

Tom Dixon.

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1st September, 2005

Press Release

Tom Dixon at 100% Design 22-25 September, 2005 Stand E30, Earls Court 2, London SW5 Press Day 22 September

At 100% Design in London, September 2005, Tom Dixon will show an extended range of products launched at this year's Milan Furniture Fair.

Following on his reductionism ideas the collection is a bold statement on what Dixon believes is the essence of design:

"... We want, this season at least, to concentrate on the stripping down of objects. To try to remove artifice and extras, to find the substantial, explore the nitty gritty and find the right stuff - the stuff we will want to keep.

So what you see here are chairs stripped of all but the minimum structure - the bare bones of seating, or lamps that are as simple as copper plated soap bubbles that just hold a light bulb and focus its beams. A sofa system where extreme fat rounded slabs of foam support the body in umpteen configurations, or the moulding of a lampshade to the limits of polyester felt technology.

Because reductionism does not mean losing character or emotion; instead, by concentrating on the indispensable, whether that be a manufacturing technique, a functional requirement or a material quality, as you reduce and reduce the end result is strangely far from minimal. As you get closer to the core the result is increasingly expressive and bold, closer to the essence of an object."

Among the products which demonstrate the reductionist process Tom Dixon will present:

Snap

Pentakis-Dodecahedron multifaceted light; 60 identical, injection moulded, components snap together to create a multifunctional pendant/table light. Available in three colours: Amethyst, Turquoise and pearl

Copper Shade

The new "bling" Pendant light shade; cut polycarbonate globe, metalised with in copper .This lamp is at the extreme end of the new fashion in metallics.

Felt Shade

Pendant, floor and table light made of double layered heat pressed felt; dark grey on the outside and white on the inside. As felt is often used to provide soundproofing, this light is a suitable solution for high noise pollution applications.

Cone Light

Multifunctional light in two sizes; can be used as a pendant, floor light or clamped to a chrome plated stand. The reflective interior of the aluminium cone allows a standard light bulb to give flat, daylight-like light; matt black aluminium cone with high gloss acrylic diffuser.

Slab Table.

A stealth table in heavily textured solid oak. Radical design soft curved dining table, available in a range of finishes including textured black and either as a round table or as rectangular table.

Soft System - Generously proportioned upholstery system made of cut foam with a wooden structure. Flexible sizes are suitable for both domestic and contract configurations.

Wire Coat Rack and Coat Stand

New addition to the Wire family; the thick stainless steel tube and the generous radiuses lend a sympathetic structure to hanging clothes. The coat rack allows the linking of several units together creating an infinitely extendable unit, characterized by the rhythm of the stainless steel tube.

The coat stand is a sculptural, free-standing, "mini-wardrobe", facilitating the casual draping of garments as well as hanging on the coat hanger. The functional display of the hanging items allows them to become part of the sculptural object itself.

About Tom Dixon

Tom Dixon commenced his career as a designer maker in the early 1980's working in recycled metal. Since then he has worked across a series of different material types, being particularly well known for his S-chair designed for Cappellini and the rotationally moulded Jack Lamp that gained the Millennium Mark for great British design in 1998. In 1997 Tom joined the UK furniture retailer, Habitat, where he is now Creative Director. He was awarded the OBE for services to British Design in 2000.

Since the inception of Tom Dixon the company in 2002, Dixon has designed products for a series of clients including Moroso, De Vecchi, Salviati, Swarovski, Myla and Tronconi amongst others. Dixon is also working on several interior projects and architectural projects. 'Inn the Park' with restaurateur Oliver Peyton opened in St. James Park, London in April 2004. Tokyo Hipsters club will open in October 2005

Other Tom Dixon activities for The London Design Festival:

- 1. Manufacturing a new plastic light in Selfridges Oxford Street.**
- 2. Exhibition at the Trafalgar Hotel.**
- 3. The largest design installation ever built in Trafalgar Square...**

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