

## **E15 PRESS RELEASE**

**E15 AT IMM COLOGNE, HALL 3.2, STAND B040  
COLOGNE, 16 – 22 JANUARY 2012**

**DEBUT OF THE E15 SELECTED COLLECTION AND A HOST OF NEW RELEASES BY ARCHITECT PHILIPP MAINZER FOR THE E15 COLLECTION**

**AT IMM COLOGNE 2012 E15 INTRODUCES THE E15 SELECTED COLLECTION, A NEW PLATFORM FOR UNIQUE AND REFINED PIECES. FOR THE MAIN COLLECTION, THE GERMAN BRAND SHOWCASES A RANGE OF ELEGANT AND PLAYFUL NEW PRODUCTS SUCH AS A NEW SOLID WOOD DINING TABLE, SIDE TABLES IN COMBINATIONS OF MARBLE AND COLOURED STEEL AND NEW SIDEBORD ELEMENTS.**

### **THE E15 SELECTED COLLECTION**

A platform for unique and refined pieces, e15 SELECTED is a new collection of distinct items. Form, material and artistry transcend common boundaries, resulting in exclusive objects. To mark the beginning of the e15 SELECTED collection, the table TRUNK and object RAW by architect Philipp Mainzer are presented. These individual products are distinguished through their sculptural quality and use of rich materials coupled with finest craftsmanship.

#### **TRUNK**

Crafted from an individually chosen, single European walnut trunk, the 4100 mm long TRUNK table features four connecting, offset planks, revealing the raw edges of the tree trunk, which are only brushed, highlighting the natural quality and optional shape of the table. Floating atop brass finished tubular steel legs, the 50 mm thick table top spans various widths measuring 1700 mm at its widest. Simple and refined, the TRUNK table is an inherently unique and sculptural piece.

#### **RAW**

The object RAW is a robust piece crafted from seasoned European oak, which is rarely available in such wide dimensions used in this particular piece. Reduced to the essential features, the rectangular form is untreated and bare with the natural markings such as cracks and knotholes visible, emphasising the beauty of the European oak in its purest form. With its two lengths of L 600 mm and L 1200 mm, RAW can be used as an individual object, stool, bench or side table. Each piece of the e15 SELECTED collection is branded with an exclusive metal plaque featuring product details and the individual serial number.

### **NEW RELEASES FOR THE E15 COLLECTION**

Evolving the main collection of premium furniture, e15 introduces a range of elegant and playful products designed by architect Philipp Mainzer. The new pieces feature refined materials and finishes reaching beyond the renowned use of solid wood for the collection.

#### **TABLE TA19 SLOANE**

At IMM Cologne 2012 e15 introduces TA19 SLOANE, a lean and elegant solid wood dining table featured with a new white pigmented waxed finish. TA19 SLOANE is one of the slimmest tables in the collection and offers a particularly light and graceful option for smaller spaces. Characteristic of iconic e15 solid wood tables, the square legs of TA19 SLOANE

intersect with the slim 40 mm table top, with the supporting structure incorporated into the table top, thus emphasising the elegance of the new table.

#### SIDE TABLES CT09 ENOKI

With the smart and playful side tables CT09 ENOKI, e15 introduces marble for the collection, applying it to novel form for the ubiquitous side table. Cleverly toying with material, colour and dimensions, the versatile side tables are presented in combinations of rich marble and coloured steel. Available in two different diameters and heights, the CT09 ENOKI side tables are offered in white, brown or black marble table tops, which are combined with harmonising or contrasting coloured steel bases in subtle or unusual combinations; honey yellow or nude coloured steel supports a brown marble top, a subtle mint green compliments a white Carrara top, or alternatively a neon red base highlights black or white marble tops, in addition to other interesting combinations, pure shades of all white or black for the entire table are also offered.

#### BAR CABINET SB10 ARAQ

The bar cabinet SB10 ARAQ is a concealed treasure and delightful surprise when opened. Designed as a complementing module for the solid wood sideboard series SB07 SHAHNAZ and SB08 MAHNAZ, the SB10 ARAQ folds open with two hatches with one hatch also acting as a work surface when the cabinet is opened. The bar interior is fitted with polished brass inlay, which reflects a golden glow, lending a luxurious warmth in combination with solid wood. Available in two lengths of 450 mm and 900 mm, the polished brass interior also accommodates a sliding and removable brass tray, dividing the depth of the cabinet and glamorously resolving all serving needs. SB10 ARAQ is also available with a polished stainless steel inlay.

#### SIDEBOARD SB11 DARA

SB11 DARA is an open shelf produced in contrasting powder-coated aluminium, complementing the solid wood sideboard series SB07 SHAHNAZ and SB08 MAHNAZ. Offered in signal white, umbra grey and jet black, SB11 DARA is a new, enriching and functional element for the sideboard series allowing objects and books to be displayed openly within the sideboard as well as providing more dynamic compositions.

#### SIDEBOARD EXTENSIONS FOR SB07 SHAHNAZ AND SB08 MAHNAZ

In addition to SB10 ARAQ and SB11 DARA, SB07 SHAHNAZ is now also available in a length of L 450 mm with just one door and SB08 MAHNAZ is introduced in a height of H 225 mm with just one drawer. The dimensions of the new modules correspond with the existing element. All new modules are available as part of a combined sideboard series or individually as wall-mounted versions. From a length of L 1800 mm to L 3600 mm the sideboard series is available as freestanding with the sub frame SB09.

#### TA04 BIGFOOT™ EXTENDABLE

E15 also uses the occasion of IMM Cologne 2012 to present the much-requested extendable version of its iconic TA04 BIGFOOT™ table. Concealed beneath the tabletop with its sub frame, the intersecting legs on one side can be pulled out to reveal the 700 mm long tabletop extension. Available solely for the 2000 mm long table, once assembled, the table reaches a length of 2700 mm, allowing for two more seats, with an imperceptible connection line on the tabletop.

## **THE EXHIBITION DESIGN**

E15 starts 2012 with a fresh exhibition design by partnering with architecture office PHILIPP MAINZER OFFICE FOR ARCHITECTURE AND DESIGN. Structured into individual settings, the all black space unfolds in different directions, creating intriguing architectural viewpoints. The exhibition showcases the products in interlocking rooms, accentuating the modern aesthetic of the collection set against the black background. Informative graphics on the walls and concrete floor lend a bold and informal character to the presentation.

**Ends. /**

## **NOTES TO EDITORS**

In addition to its own stand presentation, e15 products were chosen for Das Haus, an installation by Doshi Levien, the London based design duo, and The Club, a lounge installation by IMM COLOGNE creative director Dick Spiereburg.

### **E15 STAND**

PURE VILLAGE, HALL 3.2, STAND B040

### **DAS HAUS BY DOSHI LEVIEN**

PURE VILLAGE, HALL 3.2, STAND D021 / C031

### **THE CLUB**

PURE VILLAGE, HALL 3.2, STAND D018

Opening hours of IMM Cologne:

Monday, 16.01. – Saturday, 21.01.2012, 09.00 – 18.00 H

Sunday, 22.01.2012, 09.00 – 17.00 H

Koelnmesse

Messeplatz 1

50679 Cologne, Germany

[www.imm-cologne.de](http://www.imm-cologne.de)

For further press information and high resolution images please contact the e15 in-house PR team:

Susanne Günther, Tel. +49-(0)6171-9795 25, [susanne.guenther@e15.com](mailto:susanne.guenther@e15.com); Rabea Reufsteck,

Tel. +49-(0)6171-9795 53, [rabea.reufsteck@e15.com](mailto:rabea.reufsteck@e15.com).

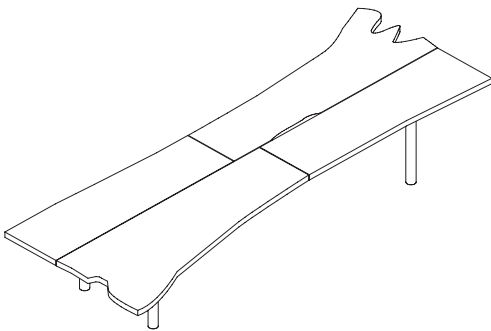
## NEW RELEASES JANUARY 2012 – PRODUCT TEXTS

### TRUNK

TABLE

DESIGN: PHILIPP MAINZER, 2011

Crafted from an individually chosen, single European walnut trunk, the 4100 mm long TRUNK table features four connecting offset planks revealing the raw edges of the tree trunk, which are only brushed, highlighting the natural quality and original shape of the table. Floating atop brass finished tubular steel legs with a diameter of 77 mm, the 50 mm thick table top spans various widths measuring 1700 mm at its widest. The table seats 10-12 people comfortably. Simple and refined, the TRUNK table is an inherently unique and sculptural piece. Each piece of the e15 SELECTED collection is branded with an exclusive metal plaque featuring product details and the individual serial number.

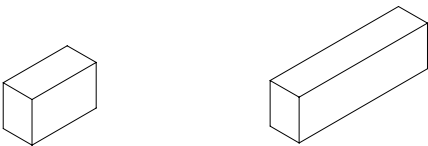


### RAW

OBJECT

DESIGN: PHILIPP MAINZER, 2011

The object RAW is a robust piece crafted from seasoned European oak, which is rarely available in such wide dimensions as used in this piece. Reduced to the essential features, the rectangular form is untreated and bare with the natural markings such as cracks and knotholes visible, emphasising the beauty of the European oak in its purest form. With its two lengths of L 600 mm and L 1200 mm, RAW can be used as an individual object, stool, bench or side table. Each piece in the e15 SELECTED collection is branded with an exclusive metal plaque featuring product details and the individual serial number.

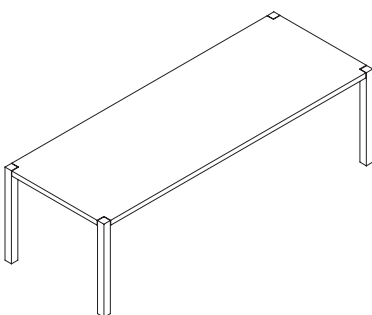


### TA19 SLOANE

TABLE

DESIGN: PHILIPP MAINZER, 2011

The table TA19 SLOANE is a lean and elegant solid wood dining table. Characteristic of iconic e15 solid wood tables, the square legs of TA19 SLOANE intersect with the slim 40 mm tabletop with the supporting structure incorporated into the tabletop. Its slim silhouette is further emphasised with a new wood finish that is offered for TA19 SLOANE, white pigmented waxed, which exudes lightness and elegance. Available from a length of L 1400 mm, TA19 SLOANE is a dining table ideal also for smaller spaces. The clearance underneath the table top measures 710 mm. The table can be disassembled into five parts.



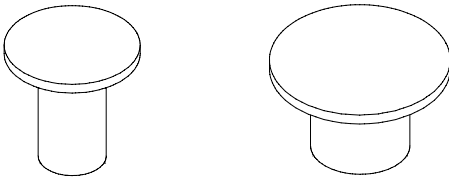
/ more...

### CT09 ENOKI

SIDE TABLE

DESIGN: PHILIPP MAINZER, 2011

With the smart and playful side tables CT09 ENOKI e15 introduces marble for the collection, applying it to novel form. Cleverly toying with material, colour and dimensions, the versatile side tables are presented in combinations of rich marble and coloured steel. CT09 ENOKI are available in two different diameters and heights with a 30 mm thick marble top, which are combined with harmonising or contrasting coloured steel bases in subtle or unusual combinations. In addition to other interesting combinations, pure shades of all white or black for the entire table are also offered. The marble is equipped with a matt oiled finish, which is protective, yet requires maintenance. The side tables have adjustable feet and are delivered in two pieces.

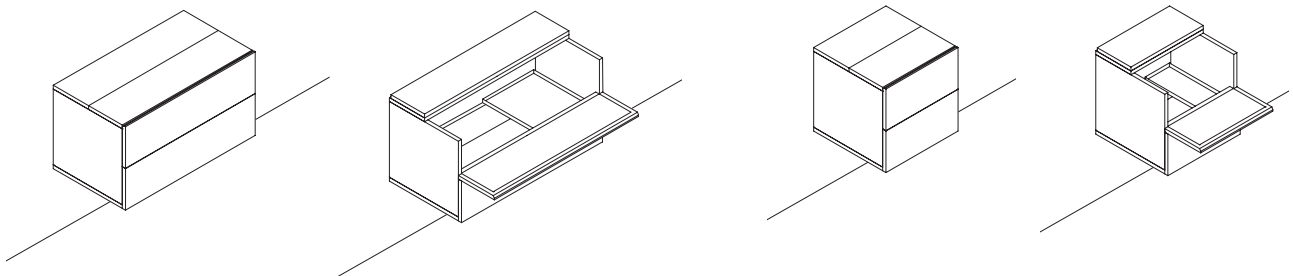


### SB10 ARAQ

WALL-MOUNTED BAR CABINET

DESIGN: PHILIPP MAINZER, 2011

The bar cabinet SB10 ARAQ is a concealed treasure and delightful surprise when opened. Designed as a complementing module for the solid wood sideboard series SB07 SHAHNAZ and SB08 MAHNAZ, the SB10 ARAQ folds open with two hatches, with one hatch also acting as a work surface when the cabinet is opened. The bar interior is fitted with a polished brass inlay, which reflects a golden glow, lending luxurious warmth in combination with solid wood. The polished brass interior also accommodates a sliding and removable brass tray, dividing the depth of the cabinet and glamorously resolving all serving needs. The inlay can be removed for cleaning. SB10 ARAQ is also available with a polished stainless steel inlay.

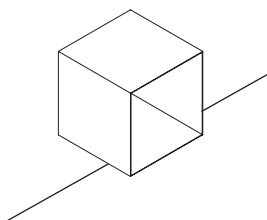


### SB11 DARA

WALL-MOUNTED SIDEBOARD

DESIGN: PHILIPP MAINZER, 2011

SB11 DARA is an open shelf produced in contrasting powder-coated aluminium, complementing the solid wood sideboard series SB07 SHAHNAZ and SB08 MAHNAZ. Offered in signal white, umbra grey and jet black, SB11 DARA is an enriching and functional element for the sideboard series, allowing objects and books to be displayed openly within the sideboard, as well as providing more dynamic compositions for the series. The material thickness measures 5 mm.



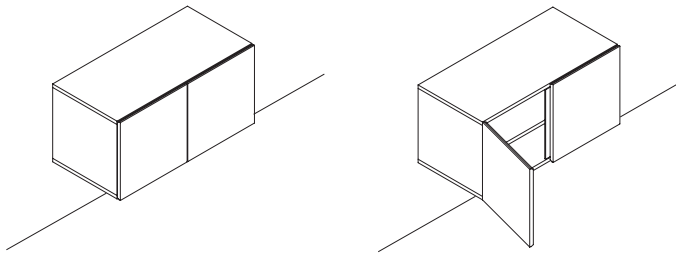
### **SB07 SHAHNAZ**

WALL-MOUNTED SIDEBOARD

DESIGN: PHILIPP MAINZER, 2006 / 2011

With its solid body with a density of 20 mm (1/8 inch), the SB07 SHAHNAZ sideboard appears light and elegant. This visual buoyancy is achieved with an intricate construction without visible frames. The door interiors are equipped with engraved notches that lessen the tension on the wooden elements. Internally integrated aluminium bars secure stability. SB07 SHAHNAZ is now also available in a length of L 450 mm with just one door. The two available sizes can be playfully combined with modules of the SB08 MAHNAZ chest of drawers as well as the SB10 ARAQ bar cabinet and SB11 DARA open shelf.

From a length of L 1800 mm to L 3600 mm the sideboard series is available as free-standing with the sub frame SB09.



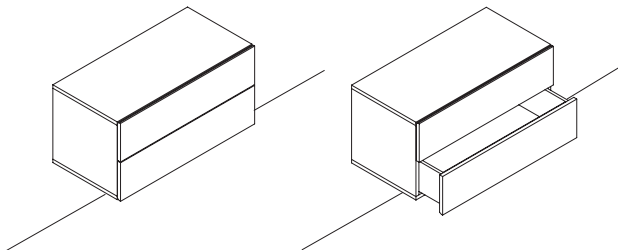
### **SB08 MAHNAZ**

WALL-MOUNTED CHEST OF DRAWERS

DESIGN: PHILIPP MAINZER, 2006 / 2011

With its solid body with a density of 20 mm (1/8 inch), the SB08 MAHNAZ appears as if it was floating effortlessly. Its clear design profits from a concept that eliminates visible frames and excludes all unnecessary and obtrusive elements. A chamfered edge along the drawer serves as an elegant handle. SB08 MAHNAZ is now also available in a height of H 225 mm with just one drawer. The two available sizes can be playfully combined with modules of the SB07 MAHNAZ sideboard as well as the SB10 ARAQ bar cabinet and SB11 DARA open shelf.

From a length of L 1800 mm to L 3600 mm the sideboard series is available as free-standing with the sub frame SB09.



### **TA04 BIGFOOT™**

EXTENSABLE TABLE

DESIGN: PHILIPP MAINZER, 2011

For the length L 2000 mm, TA04 BIGFOOT™ is available as an extendable version. Concealed beneath the tabletop with its sub frame, the intersecting legs on one side can be pulled out to reveal the 700 mm long tabletop extension. Once assembled, the table reaches a length of 2700 mm, allowing for two more seats, with an imperceptible connection line on the table top. All additional components are stored inside the table.

