lips, 2007, designed by Rodrigo Vairinhos

SPACE INVADER

“Space”, the final frontier?

No! With *Space Invader*, Vairinhos ventures out to explore a new world of interior lighting design. The round lamp is made of ceramics and can either be hung up or stand on its three “stabilising” legs. A special feature is the glazed interior of the lamp, which makes it possible to reflect a coloured light.

The user can choose between six different colours which make *Space Invader* an out-of-this-world lighting-experience.

Space Invader is a lighting solution that represents the capture of a revisited concept of a fantastic and fictitious world of lively small aliens.

These extraterrestrial bodies constitute the product of a crossing with the famous Japanese video game characters “Space Invaders” due to an inspiration on its appearance, a kind of sea animals with tentacles, legs or antennas, that move through the air.

On the other hand, Space Invader is also inspired on the appearance of the traditional iron Portuguese three legged pans.

The *Space Invader* lamp became technical and visually interesting and its unusual appearance is totally modelled in ceramic combined with two different glazing types: white matte exterior matching with bright coloured interior.

The light source at the centre of the sphere in confrontation with the coloured shiny interior glazed provides a slightly coloured light.

Space Invader is a dynamic lamp. With it the user have the possibility to create different compositions, hanging on the sealing or “landed” at the table.

Rodrigo Vairinhos
(Dipl. Industrial Designer)
T. +49 (0)2302/699775
M. +49 (0)176/20993904

Bernd Colditz
(Betriebswirt)
T. +49 (0)2302/690982
M. +49 (0)176/20993788

Herdecker Straße 26
58453 WITTEN (GERMANY)
T. +49 (0)2302/2027628 F. +49 (0)2302/61309
info@neo-studios.de

NEO DESIGN

www.neo-studios.de



Space Invader, 2007, designed by Rodrigo Vairinhos



Rodrigo Vairinhos

Aborned in June 21st 1981 in Lisbon (Portugal), Rodrigo studied Industrial Design at the Lusida 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

Rodrigo Vairinhos
(Dipl. Industrial Designer)
T. +49 (0)2302/699775
M. +49 (0)176/20993904

Bernd Colditz
(Betriebswirt)
T. +49 (0)2302/690982
M. +49 (0)176/20993788

Herdecker Straße 26
58453 WITTEN (GERMANY)
T. +49 (0)2302/2027628 F. +49 (0)2302/61309
info@neo-studios.de

NEO DESIGN

www.neo-studios.de



The NEO DESIGN STUDIO

Neo Design is a design studio established since 2005 by the Portuguese German based Industrial Designer 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.

Contact information:

Rodrigo Vairinhos (Dipl. Ind. Designer)
Telephone: 0049 (0) 2302 699775
Telefax: 0049 (0) 2302 2027628
Mobile: 0049 (0) 176 20993904

Bernd Colditz (Manager)
Telephone: 0049 (0) 2302 690982
Mobile: 0049 (0) 176 20993788
Fax: 0049 (0) 2302 61309

Neo Design (Studio)
Herdecker str. 26
58453 Witten
Germany

www.neo-studios.de
Info@neo-studios.de

Rodrigo Vairinhos
(Dipl. Industrial Designer)
T. +49 (0)2302/699775
M. +49 (0)176/20993904

Bernd Colditz
(Betriebswirt)
T. +49 (0)2302/690982
M. +49 (0)176/20993788

Herdecker Straße 26
58453 WITTEN (GERMANY)
T. +49 (0)2302/2027628 F. +49 (0)2302/61309
info@neo-studios.de

NEO DESIGN

www.neo-studios.de