

KÖLLEN BOOKSHELF

PRESS RELEASE



Köllen Bookshelf is a modular shelf the design of which allows the user to interact with it. This differentiates it from other more classic pieces of furniture.

The product has been designed by Oriol Campillo Mestres, Núria Jané Ballarín, Adrian Soldado Cid and Paula Terra Bosch, four young entrepreneurs and students of the degree in Industrial Product and Graphic Design in EINA, University Centre of Design and Art of Barcelona.

Our way of design is based on simplicity and functionality, along with dynamism and care on the finishing touches. Thus, a hybrid between the pragmatism of the industrial product and the aesthetics of the sculpture is reached. In addition, it also turns to the warmth of the materials and the combination between organic forms and order and regularity.

Köllen Bookshelf is a shelf created from the repetition of adaptable pieces in matter of size and shape of the objects on it. Its autonomous structure allows an independent working of each of the strips, so that they can be placed in different positions according to the user's need. This structure will also allow for it to be a considerably decorative element: it follows a clean structure broken by a curved edge that represents the mountains, in a nod to the piece's originary region.

Köllen Bookshelf initially arises from an academic design presented in Nude Congress 2016 in Feria Hábitat Valencia (1-5 of February 2016). At this point, its conceptual presentation is carried out through a final prototype. Eventually, it reaches its commercialization phase, and its industrial production begins.

In order to fund the project, Verkami, a crowdfunding platform, was used. Such platforms make it possible for emergent companies like ours to gather the money needed to develop their project. With the success of this campaign, we designed an expansion to the product: Köllen Collection, which includes decorative elements in the same vein as the bookshelf. This collection will obtain funding from a new crowdfunding campaign through Kickstarter (September 2016), an internationally recognised platform that will reach a larger number of potential customers.

Link to high resolution images and videos of the product:

<http://goo.gl/jWxTBT>

For more information look up:

<http://kollendesign.com>

<http://instagram.com/kollendesign>

<http://facebook.com/KollenDesign>

<http://vimeo.com/kollen>

Thanks for your interest, in case of doubt, contact us in:

info@kollendesign.com