

E15 PRESS RELEASE

E15 LAUNCHES ITS NEW COLLECTION AT SALONE DEL MOBILE 2010

E15 CELEBRATES ITS 15TH ANNIVERSARY AND PRESENTS NEW SEATING FURNITURE BY DESIGNER STEFAN DIEZ AND A NEW TABLE BY ARCHITECT PHILIPP MAINZER

The German premium brand e15 stands for modern design, high grade materials and innovative, handcraft production methods. The new releases at Salone del Mobile 2010 emphasise these principles. E15 continues its 15th anniversary celebrations with new product launches at Salone Internazionale del Mobile. Alongside showcasing a comprehensive collection of private and contract interiors, e15 presents new seating furniture by designer Stefan Diez as a further development of the dynamic CH04 HOUDINI chair family. With the design of a new sofa, two different lounge chairs and a bar stool by Stefan Diez, e15 presents inspired and diverse seating furniture complementing its collection of interiors. A new sculptural table by creative director Philipp Mainzer depicts a stimulating contrast to the abstract organic forms by Stefan Diez. The new table by Philipp Mainzer reflects especially the e15 design language of minimalist, sensuously refined, enduring furniture.

At Salone del Mobile e15 will launch its new products at the main fair with a special anniversary exhibition design reflecting a creative work environment, emphasising a studio character with displays of products, material samples, development images intended to show the continual design process the brand lives. A different selection of the new products will also be presented at e15's showroom in the design district Zona Tortona on Via Tortona 31.

E15's anniversary illustrations are by New York based artist Mark Borthwick.

NEW SEATING FURNITURE BY DESIGNER STEFAN DIEZ

With e15's chair family CH04 HOUDINI by Stefan Diez, the German brand brought to life a new material and form language for chairs in 2009, which has already received international recognition being awarded the Red Dot Design Award 2010 and the Interior Innovation Award 2010. From the continuation of this creative collaboration with Stefan Diez, e15 in 2010 presents a new family of seating furniture, which is in its unique form and material a direct development of the CH04 HOUDINI. With the sofa SF05 BESS, the small lounge chair and stool EC02 BESSY, the lounge chair EC03 EUGENE as well as the bar stool ST10 JEAN, e15 presents seating items that are modern and enduring in appearance, deceptively strong and light in technique, which suit diverse interiors as either individual pieces or in combination with other e15 furniture. All new seating products are available in the CH04 HOUDINI colours, signal white, traffic grey, jet black and clear lacquered oak.

THE STOOL ST10 JEAN AND LOUNGE CHAIR EC03 EUGENE

For the first time at Salone del Mobile 2010, e15 will present the new bar stool ST10 JEAN and the lounge chair EC03 EUGENE. Based on the innovative bent construction of the chair CH04 HOUDINI both new pieces draw on form details of the chair. Made from oak veneered plywood sheets, which are bent by hand around a milled solid wood base, the bar stool ST10 JEAN consists of a seat with circumferential brim, which provides comfort when seated. Only between the front two legs runs a cross beam with an embedded steel profile, which acts as a foot rest and gives the stool stability. Available in two different heights, ST10 JEAN is suitable for contract as well as private use at a kitchen counter. Upholstery of the seat is possible.

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The generously proportioned lounge chair EC03 EUGENE exudes lightness and leisure with its high back, wide, deep seat shell and sloped back legs and presents the modern interpretation of a classic lounge chair. Also made from flexible oak veneered lacquered plywood, the lounge chair with its round bent wooden back offers ample comfort without padding. For additional comfort and style, the versatile lounge chair can be complemented with the seat and head cushions CU06 NIMA, CU09 EUGENE S and CU10 EUGENE H. Fixed upholstery of the seat is also possible.

THE SOFA SF05 BESS AND THE SMALL LOUNGE CHAIR AND STOOL EC02 BESSY

The new sofa SF05 BESS and the small lounge chair and stool EC02 BESSY will also be presented for the first time at Salone del Mobile 2010. As part of the new seating furniture family by Stefan Diez, the upholstered sofa and lounge chair and stool from flexible oak veneered, lacquered plywood are the idyllic development of the chair family CH04 HOUDINI. With its comfortable angled high back and round removable upholstered seat, the lounge chair EC02 BESSY, reminiscent of cocktail-lounger, is space-saving and thus is suitable for private as well as public interiors, especially in hotel lobbies and bars. For greater comfort and style, the lounge chair can be complemented with the CU06 NIMA cushion. Optionally, EC02 BESSY is also available as a stool without back rest.

The sofa SF05 BESS is an innovative two-seater with an upholstered seat. With its graceful bent backrest from flexible oak-veneered plywood, the new sofa takes up the design language of the chair CH04 HOUDINI. With its two available seating-depths, the sofa is well suited for private and contract interiors. The removable high grade upholstery is supplemented with a base of NOSAG-springs built into the sofa and a well-balanced combination of foamed materials. For additional comfort and style the sofa SF05 BESS can be beautifully complemented with various sizes of the cushion CU06 NIMA.

NEW RELEASES BY E15 CREATIVE DIRECTOR PHILIPP MAINZER

With the table TA18 ZEHN e15 launches the fourth new table by creative director Philipp Mainzer in its anniversary year. The conference and dining table TA18 ZEHN has through the complete reduction to purely functional elements with three intersecting structural panels, a sculptural appearance and is thus completely in line with the e15 design language. Due to its simple centre base, which dependant on the length of the table, is symmetrically or asymmetrically positioned underneath the table top, the usual protruding stilts are omitted. The table's different lengths thus offer different overall appearances. Available in oiled European oak and with a solid wood thickness of 40 mm, the table TA18 ZEHN with its reduced form is suitable for many interiors. With a length of 2400 mm TA18 ZEHN offers seating for up to eight people and for up to ten people with a length of 3000 mm.

At imm cologne 2010 in January, e15 introduced the round dining table TA16 ANNA, the dining table TA17 LONDON as well as the glass side table CT08 VIER. All four new tables will be exhibited at Salone del Mobile in Milan.

NEW COLOURS FOR THE CARPET CP03 KAVIR

In a desire to introduce colour in modern and flexible ways to live with, designer Farah Ebrahimi re-introduces the CP03 KAVIR carpet for e15 in novel shades of antique pink with a coral red fringe, a zinc yellow of the main carpet joins a fawn brown fringe and a sapphire blue is contrasted with a violet of the fringe. The CP03 KAVIR is handmade according to traditional methods. The fringe detail becomes more than just a design element, as it respectfully reveals the hand-woven framework of the carpet.

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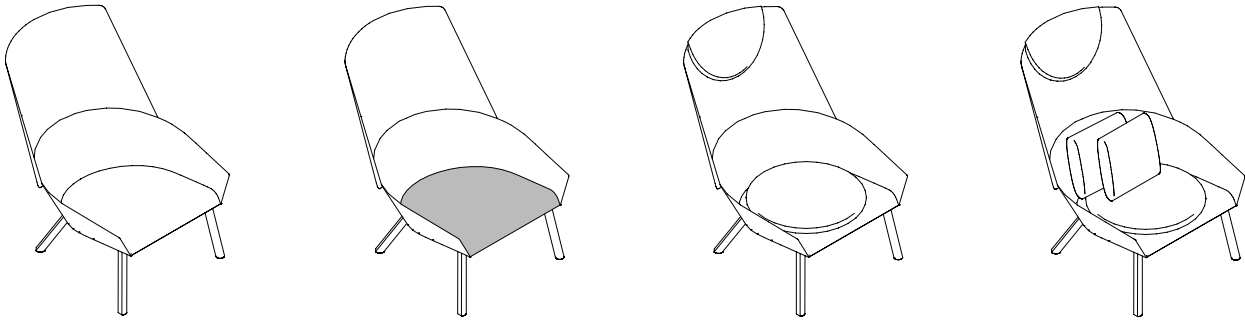
www.e15.com

AT ITS 15TH ANNIVERSARY E15 LAUNCHES THE FOLLOWING NEW RELEASES AT SALONE DEL MOBILE 2010:

EC03 EUGENE

Lounge Chair
Design: Stefan Diez, 2010

The lounge chair EC03 EUGENE makes an inspiring link to the chair family CH04 HOUDINI through its unique appearance and construction. With its high back, wide, deep seat shell and sloped back legs this generously proportioned lounge chair exudes lightness and leisure. Made from flexible oak-veneered lacquered plywood, EC03 EUGENE can be complemented with the seat and head cushions CU06 NIMA, CU09 EUGENE S and CU10 EUGENE H. Due to its round bent wooden back, EC03 EUGENE lounge chair offers ample comfort without padding. Fixed upholstery of the seat is possible. The lounge chair EC03 EUGENE is a versatile and unique item that is ideally suited for private and public interiors. Its seat height is 350 mm (13 7/8 inch), its seating depth 590 mm (23 1/4 inch) and seat width 590 mm (23 1/4 inch). EC03 EUGENE is delivered as one piece.



ST10 JEAN

Stool
Design: Stefan Diez, 2010

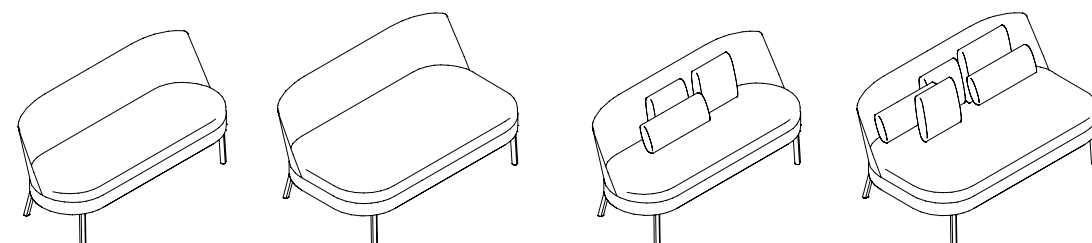
The bar stool ST10 JEAN is a natural development of the dynamic chair family CH04 HOUDINI. ST10 JEAN consists of a seat with circumferential brim, which provides comfort and hold when seated. Between the front two legs runs a cross beam with an embedded plastic profile, which acts as a foot rest and gives the stool stability. The bar stool ST10 JEAN, made from oak veneered plywood, lacquered, is available in two heights which makes it suitable for contract as well as private use at a kitchen counter. Upholstery of the seat is possible. The bar stool is not stackable and is delivered as one piece.



SF05 BESS

Sofa
Design: Stefan Diez, 2010

The sofa SF05 BESS is an idyllic development of the dynamic construction of the CH04 HOUDINI chair. The two-seater consists of an upholstered seat and a back made from flexible oak-veneered plywood, which is not upholstered. The back is gracefully bent around the back of the seat to form the back rest. The high grade upholstery consists of a body of NO SAG-springs and a well-balanced combination of foamed material. For greater comfort and style, the sofa can be complemented with the cushion CU06 NIMA. With its two different available seating depths, the sofa is well suited for private and contract interiors. SF05 BESS can be beautifully complemented with e15's range of side tables. Its seating height is 400 mm (15 3/4 inch). The two available seating depths are 560 mm (22 inch) and 860 mm (34 inch). The upholstered seat is not fixed. The sofa is delivered as one piece.

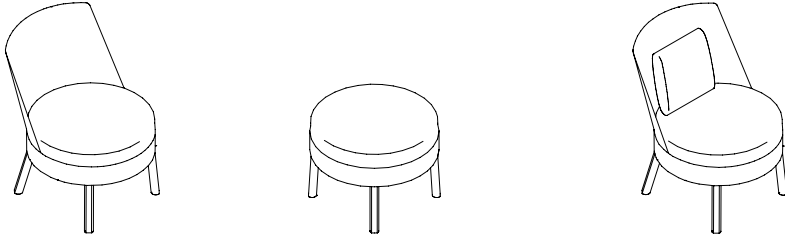


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EC02 BESSY

Lounge Chair, Stool
Design: Stefan Diez, 2010

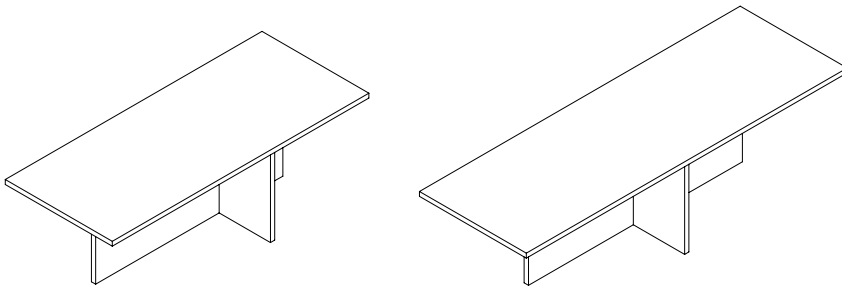
The lounge chair EC02 BESSY and the corresponding stool complete the product family around the sofa SF05 BESS. EC02 BESSY has a comfortable high back and round upholstered seat and is made from flexible oak veneered plywood, lacquered. Reminiscent of a cocktail-lounger, the space-saving EC02 BESSY is suitable for private use as well as for contract use especially in hotel lobbies and bars. For more comfort and style, this lounge chair can be complemented with the cushion CU06 NIMA. Optionally, EC02 BESSY is also available as a stool without back rest. EC02 BESSY can be complemented with the sofa SF05 BESS. The seat height is 400 mm (15 ¾ inch) and its seating depths 560 mm (22 inch). The upholstered seat is not fixed. EC02 is delivered as one piece.



TA18 ZEHN

Table
Design: Philipp Mainzer, 2010

The table TA18 ZEHN has through the complete reduction to its geometric form, a sculptural appearance. Due to its simple middle leg, which dependant on the length of the table, is symmetrically positioned underneath the table top, the usual protruding stilts are omitted. With a solid wood thickness of table top and leg of 40 mm (1 5/8 inch) , TA18 ZEHN is available in oiled European oak. Its reduced form enables the table to suit various interiors as a conference or dining table. TA18 ZEHN offers seating for up to eight people with a length of 2400 mm (94 1/2 inch) and up to ten people with a length of 3000 mm (118 1/8 inch). The table TA18 ZEHN is perfectly complemented with the side chair CH04 HOUDINI as well as with the chair CH03 HENNING. The clearance underneath the table top measures 710 mm (28 inch). TA18 ZEHN can be dismantled into four parts.



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