ENGLISH

PIDESTALL

PRESS RELEASE

WOUD

A VERSATILE COLOUR AND DESIGN

PRESS RELEASE JANUARY 2020

A NEW COLOUR HAS BEEN ADDED TO THE PIDESTALL PLANTER SERIES. THE EARTHY SHADE, TAUPE, IS INTRODUCED TO THE WOUD COLLECTION. A VERSATILE BLEND OF BROWN AND GREY. THE SOFT AND TRANQUIL COLOUR COMPLEMENTS THE VIVID AND COLOURFUL FLOWERS AND PLANTS. SELECTED TO MATCH THE EXISTING PIDESTALL COLOURS.

CREATE A GREEN OASIS INSIDE

PIDESTALL IS A SERIES OF SIMPLE FLOWERPOTS CREATED FOR INDOOR USE. WITH ITS MINIMALISTIC DESIGN COMBINED WITH THE VIVID EXPRESSION OF THE PLANTS, PIDESTALL CREATES AN ELEGANT HARMONY. DEVELOPED TO BRING NATURE INSIDE. THE PIDESTALL MAKES IT POSSIBLE TO CREATE A GREEN OASIS IN YOUR HOME. USE IT FOR GREENERY, COLOURFUL FLOWERS OR HOME-GROWN HERBS.

CLEVER STORAGE SOLUTION

THE PIDESTALL SERIES CAN FUNCTION AS MUCH MORE THAN A PLANTER FOR FLOWERS. WITH ITS FUNCTIONAL VOLUME AND CAPACITY, THE DESIGN INVITES YOU TO USE IT AS AN IDEAL STORAGE SPACE. INTENDED FOR SMALL SPACES. DISPLAY YOUR FAVOURITE BOOKS AND MAGAZINES, STORE YOUR UNFINISHED KNITTING OR USE IT AS A MINI-BAR FOR BEAUTIFUL BOTTLES.

INSPIRED BY A CHILDHOOD MEMORY

THE DESIGNER, EMILIE STAHL CARLSEN, WAS INSPIRED BY HER GRANDMOTHER'S OLD WOVEN BASKET FILLED WITH GREEN PLANTS. WITH A DRIVE TO EVOKE AND SHARE THE FASCINATION OF THE VIGOROUS PLANTS, SHE DESIGNED PIDESTALL.

"MY GRANDMOTHER HAD A LARGE. WHEN I THINK OF THE BASKET, I THINK OF IT AS EXOTIC AND APPEALING. THIS HAS BECOME THE MAIN INSPIRATION FOR A LOT OF MY DESIGN IDEAS," SAYS EMILIE CARLSEN.

DESIGNED BY EMILIE STAHL CARLSEN

A YOUNG NORWEGIAN DESIGNER WHO RECENTLY GRADUATED FROM OSLO AND AKERSHUS UNIVERSITY COLLEGE OF APPLIED SCIENCES IN PRODUCT DESIGN. WITH GREAT ATTENTION TO FUNCTIONALITY AND MINIMALISM IN HER DESIGN PROCESS, SHE CREATES DESIGNS WITH MEANING AND PURPOSE. HER DESIGNS ARE CHARACTERISED BY SIMPLICITY AND A DRIVE TO DEVELOP PERFECTION.

DESIGNER
EMILIE STAHL CARLSEN

LAUNCH
2016

MATERIAL
METAL

COLOURS
RED
BLUE
GREY
TAUPE **NEW**

DIMENSIONS
H 150 x Ø 150 MM (SMALL)
H 5.9 x Ø 5.9 ″
H 350 x Ø 400 MM (MEDIUM)
H 13.7 x Ø 15.7 ″
H 550 x Ø 400 MM (LARGE)
H 21.6 x Ø 15.7 ″

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