

**Tom
Dixon.**



the **trafalgar**®

August 2005

Press Release:

**TOM DIXON'S BLUE RUBBER BANDS at the trafalgar
Exhibition runs: 15th September – 13th October 2005
2 Spring Gardens, Trafalgar Square**

Tom Dixon, world-renowned product and furniture designer, has joined forces with **the trafalgar** Hotel to hold a site specific exhibition for London Design Festival. The event has been created by Dixon to communicate his latest interest in the humble rubber band and to launch his new **Rubber Band Chair**.

Tom Dixon has recently developed the Rubber Band Chair as the first piece of a new furniture range that uses a metal frame and off the shelf rubber bands, to create a comfortable seating system. By using a natural, everyday material that is known to be cheap and useful, Tom has created a simple product which effectively makes the user into the designer.

The Rubber Band Chair will be presented as part of an all encompassing environment created within **the trafalgar's** versatile ground floor lobby. Various pieces of furniture as well as architectural fixtures will receive the 'Dixon treatment' which is both original and ironic.

Tom Dixon, as a London Creative Luminary, is holding this exhibition as a cultural event that invites Londoners to become involved in the design process and promotes design as democratic. As part of this thinking Tom and **the trafalgar** have invited The London Design Festival to base their main information centre in **the trafalgar** and as part of the exhibition (15 – 30 September 2005); a range of services will be offered to the public and the press. In addition to web accesses, The London Design Festival guide distribution and a manned information point, the hotel lobby will hold daily **Tea Press Briefings** which will direct members of the press to the most exciting events happening around London.

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the trafalgar Hotel

the trafalgar, by definition the most central hotel in London, pioneers a concept that combines stylish living, innovative food and drink and an ever evolving programme of inspiring music and art. The hotel's philosophy is to eliminate barriers and boundaries so that the traditional lobby/bar/restaurant divisions disappear.

the trafalgar hotel is committed to an on-going programme of cultural events ranging from contemporary art exhibitions, live music performances, film seasons as well as linking up with major London art events such as Frieze, Design Week and the London Film Festival.

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.

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TOM DIXON

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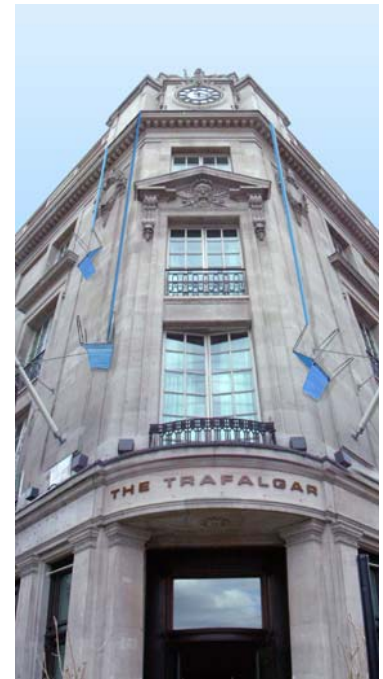
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