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PRESS RELEASE

Studio Bizq presents the Flo

The first product that Studio Bizq has developed in house in the *Newdeqo* style is a vase. Characteristic of the style of this vase is the contemporary application of decorative elements and shapes with a nod to the organic content. The small-scale in house production is possible thanks to the latest techniques and without the use of expensive moulds.

The idea

A vase like a flower that does not wither and in which just one single flower suffices. The area of tension between a little nature in your home and the well-known "carrier" is no longer there!

The Flo

- * is 216 mm high (approx. 8.5 inches)
- * is hand-made from artificial resin in small series
- * is o'leaf green, washed white, airlight blue, trunk brown or track black
- * is available in every colour for project-oriented applications (>5 pieces)

The Flo is sold under Studio Bizq's own **Newdeqo** label.

Newdeqo = new deco style

Designer Timo Voorhuis: "the decorative form language is back! Consumers definitely have had enough of austere & businesslike. You can see it everywhere, from accessories, furniture and cars to mobile telephones".

The decorative design of the Flo is characteristic without using the existing classic designs or patterns.

At the moment of writing this, there are a number of designs in the Newdeqo pipeline that are developed within this style.

Deviser = producer

The process from idea to saleable product is intentionally short with the Flo. The designer is deviser, artist and producer all at the same time.

Timo Voorhuis: "In fact this is nothing new, artists have been doing this for hundreds of years. However, what is innovative though is to work like this in combination with a consumer item".

Design meets hi-tech

The Flo has been devised, drawn and built from "scratch" without the usual limitations. Every shape can be materialised by using the latest techniques.

"An impressive thought, which gives you as a designer the feeling of being master over shape and matter" according to Timo Voorhuis.

The sketch is converted into a three-dimensional virtual model with the help of 3D software. It is "drawn" with the help of a laser in a stereo lithography machine resulting in a master. After that, casts are made according to traditional methods, which are all unique through manual colouring.

Studio Bizq

The founder of Studio Bizq, Timo Voorhuis, studied Industrial Product Design at The Hague University for Professional Education.

He set up the design agency over four years ago and it has been established at the Noordeinde in the Hague for the past year.

His graduation project received 3rd place at the SHELL innovation prize and in 2002 his "onelineer" design for glasses won the first prize in the first edition of the "eye wish design award".

In 2005 his solution for safely hanging clothing in a car interior was one of the best designs in an international design competition.

Studio Bizq works for companies that feel very strongly about innovation.

Note for the editorial staff:

For additional information about the Flo, Newdego and Studio Bizq you can contact Timo Voorhuis, tel. +31 (0)70 - 346 7232 or +31 (0)6 - 2009 2306.

On the below mentioned web page this press release can be downloaded in .doc format and print-ready image material (300 dpi cmyk tiff). Bigger image material is available on request.

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