

PRESS RELEASE

Amsterdam, 8 September 2015

Streamlined

The beauty of plywood

The Streamlined collection reflects the true character of the everyday material of plywood. Due to its structural value, plywood usually serves a purely functional purpose. "A real shame," says Studio Roex, "because its multiple layers of bonded wood veneer are what make it so unique."

Streamlined aims to reveal the true identity of plywood by emphasising the various wood layers that are usually only marginally visible. By CNC milling the two-dimensional plywood sheet material, a three-dimensional material can be produced. As a result, the pattern of layers flares out, creating a subtle interplay of lines.



The Streamlined collection consists of a table lamp, hanging lamp and chair. The products feature organic stylistic elements and transparent constructions. All products within the Streamlined collection are composed of individual parts. This results in fragmented lines, i.e. lines that flow in different directions in every part.

Both the lamps and the chair are available in both a transparent and anthracite version. The anthracite version is semi-transparent, so that the line pattern remains visible.

Studio Roex

Studio Roex designs are based on existing materials, shapes and techniques. By placing them within a new context, the designs increase awareness of everyday objects. For more information about Studio Roex and the collection, visit www.studioroex.com.

Note to the editor(s)

Visual materials can be downloaded from <http://studioroex.com/pers>
For more information contact Jeske Kapitein at +31 (0)6- 163 54 894 or info@studioroex.com

Sales information

The collection Streamlined can be purchased from the web shop at studioroex.com and will be available in shops in the Netherlands from 1 October. If you are interested in selling our products in your shop or gallery, please contact us for more information at info@studioroex.com.