

# Tom Dixon.

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## **TOM DIXON at Selfridges: 19 September - 1 October**

Tom Dixon, world renowned product and furniture designer, will bring manufacturing into the retail environment by placing an ARBURG Allrounder 270U350-100 a 35 tonne injection moulding machine inside Selfridges Oxford Street, during its Atelier promotion. His aim is to integrate the end customer and the retailer in the manufacturing stages of the design process, and create a unique, made to order product with a mass production manufacturing technique.

Customers will be invited to watch the creation of a plastic product as well as take part in assembly of a new TOM DIXON light. Snap – a Pentakis-Dodecahedron multifaceted light made out of 60 identical, injection moulded, components which snap together to create a multifunctional light; this light is a result of the latest co-operation between TOM DIXON and Gabriel Chemie. The light will be presented in 8 of Gabriel Chemie's colours selected by Tom Dixon, and sold exclusively in Selfridges in its unassembled form for maximum customer involvement. Customer will be able to choose their own colour combination from the components manufactured in the shop.

This project marks the collaboration between Tom Dixon the designer, **Selfridges**, leaders in retail and masters of shop theatre, **ARBURG**, the global manufacturer of injection moulding machines and **Gabriel Chemie**, the colour masterbatch manufacturers; the latter have been collaborating with Tom Dixon on a number of projects in the past, including the very successful Fresh Fat Plastic project which started at Selfridges in 2002 before travelling all over the world.

Tom Dixon believes that as retailers such as Ikea and B&Q bring the customer into the warehouse, the next step in retail will include bringing the customer into the factory, manufacturing for needs and by that saving on storage and transport creating a cleaner, greener distribution system... This will become possible in the near future with the development of new, cheaper manufacturing techniques and rapid prototyping.

**Greenwich Village** of Selfridges' 4<sup>th</sup> floor will be operating the retail unit on the basement floor. This event marks the beginning of long term collaboration between Greenwich Village and Tom Dixon at Selfridges.

For more information and images contact:

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### **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. 'Inn the Park' with restaurateur Oliver Peyton opened in St. James Park, London in April 2004.

### **About Gabriel Chemie**

The Gabriel-Chemie Group has specialised for more than 30 years in thermoplastics colouration, ranking today among Europe's leading masterbatch manufacturers.

Our colourists work with the worlds leading designers, forecasting future colour trends and fashions, coupled with unrivaled technical knowledge of pigments and polymers making us a leading company in colouration of plastics on the world stage

Gabriel-Chemie Group is privately owned, with headquarters in Austria and plants in United Kingdom, Germany, Czech Republic, Hungary and the Sultanate of Oman.

### **About ARBURG**

ARBURG, a German machine construction company, is one of the leading global manufacturers of injection moulding machines for plastics processing. Fields of application are, for example, the production of plastic parts for motor vehicles, communications and consumer electronics, medical technology, domestic appliances and packaging. The product range is completed by robotic systems, complex projects and other peripherals.. ARBURG is represented in a total of 70 countries – in all the major plastics markets – with a comprehensive on-site sales and service network. Some 1,950 employees share in ARBURG's success worldwide. Production is carried out by approximately 1,650 employees, exclusively at the parent factory in Lossburg (Germany). A further 300 employees work at the 21 subsidiaries and representative offices.