

E15 PRESS RELEASE

E15 AT QUBIQUE 2011, BERLIN, 26 – 29 OCTOBER 2011

HANGAR 5, STAND 8.1

E15 SHOWCASES NEW RELEASES AND CLASSIC E15 PRODUCTS AT QUBIQUE IN BERLIN

With a gallery style presentation e15 showcases at Qubique, the new international furniture fair in the historic former airport Berlin Tempelhof. For this presentation, the German furniture brand showcases notable highlights from its premium collection of furniture with a prime focus on its new releases 2011 by designers Stefan Diez, Saskia Diez, Farah Ebrahimi and e15's creative director Philipp Mainzer.

Against the background of the iconic premises, e15 presents a selection from its versatile seating series by Stefan Diez such as the new compact lounge chair EC04 LEO in fresh shades of khaki, nude, brass yellow and Umbra grey. The lounge chair EC03 EUGENE with new complementing stool ST11 DASH is presented in walnut veneer, the bar stool ST10 JEAN as well as the award winning chair CH04 HOUDINI with armrest.

The distinct and sculptural solid oak dining and conference tables TA17 LONDON and the awarded TA18 ZEHN by e15's creative director Philipp Mainzer, also showcased in Berlin, establish a bold and elegant contrast to the abstract organic forms by Stefan Diez. Apparent in the sensuously refined, enduring furniture of e15 are the brand's principles of progressive design, high grade materials and innovative, handcrafted production methods. The new releases 2011 showcased at Qubique emphasise these principles displaying inspiring and diverse pieces that reflect e15's reduced and powerful design language.

An additional highlight of e15's presentation is the exuberant new colours, fabrics and textures for its furniture collection selected by designer Farah Ebrahimi. The accessory cushion CU06 NIMA is presented in a chic assortment of fabrics and combinations named after different cities around the world. Complementing the modern and eccentric shades of the carpet CP03 KAVIR, an expressive range of colours for the Stefan Diez seating furniture series is presented. Also on display at Qubique is the award winning modular sofa SF03 SHIRAZ by Philipp Mainzer and Farah Ebrahimi presented in a rich monochrome linen combination.

The new discrete and sculptural hand finished wooden jewellery case AC02 JEWEL by Saskia Diez has its second debut in Berlin at Qubique. Launched in July at concept store Andreas Murkudis in Berlin, the modular four piece jewellery case, hand finished in solid European walnut extends the e15 range of accessories.

The exhibition at Qubique in Berlin is e15's third fair presentation in 2011, showcasing with a refreshing and straightforward exhibition design. In a spare black space, the products are elevated onto white platforms and cubes of different heights, displaying clearly the individual significance of each product. Their elevation also results in a different perspective onto the products, allowing a detailed view of the construction and design.



NOTES TO EDITORS

Within the context of the Qubique fair, the German Design Council will present the concept of 'German Design Loft'. The German furniture brand e15 will be announced as one of the chosen participants of these exhibitions, which will be showcased for the first time at the Business of Design Week in Hong Kong (01. – 03. December 2011). The formally curated, temporary exhibitions act as mobile platforms presenting premium and luxury brands from the sectors living, object and lifestyle on the international market.

Qubique

26 – 29 October 2011

Hangar 5, Stand 8.1.

Flughafen Berlin-Tempelhof

Platz der Luftbrücke 5

12101 Berlin, Germany

Opening hours of the fair:

Trade days: Wednesday, 26 - Thursday, 27 October 2011

10.00 H - 19.00 H

Public days: Friday, 28 - Saturday, 29 October 2011

10.00 H - 19.00 H

www.qubique.com

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; Rabea Reufsteck,

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

E15 Design und Distributions GmbH

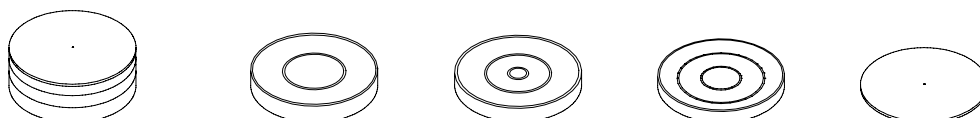
www.e15.com

E15'S COLLECTION OF NEW RELEASES 2011

AC02 JEWEL

JEWELLERY CASE
DESIGN: SASKIA DIEZ, 2011

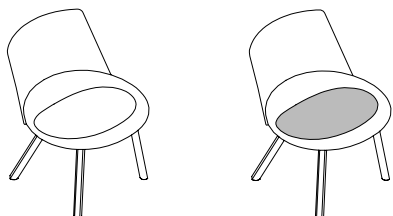
The jewellery case AC02 JEWEL presents a special collaboration with the Munich designer Saskia Diez. From solid European walnut, the stackable, three-piece case extends the accessory range of e15. Each of the three shaped pieces has different interior partitions which lend itself beautifully to the storing of precious jewellery. The top sheath finishes with a closing top. The reduced design of AC02 JEWEL is in line with the aesthetics and design language of e15 and emphasises the used material.



EC04 LEO

LOUNGE CHAIR
DESIGN: STEFAN DIEZ, 2011

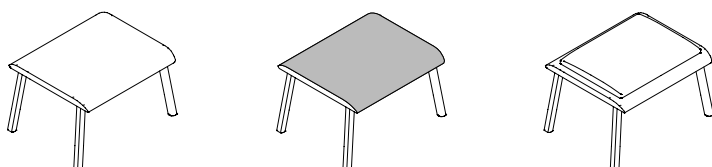
With EC04 LEO e15 further extends its family of seating furniture and introduces a compact and versatile lounge chair. Taking up the aesthetics and production technique of the side chair, EC04 LEO is a natural continuation of the CH04 HOUDINI seating family, reflecting its abstract organic form and the modern use in material. With a wide and comfortable seat shell that exudes lightness and leisure and with its small dimensions EC04 LEO also made from flexible lacquered oak or walnut veneer is the perfect side and complementing small lounge chair. It ideally complements the sofa SF05 BESS or SF03 SHIRAZ. As a unique item, EC04 LEO is ideally suited for most living and public spaces. Fixed upholstery of the seat is also possible. Its seat height is 400 mm (15 3/4 inch), its seat depth 460 mm (18 1/8 inch) and its seat width 570 mm (22 5/8 inch).



ST11 DASH

STOOL
DESIGN: STEFAN DIEZ, 2011

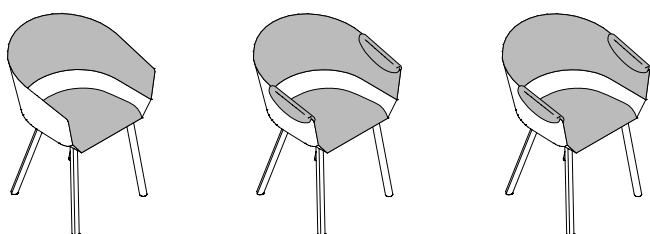
Complementing the comfortable and iconic EC03 EUGENE lounge chair, e15 introduces the stool ST11 DASH, also made from flexible oak- or European walnut-veneered and lacquered plywood. The rectangular stool, reflecting key details and proportions of EC03 EUGENE, takes up the seat height of the lounge chair as well as the rounded finishes of the seat in its front sides, offering perfect leg comfort. The optional seat cushion CU11 DASH S offers additional padding of the stool. ST11 DASH is delivered as one piece.



CH04 HOUDINI CONTRACT

CHAIR WITH ARMREST AND NEW CONTRACT UPHOLSTERY
 DESIGN: STEFAN DIEZ, 2011

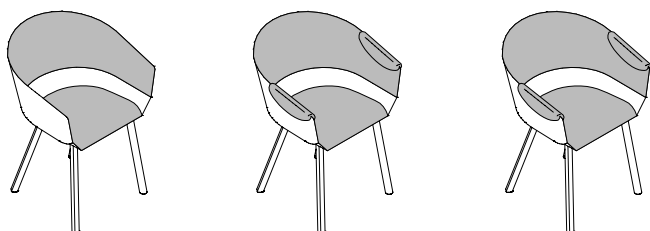
With particular focus on the contract market, e15 introduces five upholstered versions of the chair CH04 HOUDINI with armrest in oak-veneered plywood, lacquered. With optimised fabric purchasing and increased sums of the five fixed chair options, e15 can offer its CH04 HOUDINI CONTRACT as a less costly alternative. The upholstery of the seat and inside back along with the armrest upholstery in one fabric offer ample comfort and padding for CH04 HOUDINI whilst not entirely covering the chair's form and aesthetics. The upholstery and armrest padding respond to the special requirements of the contract market whilst also adding an artistic dimension to the chair. E15 offers its CH04 HOUDINI CONTRACT with armrest in upholstery combinations of contract proof Trevira CS, wool and cotton.



CH04 HOUDINI

CHAIR WITH ARMREST AND NEW UPHOLSTERY
 DESIGN: STEFAN DIEZ, 2011

The visually and physically light chair with armrest is made from oak- or European walnut-veneered lacquered plywood. With its wide, comfortable seat shell it perfectly complements all e15 tables. CH04 HOUDINI with armrest is also available as part or fully upholstered versions, with the upholstery of the seat and inside back only as well as the special armrest upholstery offering ample comfort and padding. The upholstery is not removable. E15 offers its CH04 HOUDINI in upholstery combinations of Trevira CS, wool and cotton in addition to rich leather. As such, CH04 HOUDINI is ideally suited for private and public interiors. The 570 mm (22 ½ inch) wide by 400 mm (15 5/8 inch) deep seat ensures comfortable sitting. The seat height is 460 mm (18 1/8 inch). This chair is not stackable and is delivered as one piece.

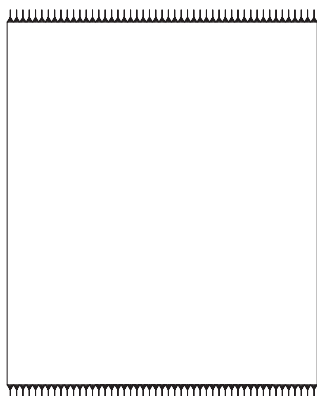


CP03 KAVIR

CARPET

DESIGN: PHILIPP MAINZER, FARAH EBRAHIMI 2007 / 2010

In a desire to introduce colour in modern and flexible ways to live with, the carpet CP03 KAVIR is available in nine shades with contrasting fringe colours. The distinct colours present a modern and joyful reinterpretation of the traditionally knotted Persian carpet. With a high density of 80 knots per square inch, the CP03 KAVIR carpet is handmade according to traditional methods. The fringe detail becomes more than just a design element, as it reveals the hand-woven framework of this carpet. Like all e15 carpets, the CP03 KAVIR is produced in a socially and environmentally responsible manner.



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