

FELISSIMO DESIGN HOUSE

presents:
WOW!DESIGN

New York, NY 2005 - This May, Felissimo Design House presents **WOW!DESIGN**, an annual exhibition of innovative furniture, home accessories and products by a refreshing group of international designers. Through this exhibition, Felissimo Design House aims to inspire lifestyle models for the 21st century and promote happiness and well being through design. In its second year, WOW!DESIGN features:

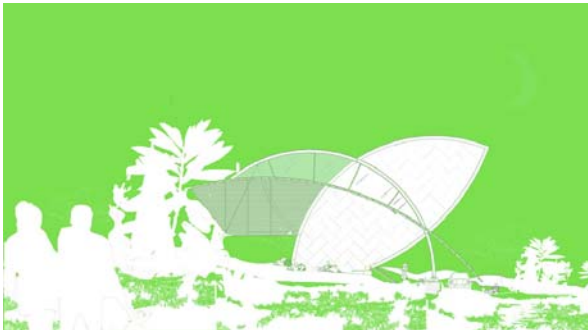
Whispering Sources, Radical Reduction - a retrospective of products, furniture and wall coverings designed by Ed Annink. Sponsored by Mondriaan Foundation and The Netherlands Foundation for Visual Arts, Design and Architecture.



Inspired by the "spatial vacuum between culture and economy," Ed Annink's designs explore culture through "whispering sources" and economy through "radical reduction." The whispering sources give a unique presence to his designs and rely on stories from the past, forgotten sources and contextual awareness. At the same time, his designs are radical in reduction, as Annink strives to bring ideas back to the best minimum possible and create products that are easy to assemble, transport and distribute.

Ed Annink is a partner of the Dutch multidisciplinary design studio Ontwerpwerk, where he works as a designer, consultant, teacher and editor. He has designed products and housewares for Driade, Droog and Purple South, among others.

The Flower House - a prefabricated and transportable house by architect Leonardo Annecca.



A design project brought to an architectural scale, the Flower House challenges the notions of prefabrication and mobility. Inspired by the fast pace of society and a world in motion, Annecca's project seemingly has a built-in "soul of movement" and demonstrates that even a "real house" can shift. The design ignores the common rectangular shape of prefabrication and emphasizes living "out of the box" by beautifully utilizing organic and natural shapes with the playful approach of a

summer house. Structurally challenged by the idea of mobility, the Flower House design borrows a construction method from "mobile boot installation," wherein a steel frame structure of intersecting I-beams is posed on concrete piers with both pinned and fixed joints. With this structure in mind, the Flower House can be folded, shipped and erected in another location.

Leonardo Annecca is a commercial and residential architect, as well as a designer. In 2004, he founded the L.A. Design studio in New York City to pursue projects with a network of designers, who when working together result in great synergies, low costs, rapidity and cutting-edge design.

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Designed in Sweden - a selection of works by Sweden's leading design visionaries, curated by Bradley Quinn. Sponsored by Consulate General of Sweden and Swedish Institute.



Designed in Sweden is a collection of new furniture, glass, ceramics, metalware and textiles from over 60 Swedish designers. Traditionally, Swedish designs are renowned for their sleek, streamlined silhouettes and laid-back, laconic appeal with nature, light and transparency serving as inspiration. This once simple and subdued signature style has evolved with exhilarating intensity, wherein today's designers are pioneering fresh visions and making space for brilliant colors, rich textures and lavish motifs. (Photograph courtesy of Museum of London)

Bradley Quinn is an author and curator based in London. He is the author of *Designed in Sweden*, a book of contemporary Swedish design which accompanies the exhibition he also curated. His other titles include *Techno Fashion*, *Scandinavian Style* and *Mid-Century Modern*.

WOW!DESIGN will be on display at Felissimo Design House May 11 – June 4, 2005. Felissimo Design House is open Monday – Saturday, 11:00am – 6:00pm, Friday 11:00am – 8:00pm, and closed Sunday.

For further information, please contact Cynthia Brody or Peggy Jacobs at Sally Fischer Public Relations at 212-246-2977 or cynthia@sallyfischerpr.com, peggy@sallyfischerpr.com; or Carly Carratura at Felissimo Design House at 212-956-4438, ext 145 or carratura@felissimo.com.