

# STEDGE

PRESS RELEASE

# STEDGE IS ALL ABOUT LIGHTNESS

PRESS RELEASE JANUARY 2020

THE SUBTLE DESIGN IS NOW AVAILABLE WITH WHITE PAINTED SHELVES, WHICH ENHANCES THE CHARACTERISTIC OPTICAL ILLUSION OF STEDGE.

WITH THIS LAUNCH, THE APPEARANCE OF STEDGE HAS BECOME EVEN MORE MINIMALISTIC AND CLEAN. THE SOFT WHITE TONE FORCE THE SHELVES TO EMBRACE AND MERGE WITH THE WALLS AT THE SAME TIME. SPLENDID FOR THE SCANDINAVIAN-INSPIRED HOMES. THE NEW COLOUR COMPLIMENTS THE FEATURES OF THE DESIGN: AN OPTICAL ILLUSION AS THE SOLID SHELVES SEEM TO HANG BY A THREAD. ITS THIN CONSTRUCTION CREATES A MOMENT OF WONDER.

THE MAIN IDEA BEHIND STEDGE WAS TO CREATE A STORAGE PLACE FOR OBJECTS ON THE WALL TO GAIN MORE FREE SPACE ON THE FLOOR AREA. WITH ITS LIGHT EXPRESSION AND FINE EDGES, STEDGE WILL BE A PERFECT MATCH FOR ANY ROOM. EXTEND THE SHELVING SYSTEM WITH MORE SHELVES AND CHOOSE EITHER A LONG OR SHORT TOP WIRE TO MAKE IT A PERFECT FIT ON YOUR WALL.

## IT STARTED AS A UNIVERSITY PROJECT

THE STEDGE WALL SHELF WAS ORIGINALLY NAMED 'STAB IM BRETT' AND A UNIVERSITY PROJECT WITHIN THE SCOPE OF STORAGE POSSIBILITIES. IN THIS CONTEXT, HE STUDIED SHELVES WHICH HANG FROM THE CEILING OR ARE ATTACHED TO THE WALL. DURING THE DESIGN PROCESS, HE DECIDED TO CREATE A WALL SHELF BECAUSE OF ITS USABILITY, STABILITY AND EASY INSTALLATION FOR CONSUMERS.

IN 2015, THE 'STAB IM BRETT' SHELF WAS PRESENTED FOR THE FIRST TIME BY LEONARD ALDENHOFF AT A SMALL STAND. ONE YEAR LATER, IT WAS LAUNCHED ONCE AGAIN AT IMM COLOGNE. NOW AT THE WOUD STAND WITH THE NAME 'STEDGE'.

## DESIGNED BY LEONARD ALDENHOFF

A YOUNG AND TALENTED DESIGNER BORN IN GERMANY. HIS BACKGROUND AS A TRAINED INDUSTRIAL MECHANIC AND INDUSTRIAL DESIGNER COMBINES KNOW-HOW, CREATIVITY AND AESTHETICS. INSPIRED BY TECHNICAL AND GEOMETRICAL PRECISION HIS WORK SHOWS A DESIGN CHARACTERIZED BY CLEAR FORMS AND SELECTED MATERIALS.



## DESIGNER

LEONARD ALDENHOFF

## LAUNCH

2015

## CATEGORY

STORAGE AND SHELVING

## MATERIAL/COLOURS

WHITE PIGMENTED OAK

SMOKED OAK

BLACK PAINTED OAK

WHITE PAINTED OAK

**NEW**

## DIMENSIONS

L 600/800 x D 220 x H 1200 MM (LONG WIRE)

L 23.6/31.4 x D 8.6 x H 47.2 "

L 600/800 x D 220 x H 770 MM (SHORT WIRE)

L 23.1/31.4 x D 8.6 x H 30.3 "

L 600/800 x D 220 MM (ADD-ON)

L 23.6/31.4 x D 8.6 "

## PRESS INFORMATION

FOR FURTHER REQUESTS, PLEASE CONTACT [PRESS@WOUD.DK](mailto:PRESS@WOUD.DK)

FOR IMAGE DOWNLOADS GO TO [WOUD.PRESSCLOUD.COM](http://WOUD.PRESSCLOUD.COM)

FIND A RETAILER NEAR YOU AT [WWW.WOUD.DK](http://WWW.WOUD.DK)

**WOUD**