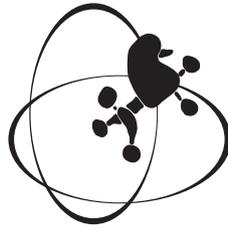


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FOR IMMEDIATE RELEASE

Pudelskern at Mint
2 North Terrace
Alexander Square
SW3 2BA
London

from sept 19th,
opening hours see www.mintshop.co.uk

Designers will be present at opening event
September 23rd, 6 pm
please contact in case you would like to meet

www.pudelskern.at
www.mintshop.co.uk

Mrs Robinson's trip to London

Pudelskern exhibits at Mint during London Design Festival

During London Design Festival the whole city breathes creativity and celebrates design in locations spread all over the „world's creative capital“. Austrian design studio Pudelskern will be presented at Mint, one of the key design galleries in Brompton Design District, an area renowned for its historic link to art, design, and education since the founding of Victoria and Albert Museum and the Royal College of Art 150 years ago.

The work of Pudelskern combines natural materials with fresh ideas and a narrative approach to design and has attracted a lot of interest worldwide. Stories of sustainability, handcraft tradition or landscape aspects are fluently told through appealing products - intellectual yet playful design. On display at Mint will be two pieces of the current collection presented earlier this year in Milan, the chest of drawers Mrs Robinson and easy chair Saddler.



Mrs Robinson has a white solid body containing six drawers flush with the corpus. No handles break the monochrome front, instead the drawers open with a slight push inwards. On the inside colourful patterns are revealed ranging from pills to domino games or bottles - every drawer has its topic. The patterns are printed on maple wood, giving the inside of the chest a contrast to the outside. On the outside a pattern is used to define four shoe-like pieces on the bottom part of the legs.

The designers of Pudelskern on choosing the name Mrs Robinson: „Sometimes you see an old piece of furniture and it seems to have a character of its own or even a soul. During the very long design process for our chest of drawers we dealt a lot with the question of giving identity to a piece of furniture, almost like creating a character. Therefore we decided to name it after a fictional character in the end and found Mrs Robinson of ‚The Graduate‘ very fittingly.“



Easy chair Saddler's predominant expression is made by its leather covered seat and backrest. The parts seem to be plain boards with a three dimensional shaped landscape of leather. A very thin construction of the cross section makes a surprisingly soft experience when sitting down. The naturally tanned leather is shaped in smooth bumps of varying height. The frame of ashwood is contrasting the soft shapes through a sharp edged construction with minimal material use. The quality of handmade cabinet making can be easily recognized noting the artful joints of the frame.

„Unusual or eccentric objects sometimes attract us more than things that seem perfectly beautiful. Saddler is a piece where we went very much into detail and we determined every bump of the seat and every joint of the wooden frame. Together with the natural material leather and wood the outcome is an expressive and very special chair.“

PUDELSKERN

Pudelskern is a design team consisting of Nina Mair, Georg Öhler and Horst Philipp. Coming from architecture and cabinet making the three have a non academic approach towards furniture design. The studio showed in Milan the last three years and its collection „Grown Furniture“ comprising designs made of sheep wool was widely published by the design press. Pudelskern markets a range of products with Austrian producers and its knitted lampshade „Granny“ is produced and distributed by Casamania.



Following exhibitions 2010:

Formationen, 6th to 10th October, Innsbruck, Austria

Designer's Saturday, 6th + 7th November, Langenthal, Switzerland

MINT

Mint is an interior design store, established in 1998 by Lina Kanafani, dedicated to showcasing the latest emerging talents as well as offering exclusive work by internationally recognized designers and exhibiting new collections of established manufacturers. Based in Central London Mint is renowned for its contemporary collections and creative merchandising, offering cutting edge design cleverly mixed with innovative one off pieces.

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*Text: Pudelskern,
except Mint: excerpt from www.mintshop.co.uk*

*Images attached:
Mrs Robinson and Saddler images, all by photographer Markus Bstieler
Portrait of Pudelskern, photographer Matthias Hirschhuber
all images are free for publication on the work of Pudelskern*