



DMY Asia Exhibition Tour 2011

Berlin Products in Taipei, Beijing, Tokyo, Hong Kong, Seoul
September – December 2011

Kicked off in September, the 4th DMY Asia Exhibition tour presents innovative design objects and products at seven different fairs and festivals in Asia. The focus is on light, mobile and adaptable designs that are not available on the Asian market yet. From flexible, space-saving applications to the use of unconventional materials, the designs offer surprising, well conceived interior solutions with a great attention to detail. For the first time, the tour include showcases in China, with presentations at Detour Hong Kong and at Beijing Design Week.

The exhibitions are complemented by the product catalogue "Berlin Products 11/12" featuring a more comprehensive selection of contemporary design products from Berlin.

The stations of the tour include:

16.09.-25.09.2011 **Taiwan Designers' Week** (Taipei/Taiwan)

28.09.-3.10.2011 **Beijing Design Week** (Beijing/China)

22.10.-30.10.2011 **Taipei World Design Expo** (Taipei/Taiwan)

29.10.-3.11.2011 **Designtide Tokyo** (Tokyo/Japan)

16.11.-09.12.2011 **UNESCO Creative Cities** (Seoul/Korea)

25.11.- 11.12.2011 **Detour 2011** (Hong Kong/China)

14.12.-18.12.2011 **Seoul Design Festival** (Seoul/Korea)

Participating designers

Adam+Harborth, Atelier Hausmann, Berlintapete/Aram Radomski, BlingCrete/Heike Klussmann and Thorsten Klooster, chris & ruby, e27, Formfjord, Gianni Plescia, Heike Buchfelder, Joachim Frost, Ilot Ilov, Mark Braun, roomsafari, Sigurd Larsen

About DMY Berlin

Introducing novel design solutions in Europe, Asia and Latin America, DMY Berlin has built a sustainable, global network since 2003. Annually, DMY presents a festival for contemporary design and selected brands, the DMY International Design Festival in Berlin (Airport Berlin Tempelhof, June 6-10, 2012). As a breeding ground for young designers and a unique business platform for professional designers and companies, the festival has organically grown into a key event for contemporary and conceptual design and is the largest of its kind in Germany. Synthesizing its global presence and local expertise, DMY's product label introduces exceptional design pieces in Europe, Asia and Latin America.

DMY Asia Exhibition Tour 2011

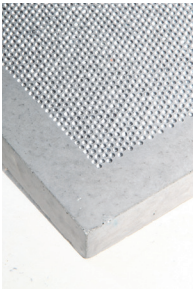
Berlin Products 11/12

September 16th – December 18th, 2011

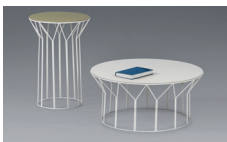
1. Objects on show: Fortune, BlingCrete, Blossom, stiks, mirrorgami, LOLL, Compact Café Table, Shrine, Heim, Transfer, Personality Socks, Babel, Mozartkugel, Berlin Tapete



Fortune international series water carafes Fortune celebrates the value of the simple and the natural such as drinking water or crafting things. The pictures of selected waters of the earth are engraved on a specially designed water carafe. Each item of a series is numbered consecutively. Custom designs using the silhouettes of further waters are also possible. Designed by Mark Braun.



BlingCrete™ light reflecting concrete combines the positive characteristics of concrete (fire safety, solidity, building methods) with those of retro-reflection. The dialogue with light, lastingly integrated by the combination of materials, creates the special, dematerialised aesthetic. BlingCrete™ allows to transform any ordinary space into a highly immersive or interactive environment. Elements can be fabricated and customized according to individual needs in terms of shape, size, colour, surface appearance and patterning. BlingCrete™ textures are produced in any grid or pattern or writing and in a variety of random distribution surfaces. Designed by Heike Klusmann and Thorsten Klooster.



Blossom low-tables Inspired by oriental patterns the blossom low-tables consist of an array of identical parts that together create the organic, sculptural structure. The tabletop is made from finest linoleum that provides a pleasant look and feel for contemporary living environments. Designed by Formfjord.



stiks classic lounge and dining table The idea of stiks is that fix and loose might be the same. It consists of six pieces - four legs, one ring and the table board. Each leg interlocks with the next one until the circle is closed. stiks classic is made for small and vast spaces. Designed by Joachim Frost.



mirrorgami mirror kaleidoscope A mirror is folded in a classic origami design. The resulting kaleidoscope allows a look into many directions at the same time. It is like a flat mirror ball inside out. Mirrorgami can be hung to the wall or can be arranged as a sculpture. Designed by Joachim Frost.



Shrine The Shrine is a hub of drawers and doors accessible only with keys. Private items can safely be locked away in small spaces. For the very most personal items a secret room can be reached behind one of the drawers. The spaces have been scaled after typical accessories and gadgets. This way your personal belongings can inhabit the Shrine. It becomes your most private place in the house. Designed by Sigurd Larsen.



Compact Café Table The Compact Café Table is created by materials suitable for both exterior and interior use. This way the furniture carries the ability to sustain the impact of sun, frost and vandalism. For exterior storage during night the furniture can be packed and chained together. The material consists of recycled paper and resin. It can be produced in all colours. Designed by Sigurd Larsen.



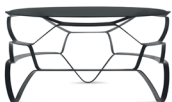
Transfer - cutting board Transfer allows you to insert a plate, so that you can just slide your freshly cut ingredients on the plate. This way your cutting board stays nice and clean for the next ingredient to be prepared. Fits any plate up to a diameter of 23 cm and 3 cm height. Designed by Chris & Ruby.



Personality Socks - floor protection An amusing protection for your floor and a play with associations. The cheerfully patterned socks give personality to your chair while saving your floor from typical scratch marks. The socks fit perfectly on legs with a perimeter of 9 - 13,5 cm. Available in sets of four equal socks. Designed by Chris & Ruby.



Heim night light Heim (home) is the perfect solution for kids and adults who do not want to sleep with all the lights in the house switched off. Heim is available as the standard model or can be ordered from the vintage series, which consists of unique pieces and limited editions. Designed by Gianni Plescia.



LOLL side and couch table Loll explores the possibilities of stretching to transform simple metal sheets into three-dimensional furniture solutions. Stretching the laser cut steel sheet up to maximum strain creates a static equilibrium. With this simple but ingenious technique, a metal sheet just 3mm thick has been turned into a coffee and a couch table. Designed by e27.



Babel - card storage Babel restores order when the chaos in paperwork reaches biblical proportions. Everything that is destined to vanish from the desk, business cards, tickets, invitations, certificates, receipts can be safely secured on one of the five stories in the Tower of Babel. Babel will turn any mess into a gorgeous geometrical arrangement. Crafted on the edge of the Black Forest using local woods. Designed by Adam & Harborth.



Mozartkugel - music box A turn of the elegantly shaped key magically produces one of Mozart's melodies from inside the solid wooden ball. The 18-note chime plays whether the ball is rolling across the floor or standing on a table as an intriguing ornament. Manufactured in a village on the edge of the Black Forest, the chime is mounted in premium quality wood that has been fashioned into a perfect sphere. Though the mechanism remains hidden, the music will always escape the bounds of the geometric form. Designed by Adam & Harborth.



Berlintapete wallpaper on demand The Berlintapete design system provides an easy way to customize wallpapers. By choosing your own design as well as the exact size of the wallpaper, each print can individually and precisely be tailored to any particular wall or room. You can create ten square metres of wallpaper of the highest quality at an image resolution of ten megapixels, a quality achieved by most digital cameras. This opens limitless possibilities to the creativity of builders, interior designers, architects and design lovers. Furthermore Berlintapete offers a range of existing patterns, photos and graphic designs as wallpaper motives to choose from. Designed by Aram Radomski.

2. Exhibition Architecture

Products: A-Z stools, Bamboo up tea cups



A-Z stools The A-Z stools are made of MDF and all letters of the alphabet are available in 250 colours. The stools can be used as seats, side tables, shelves or simply as typographical objects. Designed by Sascha Grewe.



bamboo up tea cup Drinking tea with big cups is very common in China. With 'bamboo up' this traditional way of drinking tea has been taken up and translated into contemporary design. Using the lid as a saucer, the cups can be stacked up and assume the shape of a bamboo tree. Designed by Wing Fung Ng.

DMY Berlin GmbH & Co. KG
Am Flutgraben 3
D-12435 Berlin

Phone: +49 (0)30.53014888
fax: +49.(0)30.53213128
press@dmy-berlin.com
http://www.dmy-berlin.com

The DMY Asia Exhibition Tour 2011 is funded by Berlin's Landesinitiative Projekt Zukunft and co-financed by the European Fund for Regional Development (EFRE).