

Leif.designpark at London Design Festival 2010

Seven new products manufactured by De La Espada

Tramshed, 32 Rivington Street, London EC2A 3LX

During London Design Festival from 22nd - 26th September, Human Made, an exhibition of emotional design manufactured by De La Espada, will be on display in the main hall of The Tramshed in East London. Japanese design studio, Leif.designpark will launch Seven new products at the event, nearly doubling their eponymous product line offered through De La Espada.

New products launching at the event include Hug 2-Seater Sofa, the 2-seater version of Hug lounge armchair which launched at last year's London Design Festival to much critical acclaim; a modular glass pendant titled Len Lamp; Flower Cup Chair, Tone Chest, Lily Dining Table, Lily Coffee Table, and Lily Side Table in two heights. Leif.designpark will exhibit with other international designer-led brands including Matthew Hilton, Studioilse, Autoban, Dick van Hoff and Charlene Mullen.

Each brand will exhibit on adjacent stands in the main hall of The Tramshed. The Tramshed, a powerful exhibition of international design and creative collaborations initiated by De La Espada, is set to be the premier destination at this year's festival. The event will feature 15 exclusive international brands set against the stunning backdrop of a post-industrial venue. Talks and debates will take place twice a day with a pop cafe offering refreshments onsite.

Note to Editors

- All products are manufactured in the De La Espada factory in Portugal
- De La Espada products are available from over 60 points of sale worldwide
- A full online catalogue is available on the De La Espada website www.delaespada.com
- Further information about The Tramshed event is available on the website www.thetramshedevent.co.uk

For further information

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Further Brand Information

More on Leif.designpark

Leif.designpark, a Japan-based design studio consisting of Takashi Ueno, Mamoru Naito and Keizaburo Honda, has been designing products in a variety of natural materials, with a specific emphasis on wood since 2006. Leif.designpark holds monozukuri (the art of traditional craftsmanship) in high esteem, and values the warm, playful relationship between a product and the user, as well as the comfort of the space where the two enjoy interaction. Their aesthetic is a result of applying monozukuri to the construction of modern designs to give the products a connection to traditional Japanese culture. The team works on a range of projects including interiors, art and product design. 'Drawing on century-old Japanese craft traditions and ancient mythology, the team has created highly original, sometimes whimsical, works', Wallpaper* magazine.

www.leif-designpark.com



More on Leif.designpark Brand

Traditionally there is a profound relationship between wood and Japanese culture. Our familiarity with the material and intuitive understanding of its capabilities have made it an intrinsic part of our design sensibility. Leif.designpark brings Japanese sensitivity to the new generation through products created in collaboration with the craftsmen at De La Espada. Specializing in solid wood, De La Espada realizes Leif.designpark's designs through premium materials and expert manufacturing, creating products that enhance the quality to life.

More on De La Espada

De La Espada is a groundbreaking design management firm and manufacturer with nearly two decades of experience in the design, craft and retail of solid wood modern furniture. Alongside their signature line, De La Espada manufactures for select designer-led brands. Each designer has creative control over every aspect of their brand from product design to art direction, creating product lines that are authentic and exactly as the designer intended. De La Espada realises each design through premium materials and expert handcrafting whilst providing a strong retail network allowing each designer greater freedom to focus on the creative aspects of the business.

www.delaespada.com

