

E15 PRESS RELEASE

E15 AT ICFF 2011 IN NEW YORK

NEW YORK, 14 - 17 MAY 2011

ICFF, GERMAN DESIGN COUNCIL STAND, STAND NO. 1648

E15 SHOWCASES AT ICFF 2011 ON THE DESIGN DEUTSCHLAND STAND AND FURNISHES ICFF PRESS OFFICE

During ICFF 2011 e15 products will be present on the German Design Council Stand at the fair ICFF in the Jacob K. Javits Convention Centre as well as exhibited at its New York retailers M2L and Project No.8. Additionally, the ICFF press office this year is completely furnished with products by e15. The Stefan Diez seating furniture, such as the lounge chair EC03 EUGENE, EC02 BESSY or the sofa SF05 BESS launched in 2010 will be exhibited for the first time in New York along with classic tables from e15 by creative director Philipp Mainzer as well as the carpet CP03 KAVIR by designer Farah Ebrahimi showcased here in exuberant new colours.

The German premium brand e15 stands for modern design, high grade materials and innovative, handcraft production methods. Its collection 2010 on display at ICFF 2011 as well as the new releases 2011 launched at Salone del Mobile in April, emphasise these principles.

DURING ICFF 2011 E15 PRODUCTS CAN BE VIEWED IN THE FOLLOWING LOCATIONS IN NEW YORK:

ICFF

German Design Council
Hall 1, Stand 1648
Jacob K. Javits Convention Centre
New York, NY 10001
www.icff.com

E15 RETAILERS IN NEW YORK

M2L Showroom
135 Madison Ave. 2 fl.
New York, NY 10016
www.m2lcollection.com

Project No.8 Showroom
38 Orchard Street
New York, NY 10002
www.projectno8.com

NOTES TO EDITORS:

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