

Tom Dixon.

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'THE BOMBAY SAPPHIRE STRETCH' TOM DIXON seating installation in Trafalgar Square made of Kee Klamp fittings and rubber bands, 19 - 22 September 2005

Tom Dixon, the international designer and industrialist is about to take design into the street.

In conjunction with the launch of his new Rubber Band Chair at the London Design Festival (15th to the 30th September), Tom, a "**Creative London**" luminary, has been asked by the Mayor's office to contribute his unique design vision to London's Trafalgar Square. This project will bring new British design to the historic heart of London.

From the 19th to the 22nd September the worlds most unusual and innovative public seating will be on show and available for the public to enjoy. Titled '**The Bombay Sapphire stretch**' a dynamic 75 meter public seating constructed from 12,000 super size rubber bands will be created with the generous expertise and assistance of **Kee Klamp Ltd**.

The seat will snake around the square with occasional clusters of tables and chairs which will enable the public to use it for their own enjoyment. Stewards will distribute information about the project and Dixon's other projects taking place in the trafalgar Hotel and at Selfridges. **the trafalgar** Hotel on the south side of the square will also host a temporary London Design Festival information desk supplying up to the minute information about the events taking place in London.

Why rubber bands?

"I've used rubber bands for everything since I was a small boy: Flicking at your sister, holding up your trousers, powering model aircraft and more recently upholstering chairs... Rubber bands are also a product that people use creatively in their everyday life for very mundane solutions. They allow people to come up with very British, "Heath Robinson type" contraptions. Latex is one of the few forests products that has international potential as a renewable resource and rubber bands are also a product you can reuse..."

Why Kee Klamp fittings?

"Ready made industrial systems have always fascinated me; working with Kee Klamp has enabled me to create a dynamic shape with minimum fuss whilst maintaining a rugged industrial aesthetic"

Why 'The Bombay Sapphire stretch'?

"I'm a founder member of the Bombay Sapphire Foundation, established by the premium gin in 2001 to recognise the very best in contemporary design. 'The Bombay Sapphire stretch' perfectly illustrates the work of the Foundation by allowing everyone to appreciate and interact with this new design"

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About Tom Dixon

Since being awarded an OBE for his services to British design in 2000, Tom Dixon has achieved world recognition for his extraordinary design vision. Tom continues to run his prestigious furniture and product design label whilst remaining the creative director for Habitat.

Tom Dixon the company began in 2002, he has also designed products for a series of clients including Moroso, Capellini, Salviati, Swarovski, Myla and Tronconi amongst others. Dixon is also working on several architectural projects. 'Inn the Park' with restaurateur Oliver Peyton opened in St. James Park, London in April 2004 and Tokyo Hipster Club is due to open in October 2005.

About the Bombay Sapphire Foundation

The Bombay Sapphire Foundation was established in 2001 to recognise, encourage and reward the very best in contemporary design. The members of the Foundation are: Ron Arad, Tom Dixon, Nicole Farhi, Thomas Heatherwick, Lesley Jackson, Dan Klein and Nadja Swarovski.

The finalists for the Foundation's annual international award for contemporary glass design, the Bombay Sapphire Prize, will be on display at 100% East (Truman Brewery, Brick Lane, London) from 22 - 25 September. The winner of this year's £20,000 Prize will be announced on 23 September. For more information, contact Andrew Carney, tel: 020 7224 1020, email: foundation@bombaysapphire.org

About Kee Klamp

Kee Klamp Ltd (www.keeklamp.com) produces the globally leading Kee Klamp® fittings range. The Kee Klamp® range comprises a wide variety of easy to use, galvanised cast iron fittings for the quick and simple connection of pre-cut lengths of standard tubing to form any type of tubular framework structure. With over 100 million units sold, Kee Klamp Ltd produces the world's leading structural tube fittings. Kee Klamp Ltd is certified to BS EN ISO 9001 and is recognised as an Investor In People. The company provides a full design and support service and its fittings are available from a nationwide network of distributors. For further information on the Kee Klamp product range contact the company direct on tel (0118) 931 1022 or fax (0118) 931 1146.