

A glowing, woven, spindle-shaped light fixture hangs vertically in a dark, tropical setting. The fixture is made of a material with a warm, reddish-brown hue, possibly copper or a similar metal, and is intricately woven into a lattice pattern. It has a bulbous middle section and tapers at both ends. The light it emits is a warm, yellowish-orange glow. To the left of the fixture is the trunk of a palm tree, which is green and has some brown, peeling bark. The background is filled with dark, silhouetted palm fronds and other tropical foliage, creating a dense, jungle-like atmosphere.

David Trubridge

PRESS RELEASE
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You will find all the PRESS PASS information on:

http://www.messefrankfurt.com/frankfurt/en/media/technologyproduction/light_building/aktuelles.html

High-Res images for David Trubridge can be downloaded via: www.davidtrubridge.com/media-images

PRESS RELEASE

For Immediate Release

David Trubridge to launch Hush acoustic lighting, Driftwood seating, and Belle shades at Frankfurt's Light + Building show.

March 30th - April 4th 2014

Stand B20 Hall 1.1

David Trubridge is a world renowned designer based in New Zealand, his company manufactures all his designs in a small village close to the sea. His works are closely linked to patterns found in nature where he spends much of his time.

He has exhibited in Salone del Mobile Milan Furniture fair for over 10 years and other shows globally. He is excited to be bringing a major collection of yet to be released designs and his core lighting collection to Light + Building in Frankfurt. The designs include:

- *Hush*, a sound absorbing light
- *Belle*, a new shade family
- *Kitset Plywood Lights* iconic kitset products
- *Luup*, a recently released kitset table system
- *Driftwood* bench and stool

David is travelling to Frankfurt to be on hand for interviews. To arrange a meeting please make contact (details above).

Hush

Hush is designed as both a light source and an acoustic device and was developed by Marion Courtillé at David Trubridge. There are currently two sizes, round and a larger oval. Both are large enveloping canopies that contain a constellation of LED lights inside the top. Underneath, sound is muted by the absorbent synthetic felt panels that are made from 100% polyester fibres (including 65% post-consumer recycled material) which can be recycled again after easy dismantling.

The material is safe, non-toxic, non-irritant and non-allergic. Although the lights are large they are transported in our trademark kitset form. The interlocking shapes are very easily assembled with minimal connectors and no tools. Hush is licensed to the NZ company IQ, but marketed in Europe non-exclusively by David Trubridge Ltd.

The material properties strongly influenced the design of Hush. We explored the use of a weaving technique which interlocks the components in order to reduce the number of fastenings for quick assembly. This system allows for efficient kitset freighting and the overlaps improve the acoustic properties.

Oval : 195 L x 130 W x 67 H cm. 11 x 12 volt LED

Round : 120 D x 67 H cm. 5 x 12 volt LED

They come in six different integral colours: charcoal, grey, brown, pistachio green, beige and orange; an expanded colour range is due later in 2014.

Belle Wall and Pendant Shade

Belle is a new *Seed System* light-shade design, yet to be fully released. Like Hush, it was developed by French designer Marion Courtillé (hence the French name) who has worked for David for four years. Belle is being developed into a family of designs and is made from 0.9mm bamboo which is sustainably grown and produced especially for David Trubridge in China. He says: "I love the grain patterns revealed when it is lit; each component of the shade has its own unique character. I can see endless possibilities with this design".

Marion Courtillé says of the design: "I aimed to create a light shade that responded to the material we have on hand. I explored the flexibility of the 0.9 bamboo by using an interlocking/self-supporting system which make the shade easy and fun to assemble. The overlapping shapes create different intensities of transparency when the light is on which refers to natural organic structures. I wanted it to have a sense of narrative and to respect the DT aesthetic of our modular range".

Belle is a shade only and is designed to fit over existing or separate light fittings either hanging from the ceiling or on the wall.

Kitset Lights

Presently we have 10 kitset lights on the market. Nikau, Koura, Kina, Hinaki, Flax, Ulu, Coral, Floral, Sola and Pequod all fall under our Seed System philosophy.

Seed System is just that, a seed being everything required to grow a design. We need our gardeners, our clients, to nurture it into its full form. This is better for everyone, the shipping volume is vastly minimized, there is less chance of damage in transit, the cost is nothing compared to the large box required to send an assembled product and our customers tell us they had fun making it, feeling pride every time they interact with their design. That makes us happy - we are more than a product design company. We create experiences. Seed System is not restricted to lights, we also have the Ruth rocking chair and the Luup modular tables.

All of these kitsets (excluding Pequod, Sola and Ulu) are available in 9 colours and use LED bulbs. They are made from 0.9 and 1.5mm bamboo or hoop-pine plywood from sustainable resources and come in a wide range of sizes making them suitable for everything from the smallest private space to the largest commercial space.

Coral is the first of the highly successful David Trubridge range of lighting, which has since become a trend-setting icon around the world. Like most of the company's lights it is shipped as a *Seed System* kitset to reduce the cost of freighting both literally and environmentally. Each small recycled cardboard package contains all parts needed and full instructions, with an additional instructional video available on our website. Assembly is easy and fun and requires no tools. Coral is ten years old this year, having first been exhibited in Milan in 2004, yet its popularity is still growing. Interesting facts about Coral:

- 40 kitsets fit in the same box as one assembled shade
- It is CE marked (conforms to IEC60598.2.1)
- The design is based on a classic polyhedron which has 60 identical five-sided faces
- It is made from FSC certified bamboo plywood with E0 rated glues, sourced from forests in China whose primary purpose is the food supply of bamboo shoots.
- It is available in five sizes: 40cm, 60cm, 80cm, 100cm, and 1.7m dia

Driftwood Bench and Stool

We get many requests for bench designs and this piece evolved from studying logs that David saw washed up on a beach. We have effectively taken flat panels of plywood which are then cut and reassembled to recreate what appears to be the raw log from which they originally came. They are made from silvered European Beech as this timber is hard and durable. Because of the lightweight panel construction these benches are shipped flat pack to Europe and assembled in market by our trained personnel. We have made many benches in the past including some solid timber

seats that were carved from single logs from trees in the USA that were killed by lightning and left to dry while standing. Others are complex curves made from thin steam-bent slats.

The Driftwood Stool is made with the same vocabulary as the Bench which makes it look like a short log stood on end. Casters allow the Stool to be pulled up to workstations for personal conversations. It has a seat which is upholstered with an all NZ wool fabric by Camira. The seat hides a storage or rubbish bin inside the stool so that space around a desk is economised efficiently and tidily.

Sizes: Bench 4.7m L x 100-60cm W x 47-40cm H (or custom).
Stools 47 H x 40 x 35cm

Materials: Silvered Beech plywood, Camira Blazer fabric (stool only).

Luup Modular Tables Coffee Table, Desk / Dining Table, Bar Leaner

Luup is a modular table system that fits into your life just the way you want it to. Whether it's a coffee table or dining table, desk or bar leaner, the beauty of Luup is its flexibility. You choose the size of table top you need, add the legs, which come in three heights and four different colours (orange, yellow, lime green or pink). The leg pieces, which nest perfectly on a sheet of steel with no waste and reduced cutting times, are powder coated. The tops are beech plywood. There you have it: a fully customisable kitset table system that isn't afraid of having fun. Like choice? Like Luup.

General Company Info.

David Trubridge Ltd is a New Zealand based company of 24 staff that designs and manufactures contemporary decorative lighting and furniture. Several of its designs have been purchased for the collections of major international museums including Centre Pompidou in Paris, Minneapolis Design Museum and the Victoria and Albert Museum in London.

The company is divided into two parts, Production and Design. The design studio develops new products for in-house manufacture such as our new jewellery range, as well as larger one-off sculptures, lighting or furniture commissions. It also undertakes contract design for other companies to manufacture under licence in New Zealand and overseas. Recently this has included new ranges such as fabric prints, carpet, wallpaper designs and collaborative office systems for firms such as IQ. All graphic and website design for the company is done in-house as well.

"We aim to lead in design, adhering to our integrity and belief in the art process, rather than trying to spot incipient market trends. As a result we have been credited with being

one of the global instigators of the design trend of 'raw sophistication', now imitated by many other companies".

"We are driven by a strong environmental responsibility which informs all aspects of design and production. We try to create a caring and enjoyable workplace for all employees."

The bulk of the production is contemporary kitset light shades for which the company is best known. 85% is exported and sold through an extensive distribution network which covers most of the world. This includes the award-winning Coral light and many other patterned thin bamboo plywood shades. A selection of larger lights and furniture pieces is aimed mostly at the commercial market. These are usually exported in parts and assembled in market by trained craftspeople to reduce freight impact.

Our factory uses 100% renewable source electricity and we believe our products are responsible for less carbon output than similar European products made with coal or nuclear generated electricity. This has been proven for other New Zealand companies and we are currently undertaking a Life Cycle Analysis to prove this.

David's designs are closely linked to his love of nature and care for the environment. His book *So-Far* was recently published and covers his life story and design philosophy.

"My ideas come from wild places,
edges of turbulence and renewal,
where seas break on beaches and headlands,
where land and air meet on mountain ridges.

I make forms of elemental simplicity,
as the erosion of air and water on wood and stone,
forms that speak of humanity's survival on earth,
of life's fragility and dependence,
of comfort in the ways of the past that have succoured us,
and optimism for a sustainable and enriching future.

I work within the limits of what I have and know,
simplicity and low impact,
natural materials and processes,
leaving a delicate footprint."



Hush

Oval + Round



With



Commercial



Belle Light Shade



Kitset Lighting

Luup Modular Tables





Driftwood Stool + Bench

