



## Press Release

### MacMaster Introduces the Cocoon Floor Light

Alex MacMaster launched 'MacMaster' in 2009 specialising in contemporary wood based furniture and lighting products. The company, which is based in London and operates a production workshop in Worcestershire, is run by award winning designers Alex MacMaster and Limahl Asmall who offer a growing range of high end pieces that purvey a sense of individuality and quality.

This September has been a busy month for MacMaster as they are launching 3 new products during the London Design Festival, a new refurbished website with captivating imagery, and an expansion into a new workshop in Worcestershire. They will of course be retaining a London base as they feel it too important to miss out on the creativity of the Capital City.

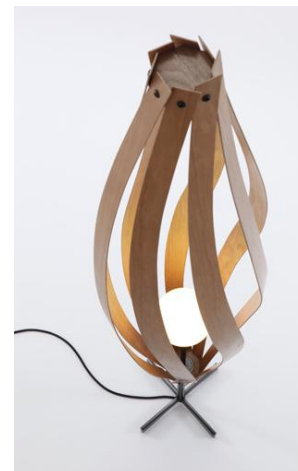
As part of the global launch of the Cocoon Floor Light, MacMaster has also been invited to sponsor the front registration area of this years' 100% Design Exhibition during the London Design Week. Visit them at stand at X84 – 22<sup>nd</sup>-25<sup>th</sup> September 2011

Designed by Limahl Asmall for MacMaster, The Cocoon Floor Light is a development of the Cocoon Pendant, and likewise consists of eight beautifully laminated timber leaves. Weighted with a floor stand, the expressive design provides a superior way to enrich an environment and create ambient and brighter interiors. The Cocoon Floor Light is suitable for use with an energy saving bulb or a standard globe, (the latter can be fitted with a dimmer). Sustainable, and with a low environmental impact, the floor light is available in four timber finishes.

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For Hi Res Images Please Contact Limahl

Contact: Limahl Asmall  
Tel: +44 (0) 7887 523 924  
Mail: [Info@macmasterdesign.com](mailto:Info@macmasterdesign.com)  
Web: [www.macmasterdesign.com](http://www.macmasterdesign.com)



## ABOUT MacMaster

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MacMaster's style is a reflection of the cultural melting pot of contemporary London and aims to enrich interiors throughout the globe. The attention to detail and passion for refinement have been developed through time spent under the world's foremost Designers and traditional craftsman. Whilst Alex and Limahl attained first class honours in cabinet making, Alex developed his design methodology under the tutelage of John Makepeace and honed his craftsmanship under Makepeace's master craftsman in Dorset. Limahl accomplished his design and development language under designers Assa Ashuach and Tomoko Azumi.

Initially, the duo focused on the high-end residential sector, forming relationships with private clients and domestic buyers; however, recent demand from hospitality and commercial outfitters has prompted an expansion into additional territory. Alex and Limahl have responded positively to commercial clients by drawing on the personable relationships developed through interaction with their private and domestic buyers. In this way, clients of MacMaster are offered a service that is tailored to the needs of the individual.

Alongside their 2011 Collection, MacMaster offers a bespoke design and production service which can be seamlessly integrated into residential and commercial projects. Most recently, they have worked with Prêt A Manger to design and produce bespoke pendant lights for their new stores opening in the Hong Kong and Asian markets.



Alex MacMaster (Right), and Limahl Asmall

"Furniture should be as much an artistic statement as it is functional. I design to make a visual impact, to stimulate the imagination and to have an elegance that realises timeless appeal."

Alex MacMaster 2009