



Press Release

MacMaster Sponsors 100% Design with Cocoon Pendant Light launch

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.

As part of the global launch of the Cocoon Range, MacMaster has been invited to sponsor the front registration area of this years' 100% Design Exhibition during the London Design Week.

Four white Cocoon Pendant Lights will create an ambient and atmospheric feature for the guests arrival.

As well as the launch of the Cocoon, MacMaster will be showcasing a new innovative lightshade (Bloom) and a sensational floor light. Visit them at stand at X84 – 22nd-25th September 2011

Designed by Limahl Asmall for MacMaster, The Cocoon is an open structure pendant consisting of eight beautifully laminated timber leaves. The expressive form gives view to a warm globe that graduates ambient light onto the inner veneers of the structure revealing a stunning contrast between the inner and outer surfaces. Designed with sustainability in mind, the pendant lights have been manufactured to minimise material wastage and packaging. It is constructed from multiples of flat packable, laminated veneer components and can be quickly assembled using the small fittings provided.

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For Hi Res Images Please Contact Limahl

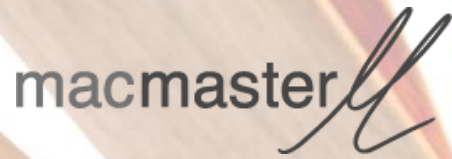
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ABOUT MACMASTER

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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