

The Hague, 6th October 2006

PRESS RELEASE

Studio Bizq presents the UNUE-L pendant light

The second product that Studio Bizq has developed in house in the Newdeqo style is the pendant light UNUE-L. Characteristic of the design is the silicone lampshade hanging directly from the light bulb. The lampshade is "zipped" together at its seam resulting in a conic shape. The small-scale in house production is possible thanks to creative use of the latest techniques and without the use of expensive moulds.

Concept

The idea of a lampshade as a light diffuser has been reduced to its essence. The lampshade hangs suspended from the light bulb and makes direct contact with the surface of the bulb. The silicone sheet material is highly suitable because of its excellent heat-resistant properties.

Design

The lampshade is laser cut from sheet material. By joining two edges shaped like a meandering path of interlocking "fingers" the lampshade gets its conic shape. The resulting decorative connection is non permanent and can easily be undone. Computer controlled laser cutting and engraving is ideally suited for the complex pattern and engraving of the UNUE.

High quality materials and parts give the light its sophisticated appearance. The light is fitted with a woven white wire and a porcelain socket with a smooth shaped solid nylon connecting part.

An oversized decorative carbon filament light bulb (diameter 80 mm / 3,1 inch) gives the whole its lush looks and golden glow when switched on.

UNUE-L

- * has a diameter of 22 cm (approx. 8,7 inches)
- * is made of a semi transparent silicone sheet
- * comes in 3 versions: NE (no engraving), OE (outline engraving) and FE (full engraving)

The UNUE-L is sold under Studio Bizq's own **Newdeqo** label.

Decoration

The decoration of the engraved versions is derived from the wave-like properties of light and connects seamlessly with the shape that clasps the bulb. The waves almost seem to emanate from the light itself. This is enhanced by the direct contact between the shade and the bulb.

Designer Timo Voorhuis: "The time is ripe for a next generation of decorative products. I've set it as my task as a designer to draw decorative elements from new sources".

Earlier this year the Flo vase was released within this style and there are a number of designs in the pipeline.

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 "oneliner" 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 UNUE-L, Newdeqo 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 and pdf format. Print-ready image material (300 dpi) is available on request.

Studio Bizq / Newdeqo

Noordeinde 86 C, 2514 GL Den Haag

T +31 (0)70 - 346 7232 F +31 (0)84 - 220 4621

E unue@newdeqo.nl I www.newdeqo.nl/unue-e