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Neo Design Presents Its Creations For The Very First Time At The 100%Design London 2006

Witten, July 17, 2006- Neo design announces that will present for the first time ever its projects at the 100%Design London installations by the occasion of the invitation by the Ministry of Economic Affairs and Energy of the State of North Rhine-Wesfalia to take part in its official stand (A64/A80), between the 21st and the 24th September 2006.

Neo Design tries its first opportunity to show its products and conceptual universe to the 100%Design audience. Leading "Neo's world" is a new name in design, Rodrigo Vairinhos, a young Portuguese designer established in Germany, which materializes his ideas using different creative languages, and expressing best the Neo Design style into chairs.

The articles in exhibition express an idea of simplicity personality and functionality; they are creative expressions and reflections on forms in order to respond to diverse requirements and tastes from the public. In addition, colour is also an important issue to the collection because of its vibrancy and graphical possibilities.

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About Neo Design

Neo Design is a recently established design studio founded by Rodrigo Vairinhos. 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 everybody would love to take at home a little bit of what shapes the modern era, even in a modest way."

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NEO DESIGN

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