DRAFT: 21 August 09

Tent London and mydeco reveal 'Design Class 09' finalists to win a place at Tent

Three will go on to an audience with Conran and Starck

www.mydeco.com/designclass09

The UK's leading interior design and furniture website, mydeco.com and international design event, Tent London reveal the talented design graduates to win a coveted place in renowned 'Talent Zone'.

Design Class 09 is a competition offering a once-in-lifetime opportunity for three lucky design graduates to pitch their final projects to mydeco design board members, Sir Terence Conran and Philippe Starck. Ten of the most talented finalists were selected for a place at the London show, picked by judges for originality of ideas and the potential impact the designs may have on our future lives.

Three lucky winners will now be hand-picked by Conran and Starck and given a career-defining opportunity to present their final projects to them in person. Winners will be announced in a few weeks.

The ten Tent London Talent Zone finalists are:

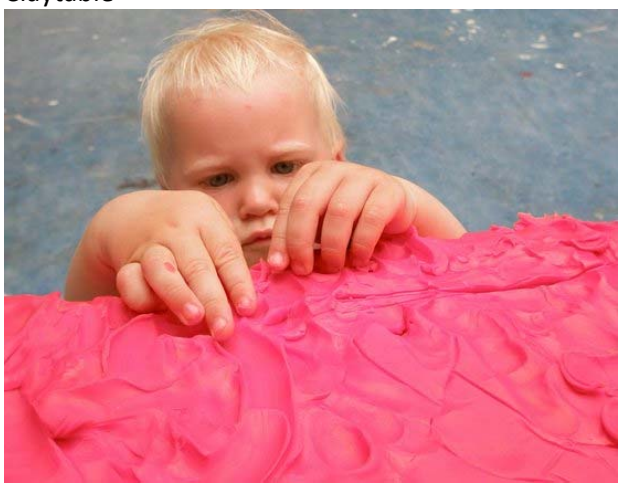
Hannes Grebin, Cozy Furniture, Bauhaus University, Germany
www.grebin.de

http://mydeco.com/rooms/detail/cozy-furniture-collection-422333/

Hannes said, "The inspiration for this "Redesign of the German living room" thesis was dissecting common standards of cosiness and taste. The starting point was typical furniture in an average seventies living room and the congeniality associated with it. The designs dispense with the well-known symmetries of furniture and create "living sculptures" instead. Their original functions are still recognisable only via texture (fabric) and applications (doilies, fringe), without texture these "non-forms" remain unknown. This project is an attempt to dismantle the conventional picture of German cosiness, to re-articulate it and create these disturbing objects, which encourage discussion about how heavily we are addicted to form."

Erwin Zwiers, Claytable and Leave your shape behind collection, Netherlands
www.erwinzwiers.nl

Claytable



http://mydeco.com/rooms/detail/claytable-404676/

Leave your shape behind collection

http://mydeco.com/rooms/detail/to-become-one-table-and-seats-403664/

Erwin said, “The inspiration for the "Leave your shape behind collection" comes from the beach. The beach is one of the few places where people and animals leave traces that are visible. The "Claytable" is a translation for these traces. The softness of the clay surface means you can play and shape and evolve it. The applications of the Claytable are broad and it’s fun for both children and adults. All tend to touch the clay and play with it. The clay table could be an ideal in public spaces like dentist and hospital waiting rooms, schools and nurseries, or corporate brainstorm areas. It can also be used for children and adults with mental and physical limitations to stimulate different senses.”

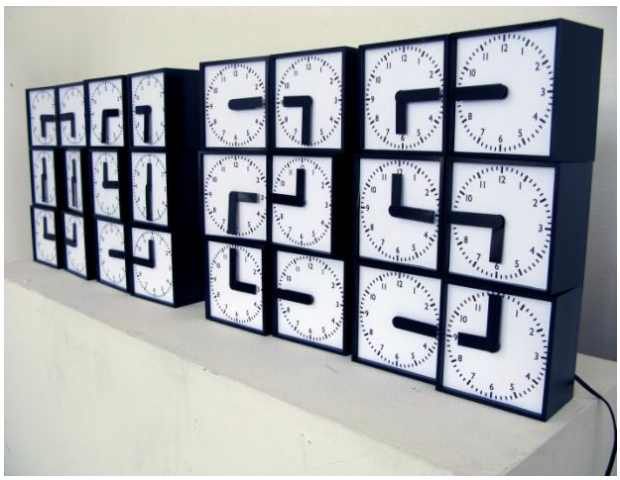
Hélène Uffren, Hard Look, UK
www.heleneuffren.com

http://mydeco.com/rooms/detail/hardlook-410817/

Hélène commented, "Visual experiences mediated by different optical devices are at the center of my research. I focus on surface depth, distortion and illusion, to create extra dimensions through cropped vision. I want the viewer to become part of the work, pulled in and transported by the act of viewing.

The brain sees through the eyes, editing and creating individual realities. My optical devices act as portals to parallel realities and question the way we see. The essential ideas behind my current work revolve around the hyper-visual, hyper-real and over exposed world we live in."

Per Emanuelsson & Bastian Bischoff, Humans since 1982, Sweden
www.humanssince1982.com



http://mydeco.com/rooms/detail/clock-clock-420965/

Per Emanuelsson said, "We are design students at HDK Göteborg in Sweden and gathered under the name 'humans since 1982'. After having successfully launched our 'Surveillance Light' and our lounger 'Celebrating the cross 1' we now developed a prototype of a wall clock: we call it 'The clock clock'. Hereby 24 manual alarm clocks show the time in a digital manner.

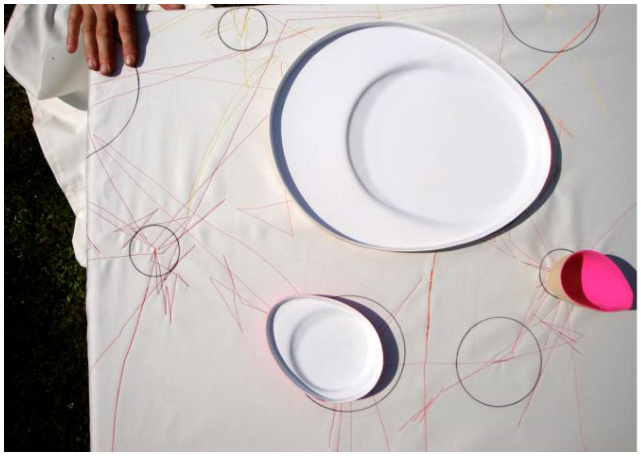
We also have developed a type font on this basis. This prototype will be shown at Rhösska design-museum in Göteborg from June till mid of august 2009."

Jaebeom Jeong, Grid chair, Korea
www.stonenwater.kr

http://mydeco.com/rooms/detail/grid-chair-406902/

Jaebeom said, "The structure of chairs we have known is a creature experienced by association effects, and nothing more than functionally having the minimum structure to sit."

Nicole Mueller, Maison Sauvage, A – Z tabletop, Germany
www.maisonsauvage.de



http://mydeco.com/rooms/detail/from-a-z-421915/

http://mydeco.com/rooms/detail/a-z-426101/

Nicole says "A – Z is a tabletop concept that unites formal dining with the casual. The idea is to provide a collection of single objects that can either stand by themselves but also be grouped together into various product lines as well as into a entire tableware set. Ranging from formal to playful, casual to poetic, A – Z is always functional and user-optimised. All pieces are elaborately modelled in clay or paper before being cast into plaster moulds for serial production.

The surface design is adapting the spray techniques of German and Russian tableware production in the 1930s. The layering of colours creates a notion of movement and depth and supports the asymmetric shapes of the pieces."

Matthew Woodhouse, Linear construction, UK

http://mydeco.com/rooms/detail/woven-stool-422082/

Matthew said, "This design is about developing the traditional cane weaving technique. Inspired by the 3D sculptures of Naum Gabo the stool explores how the weaving presses can create its own form. The woven seat connects opposing profiles and produces a natural saddle from which implies how the stool is used.

My designs focus on existing aspects within design. I take a historical approach to a project and manipulate its traditions and heritage to create a new story. Archetypal forms provide a canvas to re-examine the everyday objects we use. I aim to design furniture with personality, pieces that will naturally improve with age. My favourite design is Castiglioni's Mezzadro stool and the next piece I wish to own would be Eames Plastic Side Chair with wooden based."

Mikaela Johansson, 'It's not what you think it is' wallpaper, UK:
www.mikaelajohansson.com

http://mydeco.com/people/Mikaela%20Johansson/summary/

Mikaela commented **"**I like designs that have some kind of quirkiness to it, that have something more conceptual behind them; beautiful designs that make you think and question things."

Olivia Decaris, "Drop", from the Drop series

http://mydeco.com/rooms/detail/drop-from-the-drop-series-421068/

Olivia said, "The Drop series is a family of sheltering structures based on domestic activities. They aim to bring intimacy, privacy and concentration. The dining structure gathers people around the table thanks to its concentric and rounded shape: it transforms the ritual of dining into a more intimate moment. When night comes, the drop enlightens to create a poetic atmosphere. It adapts quite well to public places such as restaurants. This working drop is based on ergonomics, according to the space the body needs when working: the result is an oval shape. It is particularly efficient in open spaces, to be encapsulated, cut off from the outside sounds and other disturbances. The sleeping Drop is adopting the shape of a standard mattress: it is a cocoon, creating another layer, between the bed and the house's walls."

Omri Barzeev, Zaza, Israel
www.omrid.com

http://mydeco.com/rooms/detail/zaza-405797/

Omri said, "My project Zaza is a new chair created and based on research and integration of various substances in search of the morphology. The combination of substances including a variety of characteristics supplements each other towards harmony in the final product. The deviation from the ordinary approach has brought about a surprising product for the viewer and user. Zaza is flexible and presents an equal relationship between design and usage. The unique characteristics enable the creation and proper adjustment for each individual user.

Zaza was formed in two parts. The upper part of the chair was initially crated from a flat plastic sheet, cut with laser technology and layered with felt. Subsequently it was folded in to the desired shape and structure. The lower part of the chair is made out of wood, serving the upper part by clamping."

High resolution images available on request

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For more information
Please contact Michelle Saxby at the mydeco press office: michelle@mydeco.com, 020 3384 1337

About mydeco
mydeco http://mydeco.com was founded by the management team behind lastminute.com, one of Europe's most successful ever online businesses. mydeco.com brings together more than 3 million home ware products from over 1500 retailers. From high-end to high street, mass market to niche, you will find what you are looking for on mydeco without having to trawling the high street.

About mydeco design board
Co-chaired by style icons, Sir Terence Conran and Philippe Starck, this creative powerhouse consists of experts and innovators from every area of the home, including Tara Bernerd, Kelly Hoppen, Marc Newson and Kirstie Allsopp. These internationally-acclaimed designers offer the benefit of their years of experience and their visions for the future of the design world.

Key website features include:

- Shopping: search the UK's most comprehensive database of home products by price, discount, colour or dimension.
- Design my room: build a virtual model of your home and choose from over 60,000 3D pieces of furniture to drag and drop into your room to check.
- Community: share creative ideas, tips and tricks with 73,000 members, ask questions and showcase designs.

- The magazine: get the latest news from the interiors world, read features and trend watching advice.
- Buy the look: view hundreds of inspiring looks from well-known designers, celebrities and even famous hotels. Tailor the look to your budget and define your own personal style.
- Shop by style: from romantic to retro, find hundreds of stylish products in categorised by a range of styles.

About Tent London
Since its launch three years ago, Tent London has become the most diverse and innovative design exhibition during the London Design Festival. Not one to stand still, Tent London strive to build upon their successes and deliver fresh and forward thinking design in all disciplines. Tent London 2009 has some exciting new aspects to discover – from Tent Digital's debut at the Truman Brewery to the installation of the winning design for The Art Fund Pavilion in Covent Garden, spreading Tent London across the capital.

Tent London Visitor Information2009
Tent London will take place from 24-27 September 2009, at the Truman Brewery, Brick Lane, London, E1 6QL.

Opening Times

Thursday 24 September	10.00 – 20.00hrs
Friday 25 September	10.00 – 20.00hrs
Saturday 26 September	10.00 – 20.00hrs
Sunday 27 September	11.00 – 17.00hrs

Admissions Policy
Trade, Press, Public and Student visitors can attend the show on any day.

Trade & Press: To gain FREE entry and save the £10.00 admission fee, visitors must register online before 18 September 2009 by midnight GMT.

Public & Students: Admission fee £7.50 in advance or £10.00 on the door. '2 for 1' Tent London ticket offer when you book online at www.tentlondon.co.uk before 18 September. Just quote ref. code: 'MYDECO09' when prompted.

Children: Under 16, £5.00; Under 5's FREE
* Visitors are advised that due to the value and delicate nature of some of the objects on display, children of all ages must be closely supervised.

www.tentlondon.co.uk