

KÖLLEN TRYK

PRESS RELEASE



Köllen Tryk is an interactive hanger, which allows the creation of different compositions depending on the intended use. Each piece has an independent functioning so the global product can be adapted to the user's needs.

The team behind Köllen Tryk is formed by Oriol Campillo Mestres, Núria Jané Ballarín, Adrian Soldado Cid and Paula Terra Bosch, four young entrepreneurs students of industrial product and graphic design in Eina, University School of Design and Art of Barcelona.

Our designing style is based on simplicity and functionality, along with dynamism and a care for 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 generation of practical, simple and coherent solutions from simple, functional and dynamic designs.

Köllen Tryk emerges from an interest in the observation and the way we understand furniture nowadays (and the stiffness it presents). During the design of the product, we have considered its functionality and aesthetics, joining both concepts in order to achieve a hybrid between form and the function it must accomplish. The final result is a piece of interactive furniture which can be adapted to the demands of the users according to the space available and creating new experiences between the user and the piece of furniture.

With the concepts of interactivity and adaptability as key aspects, we have designed a modular furniture piece formed by different units with an independent functioning in order to allow its personalization and adaptation to the user's needs. In this way, the product can be used in different forms by changing the distribution of the necessary pieces on each moment.

The hanger is made of wood and is originally a rectangular structure that contains different circular buttons. When you press one of the buttons, it protrudes from the plane and you can use it as a hanger. It should be noted that each piece has an independent functioning so the global product can be customized and adapted to the user's needs using the number or distribution of hangers needed.

Link to high resolution images and videos of the product:

<http://goo.gl/1DWQwn>

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:

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