



PRESS RELEASE - SLICE SHELF

20.01.2012

**&tradition launches SLICE
a shelving system designed by KiBiSi**

The Danish design company &tradition is launching SLICE; a new, flexible shelving system designed by the award winning Danish design group KiBiSi comprised of Lars Holme Larsen, Bjarke Ingels and Jens Martin Skibsted.

SLICE will be launched at Maison&Objet in Paris 20 January 2012 and at Stockholm Furniture Fair, 7-11 February 2012.

"We wanted to redefine the bookshelf in an architectural and playful way. So we asked ourselves: What would a shelving system look like if playfulness and function was it's main values?" KiBiSi tells.

SLICE is a flexible shelving system made of plywood. It consists of slices in various sizes. The slices are put together to build a shelving unit customised to fit the desired size and shape. Due to its flexibility, SLICE fits all spaces and environments from small to x-large.

KiBiSi explains: *"The main feature of the system is a slice of plywood. SLICE is flat packed at delivery and in assembly turned into a special system for individual display. In a simple way SLICE reflects natural resource scarcity: No expensive mould, a simple playful idea, rework and the back-to-basics attitude of plywood."*

The architectural expression and the exceptional flexibility of SLICE fully meet &tradition's ambition to bridge the Nordic design tradition's quality and mode of expression with new materials and new manufacturing techniques.

"As regards of design, our collaboration with KiBiSi has lead to a unique product with a great international approach. The compositions of SLICE are endless and we are looking forward to seeing the system on display in private homes as well as in offices and show rooms," Martin Kornbek Hansen, Brand Director at &tradition, tells.

SLICE comes in lacquered and unlacquered plywood. It will come up for resale by 1 May 2012.

Materials: Birch plywood
Dimensions: from 640X490X360
Colours: White pigmented oil, white lacquered
Design Date: 2012

&tradition is a Danish design company. The products are based on the Nordic design tradition adapted to the modern, global world.

The ambition is to bridge tradition with new designs, new materials, and new manufacturing techniques.

The vision is to carry on the tradition of fine craftsmanship as well as to introduce the design heritage to new generations of conscious consumers.

&tradition's products are designed by Arne Jacobsen, Verner Panton, Jørn Utzon, Benjamin Hubert, Kai Linke, Sofie Refer, Victor Vetterlein, NORM.architects, Mia Hamborg, Pernille Veja, Kibisi and Samuel Wilkinsson.

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